

THE COUNTY GROUND STADIUM CUSTODIANS LIMITED (the “Company”)

Minutes of a meeting of the board of directors held at
on 8th August 2024 at 08:30hrs via Teams

Present:

Neil Hutchings (NH) (in the chair)
Clem Morfuni (CM)
Anthony Hall (AH)
Chris Howell (CH)
Robert Carter (RC)
Jeremy Webb (JW)
Steve Mytton (SM)

1. Preliminary

- 1.1. A quorum being present, the Chair declared the meeting open.
- 1.2. The agenda for the meeting had been circulated in advance and all directors confirmed receipt.

2. Matters Arising from 11th July 2024 Board Meeting

- 2.1 A call with UHY Ross Brooke had taken place to discuss their report with regards to lease incentives and Corporation Tax. Feedback was shared within the meeting as part of the later agenda item.
- 2.2 The Fanzone has secured planning consent and SM provided an updated cost estimate as part of the later agenda item.
- 2.3 A “beauty parade” of potential architects has taken place. AH provided feedback as part of the later agenda item.
- 2.4 Contributions by the Company to the Legends Lounge refurbishment was covered during the later agenda point on lease incentive advice.
- 2.5 It was confirmed that for the 2024/25 season, the stadium would be known as the Nigel Eady County Ground, a decision which was warmly welcomed by all attending the meeting.

3. Architect Selection Progress

- 3.1 AH reported that two meetings had been held with prospective architects to support the both the DRS hospitality project and the wider stadium development. Both parties impressed in different ways.
- 3.2 Subject to the final scope and specification of the works, it was felt that the DRS hospitality project could cost between £2-3m to complete.

Company No. 13792068

- 3.3 AH wanted to introduce the parties to Peter Lawson who would likely be a key interface between the architect and SBC. **Action: AH**
- 3.4 CM requested that a final round of proposals be sought from the two parties on a fixed, not variable basis. AH will lead on this process with support from others as required, noting that the target date for appointing the architect had already past (early July '24). **Action: AH**

4. Fanzone/Statue Next Steps

- 4.1 It was confirmed that planning consent for the Fanzone had been granted by SBC.
- 4.2 SM provided an update on the current status of the design and his aspirations for future development. The overall size of the design was now 40x20m but gaps to enable food/drinks vehicles and audio/video screens to enter the Fanzone had been retained.
- 4.3 Updated pricing from Valley view was presented to the meeting and it was agreed to proceed. The total cost of the project was estimated at £67,870 plus VAT. CM agreed that the Club would place the order and make the 30% deposit. NH confirmed that the Trust would then contribute one third of the deposit and one third of the final balance upon completion (subject to a total project contribution cap of £24k). RC advised that the Eady Trust would contribute one third of the total cost of the works once the project was complete. **Action: AH**
- 4.4 A copy of SM's presentation is attached to these minutes for reference.
- 4.5 It was agreed that PR/messaging around the project should downplay the "fanzone" element but focus on the community benefits, setting out how the project could be developed further in the future. SM offered to draft a PR for circulation and comment. **Action: SM**
- 4.6 Subject to how the project construction proceeds, a launch event celebrating the unveiling of the statue and the opening of the area should be targeted for November 2024.

5. Tax Advice and Business Plan

- 5.1 NH provided feedback from the call with UHY Ross Brooke in relation to their report with regards to lease incentives and Corporation Tax.
- 5.2 In summary, Company contribution towards longer term issues such as structural repairs, dilapidations etc. could be treated as operating costs and offset against income. Day-to-day repairs (being the responsibility of the Tenant under the lease), improvements and refurbishments would be treated as capital expenditure, not offset against income and thus creating a Corporation Tax liability.
- 5.3 Using the advice received, a discussion took place as to what contribution could be made by the Company towards the current Legends Lounge refurbishment. It was agreed that the project costs should be split out by the contractor to identify those costs relating to structural/leakage damage elements (which it was thought to be okay for the Company to pay for). AH to arrange for the requested information to be provided.

