
Shrimps Trust: Zoom Meeting Minutes

Various- Zoom app

Date: Wednesday 3rd March 2021, 19.00

Attendees: James Wakefield (**JW MFC**) Steve Doran (**SD**), Joanna Wilkinson (**JJW Trust**), Jack Steer (**JS**), Ian Lyon (**RF**), Rob Wilkinson (**RW**), Paul Hodgson (**PH**), Steve Sandoval (**SS**), Mickey Millar (**MM**)

Apologies: Jason Arrowsmith

Meeting Minutes – Morecambe Football Club Board & Shrimps Trust Liaison Meeting via Zoom App

Meeting Opened 19:00

I. Introduction

SD welcomed everyone.

3 year strategy/ plan meeting from the board was very positive, looking forward to the future of the club and progressing projects. Fans also greatly on board.

Opportunity to thank you and look forward to working together in the future on many projects. Thank you to Graham Howse, Rod Taylor and Jason & Colin plus Mike Horton and many others for their time in the past, a big vote of thanks all round.

II. Future Projects- including roof and memorial garden

a) Roof over the home end

SD- Important to fans and the trust is a cover over the home end. Feel critical to the progression off the pitch to make a more pleasant experience for all fans. Our reserve fund is approximately £3980 (agreed by JS approx. value), whilst not a commitment to be spent. Funded through calendar sales, merchandise sales and a Trust surplus it is an allocation of funds for that purpose.

We believe the initial design was put in for planning permission, and that was around two years ago and it may expire at three years, which is not a massive amount of time. We are not sure if the design has been amended and resubmitted, would need reapplication?

JW- Number one priority with the board, a roof plus other elements of ground improvement. Two builders have been already and waiting their quotes. Not an indoor area but protection from the elements. Perhaps TV's behind there and with luck by the start of the next season.

SD- Progress on that is excellent to hear. We've researched ways to help fund it but excellent news. Element proof... so roof style with open ends and a fan zone covered area?

JW- Yes. Researching other grounds and styles this is what we hope to achieve.

b) Memorial garden

SD- Memorial garden project is perhaps easier to achieve, and a good thing to have at the club. Various clubs honor people of the past, close to the hearts of the fans and club.

JW- Yes we are supportive of this idea but I'd like to know what form you are thinking and where. I've been to various grounds, including Turfmoor which stands in my mind. There are various areas... behind the big house, Hurley flyer, corner of the home stand, even plaques around the ground. Is this somewhere on the outside for visiting anytime or when playing?

SD- Initially the worry on outside is the risk of vandalism, but access is important too.

IL- trees have been planted and not thriving due to vandalism, so important consideration.

JW- Trust decide some ideas on how to use the areas and Board consider where is available.

SD- Consider adding to a survey of the fans

III. Stadium, bars, Club shop reopening and test games

SD- We understand that restrictions for Covid are in place and have been asked to clarify the clubs plans for reopening.

JW- The club will reopen as soon as we are allowed, in whatever capacity we can. This will be on the first day, not wait and then reopen. Vaccination programme currently being held and club very supportive of this and don't want to interrupt or disturb that.

Test games are something the club would like to do. We were ready last time and this is the same. The EFL have a meeting then with clubs with more information. Usually asked to volunteer to hold test matches which Morecambe will do if sensible. The clubs centenary is a huge point to push on this and makes us particularly keen.

SD- If test game granted would it be for season ticket holders? And food and drink provision?

JW- nothing from the football organizations referencing numbers but yes if limited it would be priority access for season tickets and then open to others.

Last test event there was no food or drinks available. This may be the case. We must consider the order just for one game and this is unlikely.

IV. Ticketing plans 2020/21 compensation, 2021/22 pricing and ticket styles,

SD- Season ticket holders have watched all matches online, away from the ground. Within households there may be more than one purchase of a season ticket but only one allowance of i-follow per email address etc., which must be considered. Other clubs have

offered compensation to their season ticket holders... is this something the club are considering?

JW- What do the Trust/ fans want... Ideas?

JW- A list of points we discussed are: cup games, voucher for club shop, free shirt for next season, drinks or food vouchers, open days for training, test games

JS- this was a general consensus of opinions and examples from other clubs. We generally agreed that we personally wouldn't ask for refunds but do feel we should have something..

JW- I like the idea of getting something physical, perhaps a partial refund due to all the games being on I-follow, or combination, or give a donation to the club and we spend it on new players.

JS- The retention of season ticket holder's numbers is something I'm sure you will know, perhaps a discount on the next years season ticket.

JW- Giving choice to people

SD- Many reasons people may ask for a refund, decide what works best for everyone.

JW- Access to training sessions is something that can be done anyway, without Covid restrictions. Blocks of tickets a consideration but need to consider how it is done as someone may be in the seat one match and not another. Consider a stamp loyalty card perhaps, example go to 9 games and get the 10th free, like coffee shops.

RW- works well in the driving business

SD- Martin has mentioned an app for use at the club to make it cashless?

JW- To follow up on progress

Proposal from board to be shared for the Trusts consideration.

No decision made on pricing for next year.

Trust information can be put in the season ticket packs.

V. MFC Fans forum/ webinar

JW- The three year plan was discussed with various family of MFC (Trust, Community sports, academy, Morecambe Ladies) but not spoken directly to others.

