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# Shrimps Trust: Meeting Minutes

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**Location:** Globe Arena, Christie Way, Westgate, Morecambe LA4 4TB

**Date:** 30<sup>th</sup> January 2018, 19:15

**Attendees:** **Morecambe FC:** Rod Taylor (**RT**), Adam Wilde (**AW**)

**Shrimps Trust:** Stuart Rae (**SR**), Ian Lyon (**IL**), Mark Swindlehurst (**MS**)  
Jimmy Goulding (**JG**), Steve Doran (**SD**), Andy Langdale (**AL**), Pat  
Stoyles (**PS**), Jack Steer (**JS**), Simon Bentley (**SB**)

**Apologies:** Mike Hinchcliffe (MFC), Richard Allan (ST), Steve McDonagh (ST), Ben Swidenbank (ST), Joanne Wilkinson (ST)

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## Meeting Minutes – Please refer to Meeting Agenda

### Meeting opened by SR 19:15

- I.** *Trust Update: brief update of recent activity/progress provided to MFC since the last meeting.*
- a. **JG** provided latest 2017/18 membership numbers; 368 including 25 lifetime. This has increased from 335 paid members from 2016/17 despite increase in the annual membership fee and represents a sizeable proportion of the current home support. From data collated we can see that most members attend games regularly - 150 are season ticket holders. **SR** aim was to attract 500 members in order to be a truly representative body.
  - b. Trust helped coordinate FA Cup travel for members following donation from Max Burrow. Money raised donated to BBC Children In Need. Max initially referred to the trust by **AW**. Trust would consider organizing transport in the future alongside existing providers if this was something the membership wanted the Trust to do.
  - c. **SR** presented Shrimps Trust Calendar to MFC – Trust approached by Morecambe Press Limited who produced 256 calendars. Really happy with the finished product and everybody that helped with photos and delivery. 173 sold, through the membership so far. **AW** club will help advertise/push sales of the remaining units (bigger audience).
  - d. **SR** presented custom made card for Ryan Edwards following cancer diagnosis that has been produced by The Trust. Great response from the membership, was available to sign at the Mansfield fixture and messages submitted by email have been added. **AW** given card for the club to forward to Ryan's home address.
  - e. **MS** provided update of 'Legends Wall' and showed proof for one of the initial inductees that have been selected by Trustees from submitted entries. This proof is on order, although there are difficulties obtaining photographs for some of the selections. It is hoped that once the initial inductees are displayed the project will gather momentum.
  - f. The final sales of yellow replica shirt sales were not as envisaged given initial feedback, although there were still 54 pre-orders through the club shop paid for in advance. Short window to buy limited

sales, as did sizing issue - roughly £2k gross at retail for the club. **AW** people who have ordered like the shirts, and you seem them being worn around the ground.

- g. **MS** gave summary of upcoming Trust events which are all fundraisers that aim to create a family friendly environment for supporters to get behind. **RT** commented that the club supports the events and the charities are worthy, but questions have been asked as to whether there could be events in aid of the club. Trust to fundraise for specific projects such as Omega Terrace development. Events will have BOD representation.
- h. **SD** delivering fixtures posters to shops, pubs cafes across Morecambe and surrounding areas. Feedback has been great from the recent poster designs.

## **II. Matters outstanding from last Trustee & Board Meeting**

- a. **Bar Pricing** – there have been no further developments regarding potential Trust member discount in JB's Bar. Still an issue that the Trust receives most feedback about. Bar can be quite after most home games. **MS** Accrington Stanley have happy-hour after final whistle. **RT** club could look at running promotions. **SD** would be good if these could be on the days when there are events on to retain people after the games. **SR** showed attendees a trophy that has been purchased for the winners of the quiz, which has been named in memory of Geoff Wilson.
- b. **Smoking Areas for home fans** – **RT** has had meeting with ground safety officer. It is an issue that causes problems, particularly amongst away fans. There can be no smoking inside the perimeter of the stadium. **MS** other clubs currently allow spectators to exit the ground at half-time and be re-admitted. GSO believes this would require additional resource that the club does not currently have on match days. **JG** gates are stewarded at half-time currently. Trust could come up with a formal solution, but this would need to also apply to away fans as they can't be treated differently – although hospitality guests are currently allowed to smoke at half-time, so this is inconsistent. **RT** to revisit with GSO.
- c. **Omega Terrace development** – **RT** waiting for full plans from DST Group. Project has not been a priority with the clubs current off-field issues. Financing an issue based on current quotes, in the region of £20k for cover (no enclosed sides) – although Janet Preston (MFC Community Sports) might be able to apply for a grant to contribute towards the project. **SR** this is a project that the Trust would like to get involved with and is in a position to help with financing and fundraising. Will need approval from membership – and for plans to be shared.
- d. **Volunteers** – **SR** apologies that a specific campaign for volunteers to help litter collection has not been launched as per previous commitment. **JG** nobody has come forward so far from the appeals in mailouts but contact has been made with local community group, who have been referred to the club and are now assisting with clear-up a few days after home games. **RT** ideally this should be done straight after games if possible – causes issues for ground maintenance team. Disappointed that nobody has volunteered to help so far, and willing to help/join in with those who do volunteer. Club also needs a match day greeter to volunteer on match days – Geoff Street used to do this but has left the area. Free admission for anybody that can help the club in these areas.