Company No. 13792068

- 5.4 A Business Plan for the current financial year is required in order to seek approval from the Company's shareholders before funds can be spent. CM commented that there was a lot of long term dilapidations which needed addressing around the stadium and it was agreed that this (combined with the Legends Lounge) would form the basis of the Business Plan. CM and AH would discuss after the meeting and produce a list of required works which should be able to be treated as operational costs (i.e. non-capex). **Action: CM/AH**
- 5.5 Once the above information has been provided, NH agreed to draft the Business Plan for review and comment. **Action: NH**

6. JV Annual Accounts/Finance Update

- 6.1 NH advised that he had met with the accountants and provided the following update.
- 6.2 Following the change to the Company's accounting period, the accounts under production would cover the period January 2023 to May 2024.
- 6.3 The Company will have made a profit during this period and Corporation Tax will be due. However, this can be recovered next year if a loss is then incurred.
- 6.4 The current balance in the Company bank account is £96.7k.
- 6.5 The accountant highlighted existing loan account from the Club and the Trust to the Company (this being initial loans into the Company before the first rental income was received). It was agreed that these loan accounts should be repaid in full. **Action: NH/AH**

7. Any Other Business

- 7.1 There was no other business.

8. Close of meeting

- 8.1 There being no further business, the Chair declared the meeting closed.

