

Supporter Experience Roundtable Notes from Meeting 22 July 2026

1.0 Present:

Presenters x 5;

Supporters: Navada Main Stand Representatives x 5; Optimising IT Adam Stansfield Stand x 4;

Thatcher Gold Big Bank x 6; Volunteers x 5; observer x 1

2.0 Introduction:

- Tony Badcott welcomed attendees to the first of 4 Roundtables planned this season and thanked everyone for representing their fellow supporters.
- Recognised there were 8 supporters making their first contribution at a Roundtable or returning after a break.
- Would welcome feedback (feedback being known as the breakfast for Champions) anytime to help carry our Supporter Experience forward to customerservices@ecfc.co.uk or direct to Tony or Richard.
- Requested suggestions to appeal to more supporters to attend meetings.

3.0 Supporter Participation 1

- Purpose: to help inform, set general direction, Agendas for future meetings and respond to EFL and IRO enquiries. The average feedback was:

Anonymous Understanding of (0 - no knowledge, 1 partial knowledge, 2 full knowledge)		Total	Average
Club Strategic Direction and Priorities		16	1.14
Club Business Plan & Financial Performance		12	0.86
Match & Season Ticket Pricing and Sales policy		23	1.64
Sky Broadcasting		10	0.71
Role of Independent Regulator		9	0.64
Clu Fan Engagement Plan & Charter		20	1.43
Playing Squad Matters		24	1.71
Heritage (Stadium name/kit/crest)		22	1.57
Match Day Experience (Fan Zones/Activations)		24	1.71
Anti-Discrimination and Accessibility Matters		18	1.29
Stadium/Training ground Matters		21	1.50
Club's Community Work (CCT)		18	1.29
Commercial/Sponsorship matters		19	1.36
Anonymous Match Day Touchpoint (front line services) scored 1-5, 1 being low		Total	Average
Website		44	3.14
Ticket Purchase		53	3.79
Social Media		55	3.93
Travel & Last Mile		38	2.71
Facilities		51	3.64
Outside Stadium		46	3.29
Retail/Merchandise		49	3.50
Refreshments		52	3.71
Inside the Stadium		55	3.93
People (staff attitude/help)		56	4.00
Post Game		43	3.07
Feeling Valued		53	3.79

Suggesting Business planning/financial performance, Sky deal and IRO needed greater coverage. Travel and Last Mile were seen as a weakness and also needed as an Agenda

item at future meeting. Participants felt post-match, identified by mystery shopper (FX) as a weakness. was OK for regular supporters.

- Grateful thanks were extended to all those who expressed their opinions.
- Overview: Although there were presentations the emphasis was firmly on supporters and how you view every aspect of the Club.

4.0 Presentations and updates



Supporter Experience Roundtable Agenda

Presenting this evening:

Tony Badcott
Club Director with Responsibility for Supporter Experience

Richard Knight
Supporter Liaison Officer, Customer Services

John Street
General Manager

Kevin Instance
Safety Officer

Dan Wagner
ECFC Food & Beverage Manager

4.1 Safety and Martin's Law

Kevin Instance outlined:

- Introduced himself and his background for police in footballing matters.
- Welcomes the matchday atmosphere.
- Role is to support the Club with emphasis on avoiding fines and keeping reputation intact. Over-riding priority was to keep everyone safe.
- Ground safety legislation first became prominent in 1971 with the Second Ibrox Disaster after a further incident (on the same staircase) known as Stairway 13 on which 66 fans died.



- Competency began with Local Authorities given the responsibility to issue Safety Certificates without which stadiums could not operate.
- Covered how capacity calculated and how it can be impacted by nonconformances – use of pyros, pitch incursions...
- FA can also impose sanctions where a Club cannot control crowd (including visiting fans). Players, events.