## **III. Ownership Update**

- a. **Ownership Update** – **SR** read out timeline of events from Fans Forum 12th October 2018 (club is for sale - no interested parties), to a press release by Graham Burnard 26th October (interested party, BOD must resign), followed by a club statement 27th October (club has alternative interested party and will consider both bids at the next Board meeting – existing board have supported wage payments for October). **RT** some members of the existing BOD have continued to support wage payments in each month that has followed announcements. There are interested parties in buying the club, but any sale not expected to happen in the short-term.

- b. Mr. Al-Hasemi – All contact through Graham Burnard. Has put a lot of money into the club over the past 12 months, but not much contact recently.
- c. Appointment of Graham & Jordan Burnard to BOD – **RT** this has been positive, and has allowed the Burnards to better understand how the board and club operates. G50 Holdings Limited is the largest shareholder of Morecambe FC Limited and as the majority shareholder of that company, Graham Burnard's appointment to the board has improved communication and input into the decisions that are made.
- d. Pending Shrimps Trust share purchase – This has been passed to Graham Howse, **JS** to issue cheque to purchase £100 of ordinary shares to allow Trust to attend AGM and receive published accounts. Also to look into collating existing shares issued to various now defunct 'Morecambe FC Supporter' groups and assigning them to The Trust.

#### **IV. Commercial Update**

- a. Ground naming rights/electronic scoreboard – Club ordered an incorrect scoreboard, which couldn't be used outdoors. Company who sold the item has admitted partial fault and will replace with a unit fit for purpose. Hoping for this to be installed and working for Chesterfield home game. Will offer more sponsorship opportunities and has high quality video. Ongoing interest in ground sponsorship, **AW** looking for three year deal owing to the costs involved with changing stationery and signage in the region of £60k per annum. Using LinkedIn more as a platform to marketing sponsorship opportunities and networking, which is generating leads. Club happy with advert in Morecambe Arndale and will look to renew – **IL** loop is quite long for the advert to be displayed again.
- b. Plans for upcoming fixtures – **AW** club announced combined ticket deal/discount for Chesterfield and Forest Green Rovers ahead of meeting. Aim is to collate details from online ticket sales and existing databases for targeted marketing campaigns – although data will need cleansing. Trust might be able to help in this area subject to the completion of NDA. Deal also promotes fans using the online ticket selling platform; tickets printed at home so no need to queue at the ground etc. There were delays in announcing the deal as promotion needed prior consent from both opposing clubs, and the clubs online ticketing system needed development to apply the discount correctly. Club also looking at separate ticket offer aimed at season ticket holders - awaiting final approval.

**V. Supporter Liaison Officer** often performed by a supporter of a club to act as a link between the supporters and the clubs board, and is identifiable at games (home and away) as a point of contact should supporters encounter any difficulties or have any grievances. Attends meetings surrounding match planning and policing and feeds back to supporters. Currently listed as Graham Fagan from Morecambe FC club shop – could this role be complemented by the Trust or a selected supporter alongside a club employee? **SR** to provide job role to **RT** for further discussion.

#### **VI. A.O.B.**

**RT** approached by supporter enquiring about a memorial area at the ground to honor/remember loved ones who have passed away. Cited Leicester City memorial garden as an example of something that could potentially be done. Trust to raise with membership.

**SR** asked if club holds record of how long individual supporters have held season tickets for. Doncaster Rovers have a plaque listing all supporters who have held season tickets for 10 consecutive seasons. **RT** – Yes. For further discussion.

**Meeting closed 21:25**