.....
Chairman

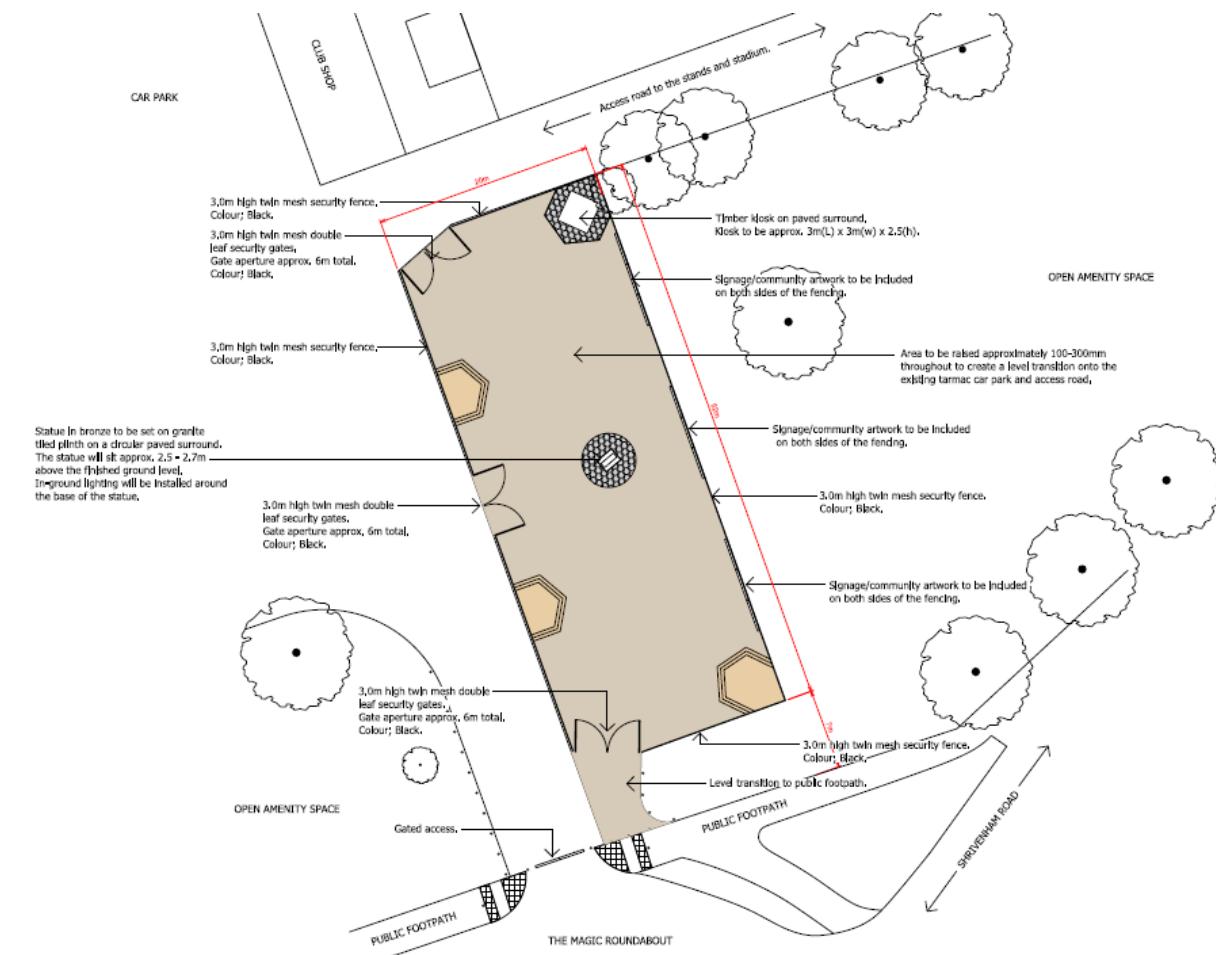


County Ground Fan Zone / Community Area

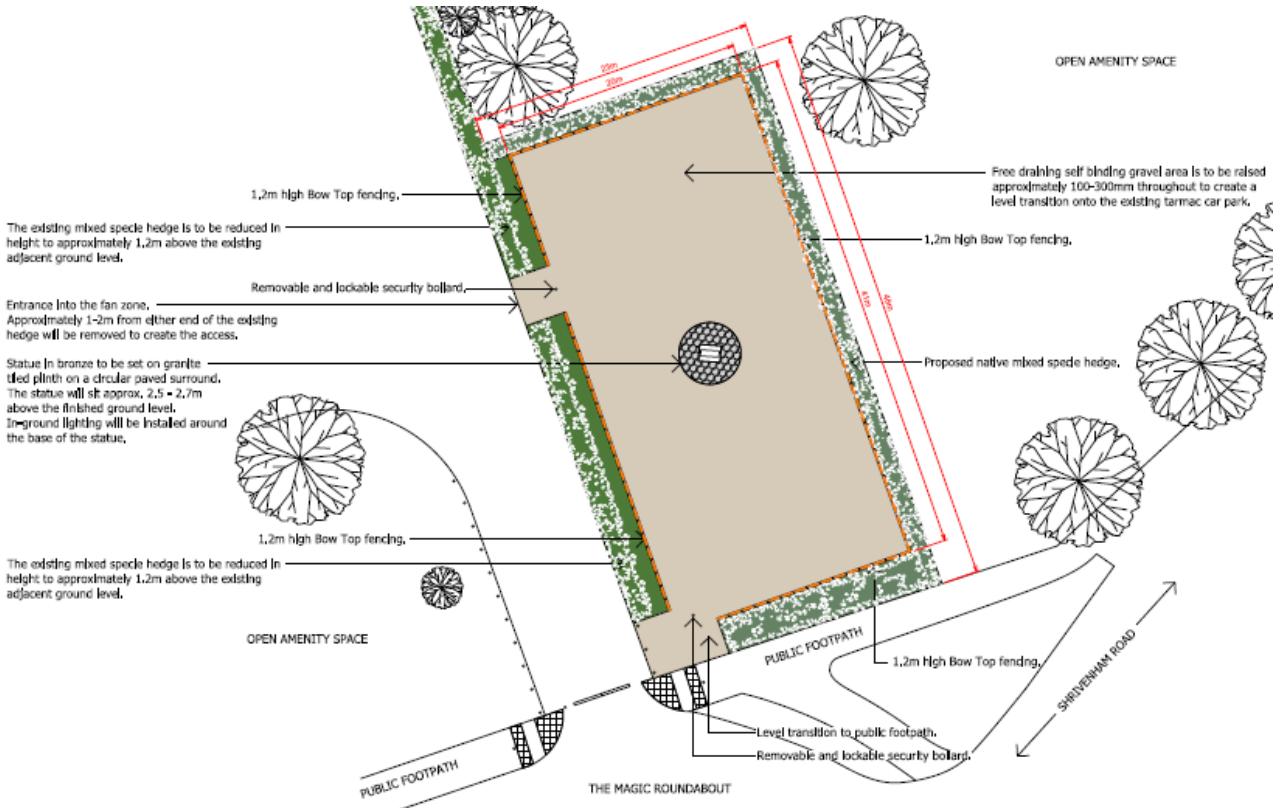
High-Level Summary

- **Planning Permission granted** on 31st July
- **Groundworks scheduled for October** pending deposit payment (updated quote received on 6th Aug)
- **Further investment required** if Fan Zone launch is planned for 2024
- **Operational staffing** also needs consideration
- **Replica small scale statue received** from Alan Herriott, to be used for promotional work
- **Proposed target date for statue unveiling and fan zone launch:** Morecambe, Saturday, 23rd November
- **Detailed planning now underway**, plenty to think about...
- **PR around this entire project is crucial**, we need to align around this – the fan zone will evolve

Valley View Costs – Original vs Revised



Original Agreed £55,378



Revised £67,870 (+12,492)

Price Increases Explained - Fencing



Images shown are for illustration purposes only and may differ slightly

3.0m High V Mesh Security Fencing Kit

SKU: WEB-00004

£154.12 BAY

£184.94 incl VAT



Or three monthly payments of £63.50 with [iwoca](#)

Available to UK Limited businesses only

Multibuy Discounts Available

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£154.12 ea

Buy 16+
£138.81 ea

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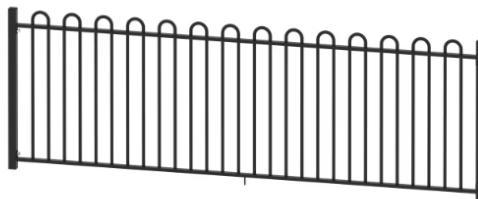
Need help or advice? [Get in touch with us at 01283 372 018](#)

Quantity

1

Meters

2.5



Images shown are for illustration purposes only and may differ slightly

1.2m High EnviroRail® Bow Top Play Sec Railing Kit

SKU: WEB-01377

£362.64 BAY

£435.17 incl VAT



Or three monthly payments of £149.41 with [iwoca](#)

Available to UK Limited businesses only

Multibuy Discounts Available

Buy 1+
£362.64 ea

Buy 11+
£329.67 ea

Buy 51+
£296.71 ea

Need help or advice? [Get in touch with us at 01283 372 018](#)

