

**SUPPORTERS' COMMITTEE MEETING**  
**WEDNESDAY 9<sup>TH</sup> OCTOBER 2019**  
**KCOM STADIUM**

**ATTENDEES:**

- Senior Tigers: Barbara Wilkinson (BW)
- Hull City Official Supporters' Club: Kathryn Townsley (KT)
- Electric Eels: John Sherman (JS)

West Stand Representative:

- Lisa Champion (LC)

East Stand Representatives:

- Mike Yardley (MY)
- Ash Durham (AD)
- Ben Andrew (BA)
- Mark Tomlinson (MT)

South Stand Representatives:

- Jamie Kelwick (JK)
- Bob Carroll (BC)

**APOLOGIES:**

Melanie Dearing (West Stand)

**CLUB REPRESENTATIVES:**

- Ehab Allam – Vice-Chairman (EA)
- David Beeby – Club Secretary (DB)
- Kevin Hickson – Facilities Manager (KH)
- Joe Clutterbrook – Head of Commercial (JC)
- Carol Raper – Ticketing Manager (CR)
- Karen Clark – HR Manager (KC)
- Daniel Briggs – PR & Social Media (DBr)
- Henry Crane – Venue Catering Partnership Deputy Manager (HC)
- Ann Holland – Fans Liaison/Disability Liaison (AH)

**INTRODUCTIONS:**

JC welcomed the committee and thanked them for attending. He asked everyone around the table to introduce themselves.

## **STADIUM UPDATE:**

### KH advised:

- A new water heater had been fitted to resolve the hot water issue in the South Stand and testing will be carried out monthly.
- Improvements to the Dugout Bar are planned. This bar and the Pitchside bar will be opened two hours before kick-off and will be used as a safe space for disabled fans.
- Movement of vehicles around the bowl at full-time is monitored by the control room and concerns are being addressed.

BW voiced her concerns that cars were able to move around the bowl, which should be a pedestrian right of way, by fans leaving at the end of the games. [KH to investigate]

- The stewards' training was discussed. KH confirmed all stewards were expected to complete NVQ2 training as well as online training and induction specific to the stadium.

MY asked if this applied to external agency stewards and what percentage of agency stewards were used.

KH advised agency stewards were expected to be trained to NVQ 2 level and watched the same induction video as SMC stewards.

KC advised SMC continue to recruit their own stewards with over 80 people attending a stewards' induction day the previous week following a recruitment drive at the university and local jobs fair.

KH advised any complaints or concerns relating to the stadium could be directed to [SMCenquiries@hulltigers.com](mailto:SMCenquiries@hulltigers.com)

KH gave an update on the cleanliness of the stadium:

- SMC are looking at the practicalities of getting into the stands to clean them with a specialist machine. A couple of companies have been approached to look into cleaning stadium steps and we are currently looking at timescales and dates to accommodate this around matches.

BW commented on mention of a deep clean at previous meetings but reported some of the seats are still in a disgraceful state with green mould and sticky tape on seats in W4 and W5.

[KH to investigate and action]

- The state of the Walton Street entrance and car park was discussed in relation to lighting and litter. EA advised those areas belonged to Hull City Council. KH advised the SAG group had been informed.

EA advised that the Club will review the cleaning. It was agreed the cleaning of the seats would take priority.

- Complaints have been raised about the PA System.

KH advised the system is serviced every six months and pre-match announcements are made to test the system. He agreed to monitor this at the next few fixtures. It was suggested messages could be put on the big screen as well so the information goes to everyone.

- The subject of gender neutral toilets had been raised which KH would look into with the suggestion they be incorporated with the disabled toilets.
- Wi-Fi in the stadium was discussed. It was suggested the big screen, LED's or concourse screens could be used more to relay information with score updates on the fan facing LED's if practical.

DB explained there are regulations on using mobile phones in stadiums following the fan who was subject to a covert operation by the EFL at the KCOM Stadium.

### **MATCHDAY FOOD AND DRINK UPDATE:**

HC gave an update on matchday food and drink:

- Chips are only available in the North, East and South Stands as there is no suitable extraction system in the West Stand. VCP continue to work on finding a cost solution to installing a fryer in the West Stand as it is not possible to transport food there from other stands.
- Price increases have been kept to a minimum but all meal deal costs have remained the same which increases the value in those deals.
- Dietary requirements are catered for, including vegan options. Fans can contact us to order food to suit their dietary needs. Signage informs fans need to speak to a member of staff about any dietary requirements they may have and the staff all understand the process. If demand for a product that covers a particular dietary requirement becomes sufficiently popular, we would be delighted to introduce it as a core product. It was agreed the club should publicise dietary requirements are catered for and encourage them to get in touch with VCP.
- It was confirmed queue levels were monitored at the beginning of each season to establish how many staff were needed on the concourses, especially as fans had moved from the North Stand. Demand and service times are reviewed after every match and changes made to try and improve the speed of service. Two card only units have been introduced in the East Stand which helps speed up service and plans are in place to introduce them to other stands.

