

## **Draft**

### **Minutes of the PTFC Trust, held at 7pm on 15 November, Firhill Stadium**

Present: Foster Evans (FE), Chairman, Pauline Graham (PG), Jacqui Low (JL), Ian Maxwell (IM)

Apologies: Greig Brown

FE introduced the Trustees and welcomed the supporters attending. He advised that the purpose of the meeting was to look at the results of the fan survey held earlier in the season. Trustees had been really pleased with the large number of surveys completed by supporters - 735.

The first issue to be agreed was the timing and frequency of meetings. The survey had shown a clear preference for 3 meetings a year - start, middle and end of the season. Where possible, these should be held on match days to increase attendance. Unfortunately, the reorganisation of games to fit in with TV coverage had made that impossible for this first meeting. But the next two would be on match days: 18 February against Hamilton and after the split once the matches have been decided.

Before looking at the priorities identified in the survey, IM reported on some of the changes already adopted from fan feedback. The first was in relation to catering where discussion was now ongoing with the kiosk franchise holder to improve the offering available to kids and adults. The second was about fans' desire to get involved with selecting the next strip - IM advised that there will be two or three home kit options made available and the winner will be decided by a supporter vote. More information to follow.

As a result of earlier Trustee discussions, the Club has introduced the match day Community Champion award, in association with McDonalds, which has been well supported and received.

There was concern expressed at the relatively low attendance at the meeting. JL assured those present that work would be done in the Winter break in January and beyond to get a better turnout at the February 18<sup>th</sup> meeting.

There was some explanation required for those who had not attended the first meeting or read the minutes about the formation of the Trust, including an explanation that it was not related to the Jags Trust. The PTFC Trust had been set up as part of the financial deal to get the Club debt free 12 months earlier and is a Trust whose beneficiaries are the Club's supporters.

FE confirmed that the fans see the top priorities as:

- Communications between Club and fans - 63%,
- Attracting more fans, 60% and
- Reflecting supporters views back to the Board - 57.3%

FE confirmed that the Trust would carry out the survey every year in order to track the success of activities and also to see how supporters' views changed.

In a wide-ranging discussion, the following areas were covered:

- \* Improvements to communications since the survey: new website, Jagzone, social media.
- \* The changes that Jagzone had meant for news on the website was raised and it was explained that even for those not on Jagzone, the stories were still there in written form.
- \* Supporters are, unsurprisingly, very keen to attract more fans and appreciate that the Club has made efforts in the past. There was significant talk about looking at other sports, successful initiatives, match day experience, etc. to make Firhill more attractive
- \* The Club has already started to consider a longer term initiative to increase support for Thistle in the neighbouring communities and further afield. Building on the activities of the Club and the wider Thistle Family (Community Trust and Weir Academy) and our partners in the community to reach into schools, communities and community groups/housing associations.
- \* There was discussion on improvements to the ground and the long term needs to find investment. In particular there was concern that we needed some more positive information on the City end stand/South stand. IM confirmed that the development company owners are Thistle-minded and anticipated there would a sensible solution for the Club - and it could incorporate a safe standing area if that was popular.

FE thanked everyone for coming along on a cold November evening. He advised them that the survey and their views at the meeting would be reported by the Trustees to the next Club board meeting in December and we would report back to the next meeting.

Date of next meeting - **18 February at 1.00 pm**