Quantity

1

Meters

2.9

Also, Hoggin prices have increased since the original quote back in February

Price Increases Explained - Retainer

Security Fencing Acting as a Retainer

The security fencing served a dual purpose, acting as both a fence and a retainer to some extent. The primary function here is security rather than supporting a load like railings.

Materials

The materials used for security fencing are different to those required for supporting railings. The fencing was prefabricated panels that didn't need extensive foundations.

Foundation and Retainer for 1m High Bow Top Railings

This retainer is being built to support 1-metre high bow top railings, which require a more substantial and durable foundation to ensure stability and safety.

Materials

The materials used for a foundation and retainer that supports 1-metre high railings will need to be of higher quality and strength.

Original

Revised

Price Increases Explained - Hedging

Valley View will now supply and plant 153m2 of mixed hedging and these will be covered with fresh topsoil and bark

They will also remove the small section of hedging required for vehicle entry

and

Two removable and lockable bollards will be installed,

As the area is now open to the public 24 x 7 and we need to prevent vehicle access to the area

Revised – New Requirements

Premier League Inspiration

Crystal Palace and Manchester City Fan Zones



Premier League Inspiration

Fan Zone Ideas

Manchester City - City Square

- Opens two and half hours before kick-off
- Three large screens and a main stage
- The Summerbee Bar
- Family friendly Blue Moon Café.

Every week, at least one up and coming band or musical act gives a live performance.

Capital FM's DJ Wingman is also on the decks, while **resident comedian**, Mike 'Squeaky' McClean entertains the fans with competitions and interactive games to win exclusive prizes.