KT asked for better signage for the 'Card Only' kiosks [HC to feedback]

MY asked if vending machines or hawkers could alleviate the pressure on the kiosks. HC informed trials previously had not been successful.

### **TICKETING AND MEMBERSHIPS:**

JC explained the programme of events and ticket offers for half-term including the home game against Derby, for which half-price tickets are being offered.

CR confirmed 1,600 tickets so far had been sold for the Derby game.

EA said he was willing to be open about ticket pricing and invited members to be involved in a collective discussion on prices. All members confirmed they would like to be involved in the process and two further meetings for a steering group over the course of the next few weeks will be planned to begin discussions.

- The group discussed ideas they would like to see introduced including student pricing, NUS discounts, discount prices for members' children etc. Everyone agreed filling seats would improve the matchday experience. Pre-match experience will be improved and ideas were put forward including showing football matches on the concourse TVs.
- It was agreed feedback and suggestions on pricing would be put forward for first pricing steering group meeting.

BW suggested the Allam family returning to watch matches at the stadium would be a good step forward and voiced her concern on the lack of atmosphere in the stadium.

JC confirmed the Derby game was the start of the club building on matchday experience and fan engagement.

- The question of reporting of attendances was discussed and EA explained the attendance was reported as required by the EFL.

DB in response to a question about members not attending matches explained that the vast majority of clubs incurred a similar drop of 20% in season ticket holders/members not attending a particular match.

#### **AOB:**

#### **SAFE STANDING**

DB advised that to change current legislation more evidence was needed to prove standing at matches was safe. Clubs had been contacted by the EFL and were helping to gather that.

EA confirmed he didn't like fans standing in seated areas so would support standing areas if given the option. He confirmed no costing for this had taken place.

AD asked why half-time entertainment had stopped.

JC said he was not aware of any reason it had stopped. It was agreed that football on the concourse TVs would be well received and other ideas to improve the matchday experience would be welcomed. We are working with the East Riding FA to incentivise children to be more involved. We have things planned but your input is appreciated.

DB explained the reason for the Leeds U23s game being played at lunchtime on the Friday was solely due to the fact two of the players were to travel with the first team on the Saturday. This was at the manager's request.

KT advised the Tigers TV service did not always work and service could be intermittent.

EA explained the league had changed the service provider this season so that could be the cause.

JC confirmed he would bring it up at the EFL conference he would be attending the following week.

KT suggested there seemed to be a problem with the ball boys and girls seeming disinterested.

JC said we need to manage that better and are working with the Tigers Trust to improve.

BW asked whether anything could be done about fans leaving the South Stand to move over to the West Stand.

JC suggested that would be down to a stewarding issue which needed to be fed back.

BW said there had been complaints about the safety net behind the goal needing repairing.

KH confirmed it has been replaced.

BW asked about the initiative for giving kits away.

JC explained this was an initiative by KCOM that a kit would be given away for every goal scored at the KCOM stadium for the current season and they would be distributed at the end of the season to local teams.

AH advised of a mini bus shuttle service between the Arena and the West Stand which is in operation an hour and a half before each game. The service stops 25 minutes before the game. AH will advise fans as it seems this is not widely known. AH will look into the viability of the service and the manning of the gate by the stewards to improve the service.

BW asked about the situation and relationship with the Tigers Trust

EA confirmed the relationship was improving and the Club would continue to support the Tigers Trust.

JK asked if the named bricks would be made available again.

EA explained the positioning of the bricks could be limiting to changes but agreed this could be looked at.

JK asked if there were any plans for a statue of an ex-player outside the West Stand as at other clubs.

JC advised heritage was something the Club was committed to develop but would not necessarily be looking at a statue.

AD asked if away travel discounts would be considered.

EA confirmed the priority at the present time would be to focus on home games and encourage visiting away fans, our best income stream on matchdays, to visit our stadium which will aid the sustainability of the Club.

- Dates for the first two steering group meetings were agreed as 22<sup>nd</sup> October and 30<sup>th</sup> October.