

Supporter Advisory Board

Meeting Minutes – Monday 16th June

1. Welcome & Introductions

- Warm welcome from the Chair and introduction.
- Overview of the agenda and objectives of the meeting.

2. Terms of Reference

- Final version of the Terms of Reference for 2025/26 shared and formally signed off.
- Agreed unanimously.

3. Working Group Updates

- Each Working Group provided early updates on activity, priorities, and next steps.
- A wide range of creative and practical ideas were shared and positively received.

Highlights included:

- **Matchday Experience & Engagement:** Supporter buddy scheme to welcome new fans; ideas to improve concourse spaces and general atmosphere including the use of a drum.
- **Supporter Communications:** Mix of digital and printed communications to ensure accessibility and reach; better use of club channels to highlight key information.
- **Club Culture & History:** Pop-up museum concept during the 150th season; retro kit options and heritage-focused storytelling; highlighting Vale v the league's 91 record.
- **Retail & Ticketing:** Flexible ticketing offers to attract new fans; more targeted family and community-based promotions.
- **EDI:** Making Vale Park a "club of choice" through inclusive policies, improved accessibility across stands, and engaging under-represented groups.
- Strong sense of momentum with Working Groups now progressing ideas into formal proposals.

4. Supporter Engagement Plan

- Club's draft Engagement Plan for 2025/26 reviewed.
- Good level of feedback from members with broad agreement to proceed.
- Action: Plan to be shared post-meeting for final approval.

5. Focused Topics

- **Accessibility Seating:** Clear commitment to meeting Regulation 35.7.16 ahead of the 26/27 deadline; practical suggestions discussed to improve access and facilities.
- **Allocated Seating:** Positive discussion on expanding allocated seating to support supporter experience, safety, and operational effectiveness. This needs to be done with wider consultation and time with supporters.
- **Safe Standing:** Members broadly supportive of a dedicated Safe Standing area; discussed practicalities, costs, and future planning. Again not something that can be

done immediately and needs more consultation with supporters but also club staff.

It was agreed at the next meeting for the Club to talk through priorities for ground improvement projects and supporter related projects to see how these can or should be prioritised given the costs and time involved.

6. Club Update

- Facilities: Recent improvements shared and future priorities outlined.
- 150th Anniversary: Preview of key celebratory moments, including legacy projects and supporter-focused activations.

7. Dates & Planning Ahead

- Next SAB meeting dates to be confirmed shortly.
- Agreement to communicate actions and outcomes across channels.

8. Any Other Business

- Open Q&A session with more great ideas raised.
- Overall energy in the room reflected shared ambition and pride in pushing the club forward.

Summary

A highly positive and productive meeting. A real sense of shared purpose, with practical ideas now being taken forward by Working Groups and the Club. Progress continues to build momentum as we look ahead to the 2025/26 season.