

Tottenham Hotspur Fan Advisory Board Meeting Minutes

Date: Tuesday 10 December 2024

Time: 18:00 – 20:00

Venue: Lilywhite House

Attendees

Supporter Representatives

Chuck Hoffman (CH) - Virtual	International Official Supporters' Clubs
Chris Paouros (CP)	Proud Lilywhites and Co-Chair
Dee Bright (DB) - Virtual	SpursAbility
Hemali Patel (HP)	One Hotspur Members
Paul Pavlou (PP)	Domestic Official Supporters' Clubs
Jonny Tindal (JT) - Virtual	Season Ticket Holders of the Men's team
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)

Club Representatives

Donna-Maria Cullen (DMC)	Executive Director and Co-Chair
Ian Murphy (IM)	Head of Ticketing
Jake Heath (JH)	Head of Supporter Engagement
Luke Clarke (LC)	Associate Legal Counsel

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.

CP reviewed the action logs.

Rolling matters update:

- **Women's Legacy Numbers:** CP and SW to discuss further with the Club regarding the start point.

Action: club to arrange conversation for CP and SW with the relevant people

- **Museum:** Club continues to explore options for the museum - this is a longer-term project which comes with significant cost which the Club needs to consider amongst all priorities for spend, and Club will provide an update to the FAB when possible. The FAB noted that they'd like the museum to be a priority
- **Hall of Fame:** FAB would like to have input into the Hall of Fame, where they can. It was noted that the FAB would create a small working group relating to the Hall of Fame at the appropriate time.

Action: FAB and Club to agree who should make up the working group and club to arrange initial conversation

- **Bill Nicholson Gates:** Linear building construction at Paxton Place will need to be completed before further update on Bill Nicholson Gates can be provided. Locations were discussed previously with FAB, and Club is still open to suggestions for other locations.

5. Ticketing

Ticket Pricing

- Discussions are ongoing regarding season and match ticket prices for the men's and women's teams. FAB is opposed to any price increases for the next season.
- Club continues to review senior season ticket concessions in consultation with the FAB.
- Club to look at ability to list tickets on the Ticket Exchange at a senior/young adult concession rate to provide option for STHs to do this.
- Club to review issues with access fans whose tickets are not being listed clearly on the Ticket Exchange.
- Club to review functionality to permit ticket upgrade transfer to non-members with a CRN.

Action: meeting to be arranged in late January/ February to continue ticket price discussions and FAB fan members to discuss in the meantime

Rolling QR Codes

- Club will continue to keep the FAB updated on the timeline for introducing rolling QR codes.
- FAB queried if One Hotspur Members could use Ticket Share to pass a ticket to another member, once rolling QR codes had been introduced. The Club's position is that this could lead to ticket touting.
- FAB to come back to the Club with potential solutions that avoid touting and ensure tickets can be transferred.

Action: FAB fan members to revert with further ideas

- Club updated that more than 70 sanctions have been imposed on ticket touts in recent weeks and 17 individuals have had loyalty points deducted for selling away tickets.

6. Update on singing section

General

- There is a shared aspiration to improve the atmosphere at matches. Club is supportive of a singing section in the South Stand lower tier.
- Club wants to take a fair approach for all fans and cannot mandate that thousands of Season Ticket Holders are forced to move out of their seats en masse to create the singing section.
- Two trials held to date, for Portsmouth (FA Cup, Jan 2023) and Roma in the Europa League this season.
- Club supported with manual administration of over 700 tickets for the Portsmouth match, moving fans in and out of the singing section. There were issues where fans decided they wanted to move back to their old seats. FAB said the South Stand is so vast that it was difficult for the section to impact the atmosphere, including non-vocal fans around the section.
- There was ample availability for the Roma match in the singing section, with 2,300 tickets available after Season Ticket Holder sale. 400 tickets remained available in the singing section after the first day of One Hotspur Members sale. FAB suggested that the trial was affected by Cat C pricing.
- Club has allocated 50 seats in Block 324 to Season Ticket Holders who want to sing. This is the highest number of tickets available in the South Stand, converted from matchday tickets, with majority of seats occupied by Season Ticket Holders.
- Club and FAB noted that it would take time to bring more likeminded fans together in the South Stand and both parties would like to find the best way forward.
- The FAB and Club noted that the atmosphere working group had experienced some challenges and supports an open and collaborative relationship, including the wider fan base

Next steps

- Club will continue to work with supporters on the project. Plans for an 18 to 24-month roadmap will be developed.
- Club to review learnings from the trials and consider findings in any future Season Ticket relocation windows, subject to ticket availability.
- Club will look to re-introduce an atmosphere focus group.

Tifo Discussion

- The tifo display looked fantastic, however material and weather issues led to significant cleanup issues.
- Other materials suggested by THFC Flags were considered, but decided against on safety or sustainability grounds.
- Supporters found to be throwing objects on the pitch were dealt with by the police on matchday. The Club continues to review CCTV to identify offenders who threw paper and other hidden objects onto the pitch.
- Club will support THFC Flags in growing their number of volunteers for flag waving using appropriate communication channels.
- Club will discuss with THFC Flags lessons learned and arrangements for future TIFOs.
- FAB noted it was sad to hear that Matty would be leaving THFC flags.

7. Consultation Process

- On-going discussions to ensure we aim for the appropriate/ recommended benchmark in consultation practices and principles.
- Newly appointed Chief Technology Officer invited to attend the next meeting given the number of tech developments that impact fans.

Action: ensure consultation is on the next agenda, including how the FAB operates and communicates

Action: CTO to attend next meeting

8. Remastered brand identity

- The FAB said that the response to the remastered brand identity had been largely positive, the press release was shared and the FAB commented on the lack of consultation on the announcement itself and on the changes between the FAB seeing the work and its release.
- The visually impaired community struggles with uppercase letters, so the lowercase font is important to fast-track.

9. Club Christmas community activity

The Club provided the FAB with an overview of its Christmas community activity including the partnership with Multibank UK 2024 to respond to the rising issues of hygiene poverty amongst young people; support for our local foodbanks; toy deliveries being made at children's centres across Haringey and Enfield; hampers and product donations to local hospitals; Spurs Ability's annual Christmas Zoom call, the One Hotspur Junior Christmas Party, and the Club's involvement in the National Literacy Trust's Christmas book donation campaign.

10. AOB

- **Pre-Season Tour:** Interest from promoters, sponsors, and fanbase will influence the location of the next pre-season tour.
- **Player/staff EDI related matters:** FAB shared feedback from their respective groups regarding player and staff related EDI incidents.
- **Action Item:** JH to find a February date for the next discussion.

Meeting ends.