

Charlton Athletic Football Club
22nd June 2017 – 6pm

Present:

Charlton Athletic: Katrien Meire (KM), Tony Keohane (TK), David Joyes (DJ), Ravi Patel (RP), Katie Cowling (KC), Lisa Squires (LS), Darren Kent (DK), Tom Rubashow (TR)

Supporters:

Steve Clarke (SCL), Richard Wiseman (RW), Christine Lawrie (CL), David Wood (DW), Peter Catlin (PC), Syd Cheeswright (SCH), Ian Wallis (IW), John Perkins (JP)

APOLOGIES: Craig Parrett, John Bennett, Vernon Roper, Keith Blair, Rob Harris, Heather Robertson, Matt Ring, Sharron Sherress, Metin Afiya

Topic	Raised by
Fans Forum received Tour of the Training Ground	Previous meeting
Karl Robinson and Steve Gallen attended the meeting to cover off footballing questions <ul style="list-style-type: none"> • KR explained he and SG had 20 targets on their list over a number of positions with the aim of achieving an even spread of the squad • KR said Mark Marshall and Billy Clarke were brought in because of how good they are in League One and Tariqe Fosu will surprise some people. He said they all want to be here and that's important. He said he wants players like Kinsella and Holland who are on the way up • KR said there was an air of optimism around the place • KR said Ricky Holmes has been offered a contract and offers have been rejected • KR said he has the budget to get the players he wants • KR said he had to sell players too • KR said improvements have been made with injury prevention and more detail has gone into the training facilities • He said if he wants a player and they are within budget there is no-one at the club that will stand in his way 	Previous meeting
Season ticket sales <ul style="list-style-type: none"> • DW asked how many season tickets had been sold and if it was up/down on last year • KC confirmed 4,730 season tickets as of 22/06, including hospitality, steward comps etc. Like for like sales are up 14% compared to the same date last year 	DW
Fans buying cheaper seats <ul style="list-style-type: none"> • RW explained some fans are buying cheaper tickets and sitting in more expensive seats. He asked if the club was concerned about this or was going to do anything about this • TK asked how big the problem was for fans • RW said three or four CAS Trust members had asked for it to be raised and they were aware informally that a lot of people seem to do it • KM said the new season ticket zoning was in-part to make the system simpler and reduce this problem • IW said in the East Stand in particular it can be an issue • KC said there would be increased spot checks in the ground • TK said fans reported a lot of movement in the East Stand. The season ticket card has a large stripe on it which is linked to the zone allowing the steward to quickly ask to see ticket. The reduced zones makes it easier for stewards. TK asked if someone persistently kept moving what the club should do • IW said they should be warned the first time and the second time their season ticket should be taken • SCL said that was maybe a bit extreme 	RW

<ul style="list-style-type: none"> • Further action: Club to brief stewards to be more vigilant, club requests fans report any incidents if they see them to club stewards 	
<p>Player sponsorship</p> <ul style="list-style-type: none"> • IW asked what views on player sponsorship will be • RP said club will continue player sponsorship. New website set to give better visibility for sponsors with logos • JP asked about a double-page spread in the programme • JP asked why sponsors weren't on the big screen. RP confirmed they are on the big screen • Further action: Club to look at possibility of including in the programme 	IW
<p>Concessions</p> <ul style="list-style-type: none"> • DK explained DN are looking at products and significant changes had been made both in terms of food and look and feel of the food • IW said in the East Stand there had been traditionally little to eat but last season with the opportunity to go to Crossbars before the game that had changed. IW asked if that was still an option as season ticket holders. • KM confirmed and DK said the food options would increase in Crossbars • DK explained that based on feedback sausage rolls would go back as an option on concessions 	Club
<p>Salary cost management protocol</p> <ul style="list-style-type: none"> • RW asked if we are unable to shift high wage earners who aren't playing, are we likely to be hitting the 60% of turnover allowed for player wages. If that were the case could equity be put in rather than loans? • DJ explained it had dropped down from 75% from last year but the club have plenty of headroom in terms of SCMP forecast. DJ explained it's not just turnover but also 100% of "football fortune income", including player trading that goes into the top line of the calculation. The player trading element of football fortune income is calculated on a cash basis rather than P&L and so we benefit from the deferred elements of 16/17 player sales in the 17/18 SCMP calculation. 	RW
<p>Senior Management changes</p> <ul style="list-style-type: none"> • SCH asked if there had been any changes • TK explained the club had recruited an Operations Manager, Paul Bailey, to lead the operations team to look after Matchday Operations and day-to-day operations at The Valley and the training ground 	SCH
<p>Assessment of the Valley</p> <ul style="list-style-type: none"> • CL asked why part of The Valley was valued for residential accommodation • TK said it was a report he requested that was not specifically focussed on the car park, it was to get an appreciation of the value in the area. It was requested to inform. The management were looking at the club as a whole. A decision was made at that time (early 2016) that the development, planning and focus should be on the training ground. • CL asked if there were plans to sell off areas of The Valley • TK said the club were not considering any plans to sell-off areas of The Valley. TK said operationally the club needs a car park and that he couldn't see how a matchday would operate without one. KM said the large car park was an asset for the club compared to other clubs in London 	CL
<p>Sale of the club</p> <ul style="list-style-type: none"> • CL asked if ownership are considering selling the club while maintaining ownership of The Valley • KM said that the club is not for sale and that they are approached regularly by intermediaries. The focus is on the season ahead and the various projects the club is working on e.g. training ground • CL highlighted separating the ground and ownership of the club is a recipe for disaster 	CL