SD- Question and answer like last time? An around 30 people?

JW- A balance of a number of people, plus questions and publish the transcript after.

SD- Trust happy to proceed and help to organize.

JW- How much notice would you require to set it up

SD- 2-3 weeks (all agreed)

JW- To get dates together and send through for consideration

VI. Links between MFC & Armed forces

JW- through Jason Townsend and an ex colleague Steve looking to increase the link.

Club to sign armed forces covenant

1. Open day/ themed armed forces day with match against another NW side
2. Banner of duke of Lancaster regiment to go into ground
3. Charitable events and fundraisers for local veterans, remembrance day

Increasing local community ties

IL- sparks café in Lancaster as place to make links. Number to pass to James.

Consider a legion badge with MFC and Poppy on and sell to raise funds

VII. Fan survey/ open meeting

SD- JS did survey regards Covid and its impact and of great benefit to club and Trust. Gave a lot of information reference what fans wanted and what they prioritized. Ideally would be within the next few weeks. Is there anything the club would like asked or included? AGM is due July so before then

JS – no time frame, potentially early April

VIII. Outstanding points

IL- 1. Disabled toilets being used for smoking- could they have radar locks fitted, shop to sell additional keys?

JW- definitely something to look into

IL- 2. Home end provide tip up seats for acers so they can be on eye level with the person in a wheelchair

JW- another point to ask about, perhaps have spare seats to offer

IL- 3. Ladies toilet on open terrace shut for long time, any progression?

JW- pretty sure been completed but will check

SD/IL- 4. Screens to be fitted to protect disabled bays from weather and balls

JW- another point to ask about

SD- 3G pitches now owned by Tyson Fury, any updates on communication, access to them?

JW- Club continue to talk with Tyson as gym is within grounds and we need to work together regarding fire safety etc. as a minimum. Other things have taken priority over this for the moment

IX. Litter bins, recycling, litter pickers

JW- Points raised at various times. More bins to put rubbish in to encourage people to use them or perhaps emptying them more often such as after half time.

Recycling has been considered but I know that most items are considered dirty as they have food and remnants on them.

JW- something we could work on together to educate, maybe a video on the board.

All agreed that equipment of the litter pickers needs to be updated, if allowed to do it on return and that more litter likely with masks.

X. Return of fans open day for schools, community groups, reserve games...

SD- 2-3 years since the last one, ahead of a new season a chance to see new players, get autographs and pictures taken.

JW- In principal great idea but once Covid restrictions lifted.

SD- they would be beneficial anytime in the season, plus reserve games.

JW- Derek, supported by the board, decided to use his budget for less players of a higher quality which meant for no reserve team. His results show a great decision. Morecambe ladies, academy and reserves possibly to return to Mazuma as untapped resource there.

PH- End of season awards... with fans present?

JW- In principal yes

XI. MFC summer camp for 14-17 year olds

SD- Trust received an email from a lad who had the chance to sign up for a club but due to Covid had not been able to and now felt that he had lost his sharpness and lacked practice. On looking Community sports provide a soccer club for 4-14 year olds. It seems a gap for the 14-17 year olds.

JW- Yes absolutely. I think that it may be that time and resources are the issue here. I know how busy the Community sports team are. Perhaps not this year but maybe next year or the year after.

XII. MFC/ MLFC/ Shrimps Trust/ MFCCS sports/ replica kit and football boots bank

SD- I feel this would be of great value to the community, increased struggles due to furlough and redundancies etc.

JW- If you can find a scheme that works on a scale like ours that we could replicate...?

PH- Everton/ Liverpool work together on theirs

SD- In Keswick there is a hiking boots trade in shop that is a similar idea

XIII. Showing Euro 2020 at the ground

JW- I've not seen the Digi pod. The simplest option is to open the bar and show on the TV's. Previously we have done this but were in direct competition with the Sports bars and didn't get the large numbers. Perhaps to select some games to do this is an option.

IL – would it be possible to show the away games at the ground?

JW- I'm not sure, something I can find out about.

SD- Previously I didn't use the I follow that came with the season ticket. Now with watching all the games on the TV I will definitely watch more away ones through the I follow.

JW- Perhaps aspects of it that worked that they will keep. No details on that as yet.

XIV. Flag locations

SD- Previously The giant centenary flag will be located in the away end when there are no fans in it. We will have to work out details for putting it up and away.

We have other to put in but need to think about where they will go and the ones that will need moving.

JW- As long as fire retardant with certificates (SD- they are) they will be ok. Suggest a walk around the ground prior to reopening to work out.

SD- Aware that older flags and banners may have damage now and need replacing too.

JW- Open to fans and trades to come and prepare the stadium before reopening...want to make the stadium the best it can be, for everyone's experience, whether away fans, players etc.

JS/ SD- Order the two agreed flags and then wait on the spaces to fill so we can order the right sizes for the others (all agreed)

XV. Forthcoming meeting dates

All agreed last Wednesday of every month- including March

May need to change some if someone unavailable etc.

31/3, 28/4, 26/5, 30/6, 28/7, 25/8, 29/9, 27/10, 24/11, 29/12

Meeting closed 9.00pm