

Minutes of meeting of Supporters' Board, January 15, 2022

1. Minutes from the previous meeting (January 8, 2022)
 - a. The minutes from the previous meeting were agreed as a correct record.

2. Season ticket proposal from Shaun Lockwood
 - a. SL provided details of the 2022/23 Season ticket proposal
 - b. Key information included:
 - i. Over the past ten years the club had tried to hold season tickets at a flat level.
 - ii. An example of pricing from the 2012/13 League One season
 1. Cat A Prices
 - a. Adults from £399
 - b. Seniors from £299
 - c. 17-20 from £199
 - d. 12-16 £80
 - e. 11 & Under £40
 2. Cat B Prices
 - a. Adults from £339
 - b. Seniors from £249
 - c. 17-20 from £159
 - d. 12-16 £80
 - e. 11 & Under £40
 - c. In recent years the focus on season tickets had been on trying to incrementally offer price decreases in certain areas or create new ticketing bands with the money raised from sources away from football (Club Doncaster) making up the slack.
 - i. Examples provided included:
 1. Cat C had now been created behind the goal with a £299 early bird price for adults
 2. 12-16 tickets had been scrapped and all U17 were now charged £35
 3. A 22-24 category had been created
 4. 18-21's had seen their starting price for a ticket now at £99
 5. Cat A tickets had remained below the £399 threshold
 - d. The club had tried to add more value into season ticket packages (free shirts / free gifts to the first 500, additional discount if renewing in the first weeks of sale / buy back unused stub initiatives)
 - e. Club Doncaster revenues had now reached a level where significant changes could be made to the status quo of season tickets and the Board had provided the freedom to make significant changes to our

pricing strategy, thus removing price as an obstacle to buying a season ticket for some.

- f. Given the freedom provided the 2022/23 proposed season ticket structure was a simple three tiered pricing strategy around the ground
 - i. Child (17 & Under) £35
 - ii. Young Adult (18-24) £114
 - iii. Adult (24+) £229
- g. A further tiered membership was then available as a bolt-on which included benefits such as gym membership, Dons season tickets, Belles season tickets, programmes, parking passes, Purple Vouchers books, retail discounts and catering discounts.
- h. The Supporters Board understood the proposal but had the following concerns:
 - i. Would a flat price result in fans behind the goal moving to the West Stand and East Stand to be closer to the away fans and would this negatively impact the experience in those sections?
 - ii. It was felt that seniors may still want a price discount compared to adults as in some areas the price reduction on the new proposal wasn't substantial
 - iii. It was felt that the membership option was too complicated and wouldn't be well received.
- i. SL agreed to review the proposal and provide modifications to a further Supporters Board meeting that would be held by the end of the month