City Square closes 15 minutes before kick-off

It reopens at the final whistle, when it hosts its very own post-match analysis in a 'Match of the Day' style.

Crystal Palace Fan Zone at Selhurst Park

- Fans can grab something to eat and drink, including food freshly prepared on an open-air BBQ.
- A large seating area is in place in front of the main stage and big screen, which hosts live acts as well as appearances by Crystal Palace mascots, Pete and Alice.
- A special section for young fans offers a 'Fastest Shot' machine, EA game station, and a Classroom style area with a range of activities for youngsters to take part in and chances to win Palace prizes.

Premier League and Other Inspiration

Fan Zone Ideas

Ipswich Town Fan Zone

- Bars, live music, food and kids' entertainment
- Opening three hours before kick-off and situated on the fieldturf, the zone is free to entry for all fans with a ticket or match ticket, as well as club members.
- The zone offers a variety of entertainment in the lead up to kick-off. There are bars stocking a range of beers, with the latest news and live matches shown on giant TV screens.
- Traditional matchday food outlets are available, while fans are entertained by live music. And for younger fans, there are bouncy castles and other fun activities.

AS Roma Fan Zone

- The AS Roma Fan Zone is an entertainment area designed for families at Giallorossi home games, inside the Stadio Olimpico.
- Ahead of every home game, children, parents and fans can play each other at table football, or take part in a range of other football-related activities.
- This includes an inflatable penalty shoot out, honing skills with top corner shots, street soccer pool and jumbo target practice.
- There is also music, face painting and demonstrations by Roma's football freestylers.

Site Planning – Blueprint / Ideas

ARTWORK AROUND RAILINGS



Arts Council Link-Up

Use local artists to provide 1m high images around the perimeter of the fan zone?



The statue will be seen as the launch for a “Year of Culture” for Swindon

Kiosks

Much needed but needs to be practical as will be taken away after use – add wheels?



Dunster House Outdoor Bar Shed 2 x 2 Metres The Hangover Corner Garden Bar III

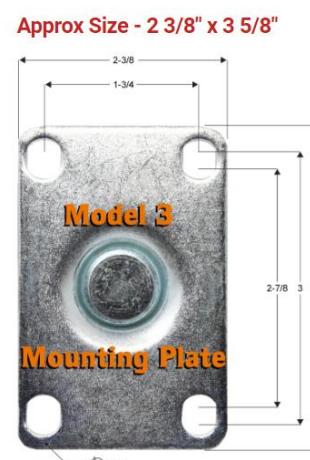
[Visit the Dunster House Store](#)

5.0 1 rating

£1,019⁹⁹

Pay with Instalments by Barclays. Subject to financial status & eligibility.

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Model 3 – Up To 300lbs each – Plate Size 2-3/8" x 3-5/8"

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[Model 3A Total Locking Stainless Steel - Click to Order](#)



[Model 3 Stainless Steel - Click to Order](#)



[Model 3 Economy Stainless Steel - Click to Order](#)

Portable Stage

Much needed but needs to be practical as will be taken away after use

**2m x 4m Portable Stage Kit by Gear4music,
40cm**

£1,549.99

20+ in stock

Get it by 9th August

Price Includes
VAT @ 20%

 **ADD TO BASKET**



 **3-year warranty & 30-day money-back guarantee included** ⓘ

Add a 10 year warranty: £240.00 ⓘ
Includes 60 day money back guarantee

 **Finance from £39.33 per month (APR Rep. 14.9%) 0% finance available.**

Key Features

- Large portable stage perfect for live events
- Easy to set-up thanks to collapsible design and three stage setup
- Move with confidence on the non-slip surface
- Boasts 40cm high aluminium risers

Audio Visual

Plenty to think about here too

For delivery on **Thursday**, order in the next
3 HOURS, 42 MINUTES, 55 SECONDS



Vonyx SPLASH300 Weatherproof Portable PA Systems - 200W (FFA5829)

£209.00 IN STOCK 5 ★★★★★ (0 Reviews)

