

Preston North End And Preston Supporters Collective



Minutes of scheduled meeting held on Thursday 17th February 2022 at 6pm in the Sir Tom Finney Lounge at Deepdale

Attendees: Ben Astley (PSC), John Roper (PSC), John Smith (PSC), Jonathan Richardson (PSC), Charlie Winyard (PSC), Kim Ramshead (PSC), Peter Ridsdale (PNE), Ben Rhodes (PNE), Hannah Broadley (PNE), Rebecca Robertson (PNECET), Mohammed Patel (PNECET).

Apologies: None.

Before the meeting, as this was the first since the signing of the Memorandum of Understanding between Preston Supporters Collection (PSC) and Preston North End (PNE), everyone was welcomed and acknowledged that they were looking forward to working together in the best interests of the club.

1. Presentation On Permanent Fanzone And Supporters Bar Concept

JRi (PSC) presented a concept for a permanent fanzone area and supporters bar at Deepdale. It was a detailed presentation with ideas and best practice from other clubs around the country/world. JRo (PSC) said that this was currently the top item on the PSC agenda. PR (PNE) said that the club does want a permanent solution. The location is currently still to be decided due to ongoing contractual issues with current stadium tenants. He said that there was an opportunity to look at the space under the Alan Kelly Town End, as this is completely under the club's ownership, but acknowledged that the ideal solution was where 'Finney's Bar' currently sits. He added that the contractual situation was something for the club to deal with, but it was agreed the next step was to work up more detailed costings. JRi agreed to progress designs and liaise with the club and its architects.

2. Matchday Experience And Current Fanzone

BA (PSC) said that they were grateful of the interaction with the club and that the recent dialogue was the start of what they want to achieve. He said of the current fanzone that it was something we didn't have before and that the music and work with Bowland Brewery had been positively received. He asked whether more branding could be added to the outside to make it more welcoming and the club agreed that this was something they would progress. PR said that the area was a signal that the club wanted to get something in place and this was the temporary solution.

3. Catering

BA said that this was one of the areas that PSC received the most feedback on. A discussion was had about the current arrangements and PR and BR (PNE) confirmed that a full review of all external providers of services was currently being undertaken and hoped to update further at the next meeting. It was confirmed that the current contract with the partner expires at the end of 2022/23 and that the current relationship was not as supplier and customer, but on a partnership basis with a guaranteed minimum income. JRo said that PSC were not looking to ask the club to undertake anything that would cost negative.

4. Merchandising

PR explained that the current deal with JustSport (Nike) also ends following the 2022/23 season and that all options were currently being considered with a number of retailers and kit suppliers being engaged with before a decision would be made on next steps. BA said that if a good quality product was produced, that lasts, that there was the people that would buy it. PR agreed and explained that 2021/22 had been the best shirt sales for many seasons. CW (PSC) asked about the Terrace's retro shirts and whether any more would come in stock. BR explained that the way the Terrace worked was on a pre-order basis and that the yellow and blue kit wouldn't be in stock again soon, but new potential retro shirt products were being worked up.

5. Ticketing

A discussion was had on season tickets and PR explained that plans were currently being worked up. JRo asked about changes to the Ambassador offer and PR again said that the club were working on this. The plan for opening the Kop was discussed ahead of the Reading game. Marketing of it was also discussed, with HB (PNE) saying that all those on the club's database who had bought a Derby ticket (and opted in to receive marketing material) would receive an email about the match offer. BA raised whether affordable instalments for season tickets could be looked at when they are put on sale. PR confirmed that the club were looking at new finance options for 2022/23 season tickets.

6. Fan Base Growth

A discussion was had about ways to grow the fan base. RR (PNECET) and MP (PNECET) talked about the community engagement work they were undertaking across a huge range of groups in Preston. PSC confirmed they were willing to help in any way possible with these ideas. Work with the Football Supporters Association (FSA) and other projects from that were also discussed, including marketing plans and raising awareness across the city of the club.

7. Club Issues

PR said that the club's annual accounts up until June 30th 2021 had been filed on 15th February 2022. This was for the Covid season and he added that the current season, to be filed next year, would require the most money the Hemmings family has had to put in since owning the club outright. BA asked about newspaper reports of interest in the club from potential new owners. PR said that there had been many enquiries over the years, but at this time nothing serious had materialised.

8. Any Other Business

JS (PSC) asked about the Lancashire Senior Cup tie against Liverpool and whether it could be moved to an evening. Subsequent to the meeting, the club looked into this, looking at other venues, such as the LFA in Leyland, but it could not be accommodated and needs to be played on 8th March. Deepdale was not an option, with the pitch needed to be protected after the recent weather, so the game would have to go ahead as planned. A positive discussion was had on the women's team, with club confirming it now had its own section of the website, social media account and programme pages. He also said that the club were looking at how they could further support the team going forward. BA raised an issue regarding sanitary bins and products in the women's toilets at the stadium. BR confirmed this was something

they had been made aware of and that work was already in progress to address the issue. RR also added that PNECET were looking at working with partners to work on 'period poverty' issues. BA asked about the return of the 'PNE Playlist' and raised some supporters concerns about tannoy messaging. HB said we would look at bringing this back and that the tannoy man would be briefed. PSC raised the idea of a forum with the manager. The club agreed this was something Ryan wanted to do and a provisional date of Monday 28th March was agreed, with more details to be finalised. JS raised the pricing of disability car parking spaces, believing the £15 charge to be expensive; the club acknowledged the issue and agreed to look into the matter and respond via separate cover. BA asked about volunteering opportunities fans could have away from matchdays, during the week. The club agreed to look at this and revert back. BA asked for an update on safe standing. PR indicated that it was unlikely in the short term due to cost/affordability. BR added that the difference in widths between our seats and rail seats also made this challenging, but both said it remained on the agenda.

9. Date And Time Of Next Meeting

The next meeting is scheduled for April 2022, with a date and time to be set.

The meeting closed at 8pm.