

TO DARE IS TO DO



Tottenham Hotspur Fan Advisory Board Meeting Minutes

Date: Wednesday 22nd May, 2024

Time: 18:00 – 21:00

Venue: Lilywhite House Boardroom, Tottenham Hotspur Stadium

Attendees

Supporter Representatives (alphabetical with first names -please move Jonny up)

Chris Paouros (CP)	Proud Lilywhites and Co-Chair
Chuck Hoffman (CH) - Virtual	International Official Supporters' Clubs
Dee Bright (DB)	SpursAbility
Hemali Patel (HP)	One Hotspur Members
Paul Pavlou (PP)	Domestic Official Supporters' Clubs
Rachel Martin (RM)	Tottenham Hotspur Supporters' Trust (THST)
Sachin Patel (SP)	Spurs REACH
Sian Wallis (SW)	Season Ticket Holders of the Women's team
Steve Cavalier (SC)	Tottenham Hotspur Supporters' Trust (THST)
Jonny Tindal (JT)	Season Ticket Holders of the Men's team

Club Representatives

Donna-Maria Cullen (DMC)	Executive Director and Co-Chair
Jake Heath (JH)	Head of Supporter Engagement
Luke Clarke (LC)	Associate Legal Counsel
Will Hattam	Marketing Director
Kieran Murphy	Head of Brand & Creative

1. Chair

The meeting was jointly chaired by Co-Chairs DMC and CP.

2. Quorum

Quorum was present.

3. Declaration of interests

No FAB member declared any personal interests where a conflict could arise.

4. Minutes of previous meeting

The minutes of the previous meeting were unanimously approved as distributed.

5. Action Log

The Club shared updates on the action log, inviting feedback from FAB members. It was agreed that actions would be progressed in a variety of ways. The FAB identified working groups and task and finish groups with JH also progressing further actions with the nominated FAB members outside of the meeting.

Action: log available alongside these minutes

6. Brand refresh

The Club presented its brand refresh strategy which is in the process of development and talked about how it had involved a range of staff from across the Club, including Ange and senior players. The Club clarified that the brand refresh was not related to heritage assets and that neither the Club crest nor 'To Dare is To Do' would be affected. It was important to get the FABs feedback and views on the values, vision and process undertaken to this point. The Club confirmed it was in the early stages of the process and invited FAB members to a future immersive session. All FAB members registered interest in this consultation.

Action: find some time for this FAB 'immersive' session/ interviews before the next FAB meeting in September

7. Ways of Working

The FAB proposed a change to the format of the minutes. Comments will be attributed to 'Club' and 'FAB' where relevant and not to individuals. All in attendance agreed to the new format proposed.

It was agreed that working groups will be created for the women's team and diversity, equity and inclusion. Previous topics raised on the women's team internal review and women's retail range will be progressed under the respective working groups and report back to the FAB.

- Women's team working group: CP and SW
- DEI working group: CP, DB, SP

Other FAB members were encouraged to express any interest in joining these working groups

Action: arrange initial working group meetings to set Terms of Reference and commence the work at hand.

The FAB raised a concern around meaningful consultation and reiterated its ask that it be consulted at the earliest possible stage and regularly throughout, noting that the process as it currently stands needs improving. The FAB Terms of Reference are well constituted, and the model is fair and democratic. In the FAB's inaugural year, the Club and FAB agreed that a core aim was to establish clear processes, stronger relationships, trust building and encouragement of greater transparency. This also includes clearer processes around the collaboration between the FAB and THST, in line with the FAB Terms of Reference and THST Memorandum of Understanding. See Appendix 1 'FAB/ THST interactions.pdf' the terms of which were agreed by the FAB.

8. Ticketing

As part of the Year 1 review of the FAB, the FAB agreed a collaborative process between the Club, the FAB and THST on matters of consultation, with all having roles and responsibilities (see Appendix 1).

The Club raised the issue of matchday ticket pricing for the season 2024/25 and set out the parameters within which it is considering this. The FAB stated its opposition to any increases in matchday ticket prices. The Club will consult with THST in line with the Memorandum of Understanding and FAB will interact with THST in accordance with the agreed approach set out in Appendix 1.

The FAB asked for an update on plans for the women's team Season Ticket renewals. The Club confirmed and will meet with the women's team working group.

The FAB reiterated its unanimous opposition to the removal of any new senior Season Ticket concessions from season 2025/26, any further removal or erosion of concessions and any ticket price increases. The Club advised that senior concessions are being kept under review and that some of the recent contacts re the amnesty from senior Season Ticket Holders underline the need for this review. The Club was clear that senior concessions remain available with matchday tickets and existing senior Season Ticket Holders. This decision has been made to protect ticket choice, in particular, juniors for whom concessions will remain unaffected. The Club stated that the Ticketing Charter is a live document, and the maternity/paternity policy will be included once agreed with the FAB task and finish group.

The FAB requested that the Club withdraw the proposed removal of new senior concessions and instead share the overall outcome that it is seeking to achieve in relation to number and/or financial impact of senior concessions and consult on ways of achieving that. The Club said it needed to review renewals, usage and outcome of amnesty first.

The FAB noted that it was pleased that there was now to be no change to the personal assistant ticketing policy in the Premium areas. The PA is complimentary for access to the seat, with an optional payment for the food and beverage on a match-by-match basis.