2 Year Warranty & 60 Days Returns Included

Key Features

- Weatherproof portable sound system
- Integrated 200W amplifier and two-way speaker design
- Built-in rechargeable battery with up to 10 hours operation time
- Features Bluetooth 5.0 technology and USB MP3 media player
- Includes RCA, 3.5mm and microphone input

[View Product Description](#)

- 1 + Collect 209 Points with this purchase

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SYLVOX 75 inch Outdoor TV, 4K UHD Android Smart TV 1000Nit for Partial Sun, IP55 Waterproof Outside TV Chromecast Built-in, Voice Assistant, Bluetooth, WiFi, 3 HDMI Input (Deck Pro Series)

Visit the SYLVOX Store 4.3 ★★★★★ (31 Ratings)

£3,699.00 prime With Amazon Business, you would have saved £42.52 in the last year. Create a free account and save up to 5% today.

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Size Name: **75 inch**

43 inch **55 inch** **65 inch** **75 inch**



Blink Outdoor | Wireless HD smart security camera with two-year battery life, motion detection, Alexa enabled — Add-on Camera (Sync Module 2 required)

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4.2 ★★★★★ (27,008 Ratings) [Search this page](#)

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Configuration: **Add-on Camera**

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[4-Camera System](#)

[Add-on Camera](#)



Seating and Tables

Many options here, but practical and easily installed furniture needed



BIRCHTREE Outdoor Wooden Folding Beer Table
Bench Set Trestle Garden Steel Leg

176(L)X44(W)X76.5(H)cm Bench:176(L)X23(W)X46.5(H)cm

KMS KMS DISTRIBUTIONS LTD (389086) - Business
98.8% positive Seller's other items Contact seller

£89.99

RRP £139.99 (36% off)

£85.49 with coupon code [Price details](#)

Condition: New

Quantity: 1 More than 10 available · 6,320 sold

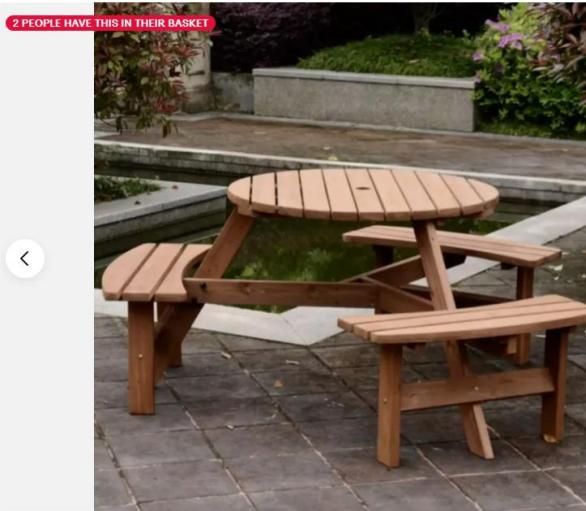
5% off with code PICNIC5
Expires 30-Sep · Max £50.00

[See details](#)

[Buy it now](#)

[Add to basket](#)

[Watch this item](#)



2 PEOPLE HAVE THIS IN THEIR BASKET

Round Picnic Table Outdoor Garden Furniture Wooden Pub Bench 6 Seater Beer Set

trendhouse furniture (15) - Business
94.1% positive Seller's other items Contact seller

£124.10

£117.90 with coupon code [Price details](#)

From £10.04 per month for 12 months with [PayPal Credit*](#)

Condition: New

Quantity: 1 6 available · 5 sold

5% off with code SUNNY5
Expires 30-Sep · Max £50.00

[See details](#)

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OAK WHISKEY BARREL TABLE

6575luke (835) - Private
100% positive Seller's other items Contact seller

£99.99

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Condition: New other (see details)

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Collect 100 Nectar points [Redeem your points](#) | [Conditions](#)

