

# CTFC Fan Advisory Board Meeting Minutes

Date: 11th August 2026

## Attendees

Dan Maguire (Chair), Steve Leake (Secretary), Sam Jordan (Elected Member), Chris Lord (Elected Member), Victoria Morris-Birrell (Appointed Member), Hugh McKinney (CTSA), Kieran Sullivan (Appointed Member), Alain Harper (GH Away), Peter Frake (Commercial Sponsor), Sam Gadsdon (CTFC) and Tom Allman (CTFC).

## Apologies / Not Present

Darren Ford (Community Foundation)

## Agenda

1. Welcome from the Chair
2. Update on actions
3. Club updates
4. Working group proposal
5. Review of outstanding questions and matters
6. Any other business
7. Date of next meeting

## Meeting Summary

This was the second meeting of the Crawley Town Football Club Fan Advisory Board (FAB). The meeting brought together club representatives and FAB members to review progress against existing actions, discuss recent club updates, agree with the proposed working group structure, and consider outstanding questions and matters raised by supporters.

### 1. Welcome from the Chair

Dan Maguire welcomed attendees to the meeting and outlined the agenda for the session.

## 2. Update on Actions

| In Progress | Not Started | Completed |
|-------------|-------------|-----------|
| 6           | 2           | 12        |

### Completed Actions

#### Email Marketing Setup

##### Action:

Explore options for improving the club's email marketing setup, including alternatives to Mailchimp that offer better contact segmentation and grouping (e.g., identifying season ticket holders who haven't renewed). Look into resuming the Mailchimp newsletter now that season tickets are on sale and begin communicating with the existing database of approximately 21,000 contacts.

##### Note:

CL demoed a new platform to SG and have since sent 4 season ticket bulletins which have been well received. Next step is to start building domain reputation by sending to the wider fan base.

#### Square E-receipts and Rewards

##### Action:

Investigate the possibility of integrating with Square (the clubs payment provider) for club purchases. Explore a loyalty/rewards scheme feature to start rewarding fan loyalty across club spending.

##### Note:

There has been a lot of progress over the summer in developing a rewards platform with integration into the club payment provider and online ticket system. The platform is being tested by a small number of supporters, and we are looking to roll this out shortly.

#### FAB Media Session

##### Action:

Arrange for a media session where a couple of FAB members can sit down with Sam to talk about the FAB, its purpose and why it matters, to help engage the wider fan base.

##### Note:

Video content has been created and will be shared by the club once the minutes have landed.

### FAB Website

#### Action:

Continue developing the FAB website to be ready for the start of the season, including a fan feedback/poll feature, and share progress with the group.

#### Note:

The website is in good order and will continue to be developed. The action can now be closed.

### Away Travel Arrangements

#### Action:

Continue discussions with the relevant parties, such as United Coaches, regarding travel arrangements for the upcoming season and update the FAB accordingly.

#### Note:

The coach schedule has been arranged with United Coaches for the upcoming season.

### CTSA Communications

#### Action:

Explore how the CTSA's communication channels, including newsletters and messages, can be used to promote FAB initiatives and reflect club communications to the wider fan base. Bring a proposal to the next meeting.

#### Note:

CTSA will continue to promote FAB initiatives and communicate with all CTSA members.

### Town-Centre Presence

#### Action:

Think about ideas for supporting the club's presence in the town centre, such as banners, partnerships with local businesses, pop-ups and posters in local shops or pubs. Share suggestions in the WhatsApp group to present back to the club.

#### Note:

A few ideas have been shared within the WhatsApp group. This will continue within the working groups.

### White Ribbon Webinar

#### Action:

Look into the White Ribbon Organizations' webinar on women's safety at football clubs and share relevant findings or recommendations with the FAB and club.

Note:

The webinar was insightful, but there is no clear idea yet about how this can be driven within the club.

#### Club point of contact

Action:

Identify a point of contact within the club to help drive this initiative.

Note:

Names have been provided to the FAB.

#### FAB Actions Meeting

Action:

Book an afternoon at the club to cover FAB actions.

Note:

Meeting was postponed to allow working group engagements to happen instead.

#### CTSA flag request

Action:

Reply to CTSA regarding the flag request.

