

Supporters Board Minutes
25th June 2019

Minutes from previous meeting

Actions from Matters Arising

Improved Signage for Away End

Action: Club to confirm actions with regards making more use of geographical footprints, video guide for away supporters, cost of LED Vehicle signage.

Manager Update

Club provided an update on the manager situation including timescales for recruitment. Gavin Baldwin fielded a series of questions regarding the appointment and process

Silver Memberships

Club provided an update on Silver Memberships for 2019. Sales currently at 3,000, tracking higher than last year with expected final numbers to be around 5,500 to 5,750.

Further information on ticketing revenues during the past 6 years was shared. Appendix 1

140th Anniversary Year

Action: Club confirmed actions for the 140th anniversary year as detailed in Appendix 2

Action: Club were asked to consider drip feeding match day activities – eg food at certain games #140years
Teamsheet player t-shirts

Action: Club to host Birthday party celebration in October

Action: Club to review White Temple Tree in Thailand as part of memory wall

In Rovers We Trust

Action: Club to send In Rovers We Trust survey out to supporters

Action: Club to release EFL supporter survey once embargo lifted

Action: Club to release a series of monthly In Rovers We Trust videos starting in August.

Appendix 1: Silver Memberships

	June 2019	June 2018
Sold	3009 (Exp 5495)	2459 (5209)
Multi-games	(180)	123

Season	Division	Position	Notes	Average Attendance	Season ticket sales income	Home end match sales	Season tickets + home match sales income	Away end Match Sales	Total Ticket Revenue
13/14	Championship	22	Relegated	9,041	100%	100%	100%	100%	100%
14/15	League 1	13		6,884	92%	63%	80%	44%	66%
15/16	League 1	21	Relegated	6,500	75%	69%	72%	46%	62%
16/17	League 2	3	Promoted	6,021	65%	109%	83%	30%	63%
17/18	League 1	15		8,213	79%	78%	79%	50%	68%
18/19	League 1	6		8,098	82%	94%	87%	44%	71%
19/20	League 1				81%*				

*Based on 3009 silver membership sales @ end of June

Average attendance dropped by 115 last season. This was entirely made up from the away end which saw a drop in attendance of 130 year on year. Factors included

Blackburn & Wigan away attendances in 2017/18 being higher than expected

Away attendance for Bradford, Scunthorpe and Burton fixtures in 2018/19 was lower than Bradford & Scunthorpe attendances in 2017/18

For the first time in six years both season ticket and home ticket revenue increased last season showing a growth in audience as opposed to supporters switching from season tickets to match day ticket sales (or vice versa)

Appendix 2:

140 year anniversary actions

Month	Activity	Complete
June	Home kit launch & video	Yes
July	Away kit launch (blue & yellow)	
July	New History feature on website	
August	Memory Wall to launch BVB	
August	My first game initiative to start	
August	Match day activity V Gillingham	
September	Unveiling of third kit and announcement of game to be featured in	
September	Match day activity V Peterborough	
October	140 th Birthday Party game V Bristol	
November	Pop Up Museum launch (off site)	
November	Evening with former players/manager	
December	Confirmation of 140 shirt giveaway	
January	Retro kit launch	