

# Shrimps Trust: Membership Open Meeting

Location: JB's Bar (Globe Arena, LA4 4TB)

Date: 22/08/2017

Time: 19:00

Attendees: Trustees: Stuart Rae (SR), Steve Doran (SD), Ian Lyon (IL), Rich Allan (RA), Steve McDonagh (SM), Jack Steer (JS), Jimmy Goulding (JG), Andy Langdale (AL), Simon Bentley (SB), Pat Stoyles (PS) and Shrimps Trust Membership.

## Call to Order

A meeting of the Shrimps Trust was called by Shrimps Trust Trustees to provide a Trust update and gather feedback from the membership following the launch of the Trusts membership packages for the forthcoming season. Meeting opened at 19:15. 37 members present, including 10 Trustees - apologies from Mark Swindlehurst (MS) and Ben Swidenbank (BS).

**Introduction:** Chair Stuart Rae provided an update regarding the trust following formation to date. Membership numbers now surpass 250 (30% new members). Thanks given to local business who are in partnership with The Trust and form the member benefits package, and also businesses that have supported the Trust through offers of help. Details provided of meeting with Rod Taylor. Donation for GPS monitors to be completed 02/09/17. Scope and purpose of the meeting set out before Q&A discussion.

**Q&A/Discussion:** Following introduction members invited to ask questions. These covered numerous topics, some of which were linked and have been summarized into the following topics:

### **(a) General Match Day Experience**

- Lack of an atmosphere at the home games - small pockets of fans developing
- Poor service levels in the Omega terrace vs Cheltenham - process needs looking at by the club
- Improving spectator experience should be a focus of the Trust for the forthcoming season
- MFC welcoming for families compared to other league clubs

### **(b) JB's Bar**

- To be officially launched on 07/10/17 vs Crawley Town
- Currently not well utilized after home games - prices uncompetitive when benchmarked locally
- Bar meals before games a good idea, but not currently well advertised/known about
- Pennants from visiting clubs - where have they gone?

### **(c) Ground Improvements / Facilities**

- Proposed development behind Omega Terrace to be remodeled, RT to share plans with Trust
- Legends wall project to be progressed by the Trust to complement development
- TV's missing from PMG D/E concourse - will these be replaced
- Smoking area for home fans (unanimous vote from attendees)
- No update regarding PMG Leisure

#### **(d) Advertising / Promotion / Communication**

- No posters of matches in Schools - could this be delivered through Community Sports?
- Steve Doran: Posters for Trust / MFC currently being displayed in 50+ venues - more strategic approach?
- Ways to better promote the trust to non-members at games
- Fresher's fair for Trust membership at Lancaster & Morecambe College in conjunction with Rob Wilkinson (Qualify driving)
- Communication needs to improve between the Club and the supporters
- Need to utilize more traditional methods other than just focusing on social media (Fanzine/Newsletter)
- Trust representation on MFC board

#### **(e) Replica Kit**

- Issue with sizing from new supplier has left supporters unable to purchase shirt they initially wanted
- Will new yellow kit be stocked - if not can the Trust investigate n re-producing as a fundraiser

#### **(f) Other**

- Volunteers required to assist with ground maintenance (following reduction in number of helpers from 7 to 2) and clearance after games.

#### **Actions**

- Set-up meeting with Morecambe FC board of directors to raise all issues and open dialogue (all points - particularly bar pricing/promotions/Replica Kit/Omega Terrace development) - **SR**
- Sub-group formed for Legends Wall Project (c): Paul Hodgson and David Wilkcox to progress project alongside Trustees and other interested Trust members -**MS/IL**
- Contract Supporters Direct and other supporters Trusts re: Smoking areas regulations (c) - **PS/RA/SM**
- Promote Trust at half-time of Morecambe FC home game - "Hands up if you are a member of Shrimps Trust, If you don't know what the Trust is please ask somebody with their hand up" (d) - **MS**
- Freshers fair at LMC - promotion of the club and the Trust (d) **JG/SB/AL & Rob Wilkinson**
- Set-up communication sub-group to look all forms of Trust communication - including voting (d) - **SR/RA**
- Contact members with Trust volunteer opt-in on the sign-up form re: volunteers (f) - **JS**
- Improve atmosphere - suggestions of Red Spot/Heart section created on the Omega Terrace for fans who want to create an atmosphere, song sheets, banners, engagement with younger supporters (a).
- Survey members about match day experience (a) - **SD**
- Collate local bar pricing (b) - **Sam Clarke**
- Database for poster distribution in conjunction with MFC for more strategic approach to poster distribution (d) - **SD, Neil Saban**
- Contact administrators of PMG Leisure Ltd for update regarding community facilities (c) - **RA**
- Circulate plans to the membership for Omega development once these have been remodeled by DST and received from Rod Taylor.
- Event for JB's bar launch 07/10/17 - **MS**

Meeting closed 21:50