Note:

The purchase of flags to help enhance the matchday experience was discussed with the FAB and the Club. Conversations are ongoing with several suppliers to identify the best value-for-money option, alongside discussions around how the flags would be managed and used on matchdays.

#### Subsidised family coach travel

Action:

Discuss subsidised coach travel for families bringing children.

Note:

GH confirmed that they required no support but may be open to the club paying for travel to a game later in the season.

## **Actions in Progress**

### **FAB contact details**

Action:

Share contact details with all FAB members who do not already have them.

Note:

SG to confirm and share with SL.

### **Club structure**

Action:

Share the club structure with FAB members.

Note:

TA to share the visual with the FAB.

### **Supporter services**

Action:

Create a list of services available to supporters for inclusion in FAB, CTSA and GH media content.

Note:

An initial list of services has been created; however, a deeper review is needed to develop it further.

### **Crawley Town museum or exhibition**

Action:

Book a session to discuss the idea of a Crawley Town Football Club museum or exhibition, including potential pop-up or permanent locations in the town centre.

Propose a plan to Raph for how best to deliver this to the community.

Note:

The old ticket-office portacabin has now been allocated as the initial home of the CTFC museum and has been moved to the hardstanding between the home turnstiles and Redz. Steve Leake and Mick Fox are busy sourcing and costing furniture and equipment to make it operational as soon as possible. The CTSA will provide funds from previously allocated Reds Rollover profits. CTFC will continue to pay the monthly rent for the cabin, but Steve Leake will investigate whether this money could come from Red Devils' Diary profits. Pop-up locations in town are still to be investigated. However, Crawley Museum has allocated a small area in the downstairs gallery at The Tree as a permanent location for advertising results and upcoming fixtures.

### Engagement with local women's sports teams

#### Action:

Explore opportunities to engage local women's sports teams, including football and hockey teams, to understand the barriers to attending Crawley Town matches. Report the findings back to the FAB.

#### Note:

Ongoing work to be undertaken by the Inclusivity Working Group.

### Disabled Supporters Association

#### Action:

Investigate how the Disabled Supporters Association is currently communicated to supporters and suggest ways to improve its visibility and accessibility.

#### Note:

Ongoing work to be undertaken by the Inclusivity Working Group.

## 3. Club Updates

Club representatives provided an update on recent developments at Crawley Town Football Club.

Discussion focused primarily on the playing squad, updates at the training ground, and improvements in and around the stadium.

## 4. Working Group Proposal

Dan Maguire presented the proposed working group structure to the club for consideration. Sam Gadsdon and Tom Allman confirmed that the club supported the approach. The proposed working groups and named FAB representatives are listed below. The club subsequently agreed to share named resources with the FAB, with the list received on 25 August 2026.

#### Working Groups

- Community (Darren Ford \* / Kieran Sullivan) (**Sam Gadsdon**)
- Commercial & Marketing (Peter Frake / Sam Jordan) (**James Ball / Reece McMillan**)
- Inclusivity (Victoria Morris-Birrell / Steve Leake) (**Emma Rodgers / Maisy Hyder**)
- Media (Dan Maguire / Alain Harper) (**Sam Gadsdon**)
- Fan Engagement (Chris Lord / Hugh McKinney) (**Sam Gadsdon / Tom Allman**)

- Matchday Experience (TBC)
- Club Legacy (Dan Maguire / Steve Leake)

#### Next Steps

- Initiate working group engagement.
- Identify priority items for each working group.
- Maintain progress updates in the Touchline Register.
- Present the proposal to Dan Maguire and Tom Allman.
- Continue progress against the agreed roadmap.
- Encourage feedback from other FAB members.
- Share appropriate updates with the wider fanbase.

Note: During the meeting, it was noted that Darren Ford (CTFCCF) had stepped down from his position on the FAB for personal reasons. He remains Head of the Crawley Town Community Foundation.

## 5. Review of Outstanding Questions and Matters

The outstanding questions and matters raised with the FAB were reviewed and discussed. Further detail should be added where individual questions, responses, or follow-up actions need to be recorded.