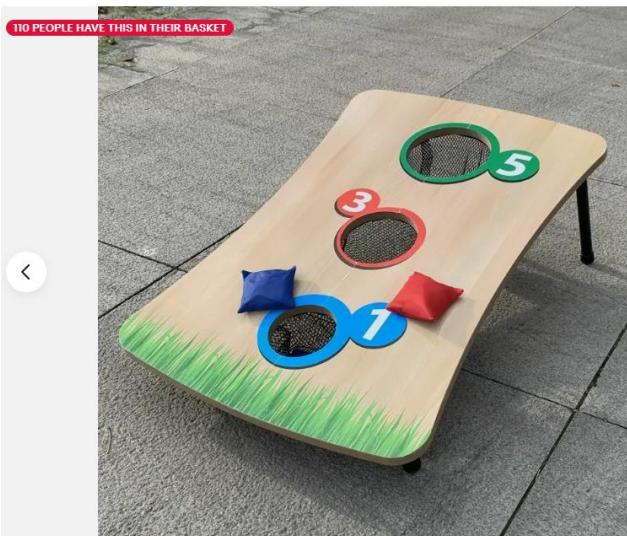
Collection: Collection in person only from Solihull, United Kingdom

Returns: No returns accepted. [See details](#)

Payments:     

Kids Entertainment

Many options here, but needs to be varied and could be external companies (e.g. EA Sports)



Kids Bean Bag Toss Game Set Family Garden Fun

[Unibos Direct](#) (279684) · Business
98.4% positive [Seller's other items](#) [Contact seller](#)

£15.39

Condition: New

Quantity: Out of stock - 1,496 sold

[Watch this item](#)

This one's trending. 1496 have already sold.

Breathe easy. Returns accepted.

Collect 15 Nectar points [Redeem your points](#) | [Conditions](#)

Collection: Click & Collect - Select store at checkout.

Postage: [Free delivery in 2-3 days](#)

Estimated between Fri. 9 Aug and Sat. 10 Aug to SN25 2HB. See [Delivery details](#)



Hula Hoop Led Adults and Kids with Changing LED Lights Lightweight

[joy-rejoicing](#) (251) · Business
95.3% positive [Seller's other items](#) [Contact seller](#)

£12.78

Condition: New

Durchmesser: ▼

Farbe: ▼

Quantity: 2 available · 34 sold

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[Watch this item](#)

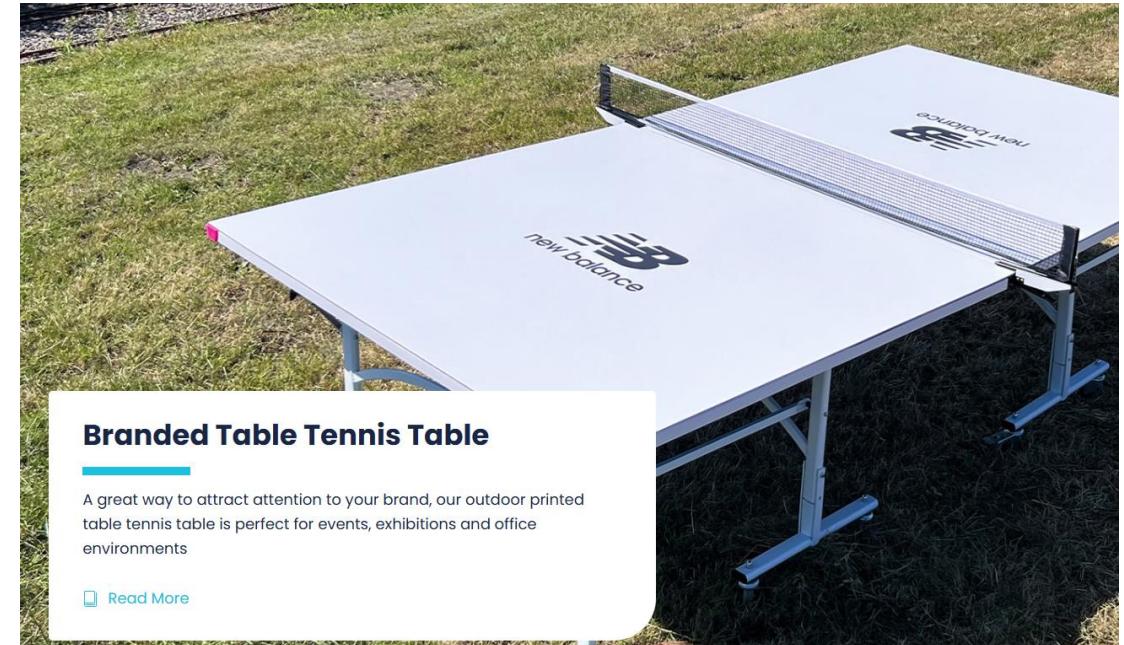


Photo Corner

Could be used in multiple areas for fans to get photos with players / manager etc