<ul style="list-style-type: none"> • KM agreed 	
<p>Fans Forum reform</p> <ul style="list-style-type: none"> • RW asked what progress there had been since the last Fans Forum when the club talked about proposals for a reform of the Fans Forum • TR explained the club received feedback from the Trust but that there wasn't a significant amount of additional feedback. So the club is looking at going down a different route on the reform. • Further action: The club wants to set up a working group with volunteers who can present a proposal to the Fans Forum at the next meeting. Volunteers wanting to be a part of that working group, which would likely include a meeting in the next six weeks, should email lisa.squires@cafc.co.uk. • CL asked if this meant there would be meetings on a matchday • TR said that would be for the working group to decide 	RW
<p>Safe standing</p> <ul style="list-style-type: none"> • RW said Safe Standing is a massive issue. He said the Trust would like to know if the club was open to the principle of exploring Safe Standing and potentially hosting an exhibition to give the fans a better idea • KM said this was on the EFL's agenda. She said fans had approached her. KM wanted to hear from the fans to shape the club's point of view. KM said the club is not against it and would need to mandate from the fans • RW asked if the Football Supporters Federation Roadshow would be a good opportunity to showcase the opportunity to fans • KM agreed and said the club would be happy to provide space for the roadshow • TK said clarity on the Premier League's and Championship's position would be needed before the club could commit to anything long term • Further action: RW to look to coordinate Roadshow working with the club on potential dates 	RW
<p>Celebrating 25 years Back At The Valley</p> <ul style="list-style-type: none"> • IW asked what the latest updates were and said that there hadn't been much update from the committee • KM said the committee side is run independently from the club and that Chris Parkes is the club's representative who feeds back ideas. There is still the idea for a legends game, which is likely for September, a celebration dinner around the Portsmouth game and a concert but nothing is set in stone. KM said the club will support the committee wherever they can. • KM said as a club we are excited to have the Portsmouth game. KM said following fan feedback the home hummel kit will include references to the anniversary throughout and the club will also play in a special kit for the Portsmouth game which is very similar to the one played in 25 years ago 	IW
<p>Club programme</p> <ul style="list-style-type: none"> • TR asked for feedback on the club programme as the club considers planning for next season • SCL said that a lot of people get news away from the matchday programme and it should include more features and interviews • IW said that since Olly Groome has been involved the programme and handbook have been very good. IW said it doesn't need to get bigger in his opinion. IW said £3 is about the going rate for programmes in the League and that Charlton's is one of the better ones • CL said that the content is good but the club shouldn't cut too many pages • JP said a bit more about fans could help • SCL suggested a survey of supporters could help 	TR
<p>Coaching staff</p> <ul style="list-style-type: none"> • RW asked what the latest is with regards to the club's coaching staff 	RW