### Disabled parking communication

Question:

Discuss with the club the Facebook post regarding the lack of communication around the £100 fee for disabled parking.

Next step:

A review is to be completed by the Inclusivity Working Group, but the club confirmed that the DSA was informed of this. All parties agreed that better communication is required going forward.

### Burton Albion charges

Question:

Discuss with the club the recent news concerning Burton Albion's charges. Are we seeking compensation, given that we were relegated by one point? What is the club doing to ensure we do not suffer the same issue?

Next step:

The club is seeking legal advice and cannot comment at this stage.

#### Women's team

Question:

Why was the opportunity that SJ had followed up not pursued? Is there a genuine appetite for a women's team?

Next step:

On approach the previous Horsham Manager had already accepted another role, the club remain interested in this initiative but have no concrete plans at this stage.

#### OAP season tickets

Question:

Using Ron Spraggett, aged 94, as an example, could an honorary membership or discount be offered to these supporters?

Next step:

The club would be willing to consider this more widely because of potential ramifications, such as others expecting loopholes to be found. It was also questioned whether this is a good use of money.

#### Disabled Supporters Association

Question:

Has the Disabled Supporters Association folded?

Next step:

Discuss this within the working group. The DSA had fewer than ten members, but the wellbeing and club experience of disabled supporters needs to be reviewed, including away supporters.

#### Front-of-shirt sponsor

Question:

Seek to understand the club's connection with the recent front-of-shirt sponsor and why it took so long to secure one.

Next step:

The shirt sponsorship strategy was discussed and acknowledged by the FAB. The partnership with Uptime was a good deal for the club who also confirmed, following feedback from fans around the logo print, that this is the sponsor's branding and something they were keen to remain.

### Smaller sponsorship opportunities

Question:

Why do we not have smaller sponsorship opportunities, such as player announcement or substitution sponsors?

Next step:

Further discussion is required within the working group and commercial teams.

### Local business network

Question:

What are we doing to create a local network? Why do we not actively engage with local companies through initiatives such as open days or sponsorship breakfasts?

Next step:

Further discussion is required within the working group.

### Retaining sponsors

Question:

What work is undertaken to retain existing sponsors?

Next step:

Further discussion is required within the working group.

### Stadium sponsor

Question:

Why can't the club find a stadium sponsor?

Next step:

Further discussion is required within the working group. The club did receive offers over the summer but not anywhere near the value that the club has on this package.

### Commercial and marketing plans

Question:

What are the top three commercial and marketing plans that the club has for the remainder of the calendar year, and how do these align with the club's values?

Next step:

Further discussion is required within the working group.

### Physical season-ticket benefits

Question:

When will supporters who chose to have their season ticket issued digitally receive their physical season-ticket benefits, and when will this be communicated?

Next step:

The benefits are available from the club shop, but this has not been clearly communicated to season-ticket holders.

#### Non-executive committee

Question:

Would a non-executive committee of people with business experience help support the club's aims and ensure that it is moving in the correct direction?

Next step:

No next step was recorded.

#### Volunteer support

Question:

What volunteer support does the club need?

Next step:

This is not straightforward because volunteers require a chaperone, which can make it easier for the club to complete the work itself. Further review should take place as opportunities are identified within the working groups.

#### "You said, we did" communications

Question:

Can the club and FAB produce "You said, we did" communications when actions are completed?

Next step:

This was acknowledged as a good idea and something the club and FAB will look to adopt.

#### Birthday emails and offers

Question:

Can the club begin sending simple birthday emails to supporters, perhaps including an offer such as a 20% club-shop voucher valid for 14 days?

Next step:

This can now be established using the fan loyalty platform developed by Chris Lord.

## Junior Reds

Question:

Is there a plan to restart Junior Reds or introduce something similar?

Next step:

If there is sufficient interest, this may be something the club could bring back.

## 6. Any Other Business

No additional business was raised.

## 7. Date of Next Meeting

The next FAB internal meeting is scheduled for Wednesday 30th September 2026 at 7:30 pm.

The next scheduled meeting with the club is Tuesday 3 November 2026 assuming no re-arranged fixtures on this date.

Please note that these dates may be subject to change. Additional meetings will be arranged as required, with venues to be confirmed.