The Club advised that we have the technology within the stadium to introduce rolling QR codes. There is an ongoing review as to how this integrates with the Spurs App and mobile devices. The Club priority is to ensure smooth implementation and that supporters are fully aware of the new functionality in advance of its implementation. This will include a sustained period of communication.

The FAB raised concerns about ticket touting and away fans in home sections. The Club shares those concerns and explained the measures taken so far and the further measures being undertaken. The timeframe is TBC, but the Club will ensure the FAB are updated on progress at the earliest opportunity.

The FAB requested information from the Club on its success in tackling ticket touting and away fans in the home sections.

Action: provide FAB with information on monitoring of touting sites and numbers of resellers caught

The Club will engage with the FAB including THST on ticketing strategy which includes pricing. A meeting will be arranged with Ian Murphy (Head of Ticketing) to address some of the FAB's questions/suggestions which should help to enable input and ensure a collaborative approach. This meeting will include all FAB members to facilitate comprehensive discussions. The Club will meet THST to consult on pricing and operational matters (and FAB members will be able to input). The Club will also share a proposed timetable for future ticketing discussions.

Action: arrange a ticketing meeting for the FAB/THST with Ian Murphy.

Action: provide timetable for ticketing cadence.

9. Annual FAB assessment

With the Premier League requiring all clubs to participate in a FAB Assessment process on an annual basis, the FAB reviewed the assessment criteria document issued by the Premier League. The criteria include the assessment process and how clubs should communicate their strategy for fan engagement and ongoing plans with the FAB.

CP shared a one-pager introducing the process and suggesting 4 additional questions to be added to the survey (in line with Premier League guidelines). The 4 additional questions were agreed by the FAB.

The FAB have agreed to take part in a pilot survey that the Premier League are running and the Co-Chairs will use the results from this (anonymous) survey to write the Co-Chairs' annual report.

Timetable for FAB assessment as follows:

- Launch survey via survey monkey (sent to all FAB members and include Club Co-Chair, Club Head of Supporter Services, Head of PR and [enter Julia title]: 24 May
- Closing date: 5 June
- Internal data analysis: by 12 June
- Co-Chair analysis and wording: by 21 June
- Input from FAB: by 26 June
- Finalise for delivery: by 28 June

NB there is some space for manoeuvre around the timetable as the Premier League deadline for delivery is 12 July

10. Potential investment as per Financial Statement and new financial sustainability tethering*

The FAB asked about potential equity investment referenced in the financial statement and the Club confirmed there was nothing further to discuss at the current time.

The FAB raised the reports that Premier League clubs have discussed plans to introduce new financial sustainability/tethering rules from the 2025/26 season. The proposal will be subject to a final vote later this year, which is yet to take place.

The FAB shared their input.

11. Future developments

The Club provided updates on the High Road West development, specifically the Goods Yard and Printworks locations. To the south of the Stadium, the hotel development has commenced with communications going to Season Ticket Holders around the staircase and alternative lift access to the Stadium. The Club confirmed they are exploring ways to operate the Corner Pin pub and it will reopen. The FAB made some suggestions regarding breweries and other potential operators.

12. Good works update

The Club provided an update on some of the good works delivered off the pitch since the FAB last met on February 19, which was well received by the FAB. Tony Stevens, Head of PR, will present in more detail to the group at a later date.

The Club's Official Charity Partner, Noah's Ark Children's Hospice, was promoted around last month's North London Derby fixture with a matchday fundraising campaign generating nearly £4,000 in donations – a huge thank you to fans for their contribution. As part of the campaign, James Maddison visited The Ark and has been inspired as a result to dedicate his upcoming Golf Day to the charity

£850 was also raised by Official Supporters Clubs for Noah's Ark. This was raised at the pre-match Luton Social and the OSC Awards event.

13. Academy teams

The FAB asked for the players names and corresponding numbers to be displayed on the screens. This would help fans identify the players as their names do not appear on the back of shirts. Following discussions with FAB members, the Club has enabled Season Ticket Holders and One Hotspur Members to watch Sunday's PL2 Play-off Final for free on SPURS PLAY.

The FAB requested that the women's team academy be featured on the Club website.

14. AOB

The Club confirmed it would host another Fan Forum for the 2024/25 season.

The FAB raised the challenge of seeing more and more half and half scarves in the ground. The Club is taking this under consideration.

Premier League Shareholders vote on VAR

Wolves, following collaboration with their FAB triggered a vote on a resolution on to take place at the PL AGM on 6 June. The FAB credited Wolves Supporters' Trust with their approach and THST have undertaken their own survey on VAR with results shared in the meeting to be shared formally with the Club. (More details [here](#).) The Club welcomed the feedback and confirmed they would take this into consideration ahead of the Premier League Shareholders meeting in June.

Having heard the THST survey results and on the basis of various polls conducted by supporter groups, the FAB's broad consensus was that VAR was not fit for purpose and should focus on the things it can be accurate about—i.e. goal line tech and a more functional version of semi-automated offsides.

Domestic league or cup matches being played outside of the UK

Recent media reports suggest that FIFA would permit that domestic matches could be played 'out of territory' and have created some concern among fan groups, however, there are no plans to play matches outside the UK.

The FAB reiterated its opposition to Premier League, Domestic Cup or European Cup games being played outside the UK and asked the Club to vote against it, should it ever arise in a Premier League Shareholders meeting.

Meeting dates for 2024/25

The FAB proposed a meeting schedule for next season to include meetings in September, December, March and June. It was proposed that the Club's Board members would attend the first meeting of the season.

Meeting ends.