<ul style="list-style-type: none"> • KM said an announcement is set to be made in the next week 	
<p>Staffing</p> <ul style="list-style-type: none"> • IW asked is Jack O'Sullivan had been replaced as Supporter Liaison Officer • KM said the club are looking into a replacement for the position. In the meantime Lisa remains the point of contact, including player appearance requests 	IW
<p>Fan engagement</p> <ul style="list-style-type: none"> • LS asked for suggestions of ideas for engaging better with fans on a matchday • IW said the club just need to win football matches. LS agreed that was priority but also asked about improving the experience away from that • JP said the flag wavers look a bit naff to him. He said having people on the pitch in a guard of honour looks better • LS said it may look "naff" to some but the kids involved absolutely love it. JP conceded that was a fair point. • Further action: LS said the club would look at introducing a guard of honour next season with children from the club's Schools Partnership Scheme • LS explained the club now have links with 48 schools, reaching 19,000 schoolchildren, as part of the Schools Partnership Scheme which is part of the club's long-term plans to grow the fanbase • LS said each school will have 4 x season tickets to gift to families as they see fit • CL said the music was not uplifting enough • TR explained at the recent You Tuber match a drumming band were on the pitch before the game and created a good pre-match atmosphere • CL said it might be worth trying to improve the atmosphere • SCL agreed although warned it may be to an empty stadium with people arriving late • Further action: Club to trial during pre-season game, potentially outside the ground before the game 	Club
<p>Valley Gold Crossbar challenge</p> <ul style="list-style-type: none"> • CL asked if challenge would still take place and if money was rolling over • LS confirmed the challenge would still take place and that the money was rolling over. This had been discussed at the last meeting of the Fan Engagement/Matchday Experience committee 	CL
<p>Website</p> <ul style="list-style-type: none"> • PC asked when the website would go live • TR said it is set for the next few weeks 	PC
<p>Owner</p> <ul style="list-style-type: none"> • JP asked if owner could show a bit of interest • KM said he shows plenty of interest behind the scenes • JP asked about showing interest not behind the scenes. JP said some people don't like him but there are people who he can get on-side. JP said he is letting KM take all the flack • KM said in the relegation season there was a question of safety but we can look at options for this year 	JP
<p>CARTG</p> <ul style="list-style-type: none"> • SCH said more needs to be done to make people aware of travel plans • JP asked who was taking over Syd's role as Rail Travel Coordinator • TK confirmed that two interviews took place but no-one was able to take the role. TR agreed to speak with SCH separately on when and how content is published • SCH asked about how the club was getting the 12th man to games • TK said last season the club put on free away travel coaches for a couple of away games and recognise the importance of the 12th man 	SCH

<ul style="list-style-type: none"> • TR said the club will review the Away Travel Guide feature for next season • JP asked if Valley Away coach service is going next season • TK confirmed it is 	
<p>A few items on the agenda had been discussed previously. For time reasons the club agreed to provide a written response to various queries on these topics</p> <p>Director emoluments</p> <ul style="list-style-type: none"> • Response written to Charlton Athletic Supporters Trust included below <p>Season ticket pricing</p> <ul style="list-style-type: none"> • Response on query included below 	
Date of next meeting: August 24 th @ 6pm	

Director emoluments

- Response written to Charlton Athletic Supporters Trust included below



Nigel Kleinfeld
Charlton Athletic Supporters Trust
83 Heathwood Gardens
SE7 8ET

22 June 2017

Dear Nigel,

I am writing on behalf of the Board of Directors in response to your letter of 11 May 2017 which queries the non-disclosure of Katrien Meire's remuneration in the June 2016 statutory accounts of both Charlton Athletic Football Company Limited and Baton 2010 Limited.

The two key points of note are as follows:

- None of the directors of Charlton Athletic Football Company Limited, or indeed Baton 2010 Limited or Charlton Athletic Holdings Limited are remunerated for their services as a director of the Company. For clarification purposes the directors are Roland Duchatelet, Richard Murray and Katrien Meire.

Therefore we believe that Note 6 contains the correct disclosure in stating that "no director received any emoluments (2015 - £nil) in respect of their services as a director". Naturally our auditors have confirmed this disclosure as being appropriate before they signed the audit report and that the requirements of Statutory Instrument S12008 410 have been addressed.

- Katrien Meire does receive remuneration from Charlton Athletic Football Company Limited in her capacity as Chief Executive of the company. This remuneration is included in the staff costs note (note 6 of the 30 June 2016 accounts - Charlton Athletic Football Company Limited and Baton 2010 Limited). This remuneration is also included in the Key Management Compensation disclosure of note 6 in the Baton 2010 Limited accounts.

Going forward we will enhance the written disclosure to the Staff Costs note to ensure all users of the accounts are aware that Katrien Meire's remuneration is included in the total Staff Costs figure.



Yours sincerely,

David Joyes
Chief Financial Officer

On behalf of the Board of Directors of Baton 2010 Ltd and Charlton Athletic Football Company Ltd

Season ticket pricing

Why has the price of the dearest seats (i.e. West blocks D and E) been increased?

For the 2017/18 season we have reduced the number of zones from seven to five and, where possible, we did our best to ensure season ticket prices remained the same or were slightly reduced. However, due to the zone reduction, it was not possible to do this with every seat meaning some block saw a small price increase.

With regards to West Stand, blocks D and E they actually decreased in price from 2016/17. Unfortunately as we grouped the blocks D and E in the East Stand with these, they saw a £25 price increase. The price was worked out as this was the mid-point between the two zones in 2016/17 (West Stand Blocks D & E were £525 and East Stand Blocks D & E were £475 – at the early bird rate).

Why have the end sections in the west and east stands nearest the Jimmy Seed stand been closed?

Over the course of the last few seasons we have seen a reduction in the number of supporters sitting in blocks H & R in the West Stand and blocks A & B in the East Stand. We had very few season ticket holders in these areas so it was decided that we would close these blocks for the 2017/18 season. This not only saves the club money on stewarding costs, but more importantly encourages supporters to group together in a smaller area in order to create that famous Valley atmosphere.