3m x 3m Linked Pop Up Corner Exhibition Display Stand

In stock

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Product Code: PU-KIT-C

Need a 3m x 3m stand for your next exhibition? Look no further! Our linked pop up kit C makes the ideal corner exhibition display. Comprising of two 3x3 pop ups connected with a ghost panel, this stand is incredibly easy to transport and assemble making it the perfect display solution for exhibitions. Why not also take a look at our exhibition furniture section to complete your stand. [Read More](#)

RRP: £1,830.60 | Save £355.55 (23%)

£1,403.94 inc vat

Qty

1

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[How do I upload artwork?](#)



Barriers

To separate off parts of the Fan Zone accordingly



CAFÉ BARRIER

Cafe Barrier Starter Package 1.5m, inc 2 heavy duty posts, 2 rails and single sided dye-sub print

QUANTITY

⊖ 1 ⊕

£250.00

[Add to Cart](#)

Weather Protection

In the event of rain, heavy duty branded gazebos are a possibility

Home > Gazebos > RHINO HEX 55 > 3m x 3m > Rhino HEX 55 Pop Up Gazebo 3m x 3m (10ft x 10ft)



**Or handout lots of
STFC umbrellas or
ponchos for
temporary use!**



Weather Protection

Modular marquees could provide protection for larger scale events – but will come at further cost



Heating Considerations

Could be needed but add complexity and cost

Home > 1200 Watt Free Standing Outdoor Heater - Black



1200 Watt Free Standing Outdoor Heater - Black

Be the first to review this product

1200 Watt Free Standing Outdoor Heater - Black

Availability: **IN STOCK**

Usually Delivered in 24-48 Hours

 Available For Next Day Delivery

Sale Price £112.00

£140.00

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Qty

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- OR -

 **PayPal Check out**

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Operational Considerations

This new area can generate significant additional revenues; however, it needs further investment in people and ideas.

Preparation Staffing

Setting up the stage area

Wheeling kiosks into the fan zone (TBC)

Preparing the kiosks with Refreshments / other items

Carrying seating and tabling into the fan zone

Preparing the kid's corner

etc

Fan Zone Staffing

Serving staff

Security

First Aid coverage

Payments

Cash vs Card vs Tokens – in offsite location

Entertainment

Resident band and DJ

Host for interviews

Guest spots for company promotions

Other Costs

Licensing

Heating

Other Ideas with different needs:

Christmas markets (likely too late for 2024)

Big screen for sports events (Football, Rugby etc)

Summer events / Private hire / Wedding photos

Fan Zone Launch and Statue Unveiling Plan

Objective: To create an engaging and memorable launch event for the new Swindon Town Fan Zone and the unveiling of the Don Rogers statue, while ensuring the space can be used for ongoing match day entertainment and community events.

W/C 18th November

Media around Documentary, Statue, Fan Zone and Year of Culture

‘Against All Odds’ Documentary Premiere

Legends Lounge, Friday 22nd November at 7pm

Small Sale Replicas

Order page launched on club site on unveiling day

STFC Museum

Ideas to design and giveaway regular history cards

Statue Unveiling and Fan Zone Launch at 11am:

Morecambe, Saturday, 23rd November

Follow-Up Fan Zone Dates

Fleetwood, Saturday, 7th December

Grimsby Town, Saturday 21st December

Colchester, Wednesday 1st January 2025

Crewe, Saturday 11th January

Barrow, Saturday 18th January

Tranmere, Friday 28th January