



## **Derby County Supporters' Board Meeting: 21st October 2024**

### **Overview**

The Derby County Supporters' board met with Stephen Pearce (Chief Executive Officer), Dave Biggar (Chief Commercial Officer) and Simon Carnall (Chief Operating Officer) on 21st October at Pride Park Stadium with all members of the board in attendance.

The meeting was a huge help in getting us up to speed on how the club operates on a day-to-day basis. Several Heads of Department joined the first section of the meeting to introduce themselves and talk through their team's role at the club. We had a great conversation learning about the following areas at the club: Communications, RamsTV, Marketing, Ticketing, IT Services and Conference & Banqueting, Events and Partnerships.

The club spoke about how all the departments focus on working with each other and the strong sense of purpose. Media and marketing activities are all managed and created in-house rather than using outside agencies which gives the club more control over its output. Further work to integrate the Academy, the Women's team and the Community Trust into the wider media and marketing activities was also discussed.

The club explained how the IT services department supported the decision-making process in developing the strategy and managing operations at the club by sharing key analysis and data. Partnerships and hospitality were discussed with the club explaining that they work to ensure they deliver high quality products and services.

There is a clear and obvious passion for the football club amongst those we spoke to. The length of service demonstrated this with several people having been at the club for 20+ years, which supports a deep understanding of the club, the community and its supporters. We left the meeting with the department heads feeling positive about the operations at the club, and the people leading them. We'd like to put on record our thanks to all those in attendance for taking the time to bring to life how the club operates.

A finance update was provided, and we spent some time discussing the projected forecast for the current year. We were shown how the current financial forecast is due to comply with the EFL's profit and sustainability rules. We spent some time discussing the sustainability of the football club and the club confirmed the funding arrangements in place to run the club in line with its financial plans and forecast.

The next topic of discussion was regarding engagement with supporters and questions coming into the Supporters' Board following our email going live. We want to ensure that supporters getting in touch with the Supporters' Board on topics covered by the Supporters' Charter Group can be helped. For matchday and ticket issues the first point of contact should be the Supporter Liaison Officer at the club and we agreed that we will respond to all emails in our inbox but forward any relevant items that do not fall under our responsibilities to the SLO.



We agreed to attend the next Fans' Forum to make ourselves available to speak to supporters at the event and for Hilary to answer questions on the formation of the Supporters' Board. We all agreed this is important so that supporters know who we are and to make ourselves more visible so we could better represent supporters. We plan to have more conversations with the SCG and the club to ensure that we're all working to improve supporter engagement moving forwards.

Finally, we discussed the agenda for future meetings. We agreed the following topics will be discussed at every meeting: Finance updates, issues raised by supporters to the SB and general supporter engagement strategy. It was agreed that we will hold quarterly meetings, and the agenda items will be aligned to the schedule of activities the club undertakes. The topics we raised to be discussed at least annually in future meetings are: Overall club strategic review, football strategy (to include the Men's senior team, Women's senior team and Academy) commercial strategy, community strategy to include ESG (environment, social and governance), annual budget & report, review Supporters' Board terms of reference and chair/vice chair elections. We all agreed to keep agendas open and add relevant topics as and when required.

We'd like to take a moment to highlight to everyone that our own section on the DCFC.co.uk website is now live under the "Supporter Engagement" section. Here you can find our biographies, the terms of reference, FAQs and our contact details. We will always be open to feedback so please reach out to us on [supportersboard@dcfc.co.uk](mailto:supportersboard@dcfc.co.uk) if you have any questions or suggestions on how we can improve as a Supporters' Board.

**ENDS**