- Pre-match planning includes weather (hot/cold/icy), structural competency, activities and utilities.
- Stewards have a difficult job. Be considerate to them. 80-85 needed per match. Would be more consistent if all stewards were Club staff.
- Currently 13 people on Club/Police bans and 10 on contract. Once ban served a return to support interview takes place and anti-social agreement signed.
- Responding to Martin's Law (following Manchester Arena terrorist disaster, might become live Spring 2027) extra searching started last season and tighter control of stadium before opening. This includes actions on non-matchdays. At Manchester evident that of the 22 deaths some might have been saved with earlier responses. Future fines will be eye-watering and could easily see businesses go out of existence. Martin's Law criteria based on proven preparedness and adequate prevention.
- Subsequent questions from the floor included lifting the ban on crowd surfer use on BB as only a visiting club pyro incident since 2024. Engagement with supporters – all stewards have Level 2 qualification which includes customer relations as well as safety and security. Plans to work with other staff and supporters who will also be “eyes and ears”. Waste bins will be changing to transparent versions. Safeguarding - U14s must continue to be accompanied by a responsible adult. Accessibility issues to be better monitored including other supporters using shelter rooves as a “drum”.

4.2 Club News

John Street took questions and suggestions after explaining:

- Chair gave him objectives: outstanding key decisions needed to be taken; preparation for 1 August.
- Recognised Trust financial assistance in acquiring Grecian Grill. To be the main food outlet in the Fan Zone. With the flexibility to be move to other events. Funds came from Fire Recovery donations. Half to go back to Trust at end of season for further investment in Club facilities.
- Paper version of programme being retained for another season.
- New 125 branding to support Trust vision: Our City, Our Club, Our way.
- Planned “graffiti on Stadium Way wall which might be “wrapped” until a big reveal.
- Press tables moved from direct noise of visiting supporters.
- Centre Spot entrance to be more engaging.
- Mesh wrap planned for Well Street/SJR fences. Museum to have a 125 montage on window as part of appearance improvement.
- New GM (Matt Roach) from 1 October who will also be responsible for CHTG and Academy as well as John's SJP brief.
- Key appointments and other reporting roles advertised.
- Weekend 19/20 will see celebration of Men's 125 (will receive anniversary commemorative plaque from the FA) and Women's 25 years since reformed. No plans as yet for 50 year celebration of 1976/77 season (Fourth Division runners up).
- Thanked everyone who worked, volunteered or supported a successful Party in the Park and new home and away shirt launch.
- 3rd shirt (125) to be revealed 29 July at open training session or Bristol City PSF.
- Board room removed to create 150*160 cover Heritage Lounge to create opportunities for bigger conferences. On matchdays sponsors will be relocated to Heritage from Legends Lounge.

4.3 Catering and Events

- Dan Wagner took feedback after presenting on Grecian Grill, Stadium Kiosks and Events



- In-Stadium Kiosks: pasties would be cheaper and tasted by those present. Pies also road tested. Pie and mash at £6 would become an offering later. Hot dogs are back. Coca-Cola would be available and they were supplying new fridges and menu boards. Will be introducing “corner bins” with popular items to alleviate queues
- Bars – new lines with pints from £4. Introducing draft Guinness (£6), Harbour IPA, Porretti (£5). Carlsberg £4 with Estrella £6.
- Grecian Grill suggested pricelist circulated. Whereas Kiosk menu would be more rigid there would be opportunity to flex the GG offering. Gluten free and vegan alternatives will be available. Card only. To trial breakfast 9:30 to 11am breakfast and normal menu from 11am. Plan for Grecian Grill to stay open until late after matches. Hopefully creating a one stop matchday experience.
- Boardroom and Heritage amalgamated to make 160 cover facility available on weekdays for conference booking.
- Events: looking to have 2 non-match day events per month (Murder Mystery, Casino, Horse Racing (but not for money) etc.).
- Match day events would feature bands and looking for solution to balance tv football and live music.

4.4 Charter, Fan Engagement Plan (FEP) and Family Excellence (FX)

- Richard Knight thanked supporters who had feedback on Charter and FEP following the usual annual website appeal. Charter had been revised and submitted to EFL. Charter available in hard copy and under policies on the club website. Only significant change was clarity over qualification for free match day carer support and safeguarding acknowledgement that young supporters under 14 must be accompanied by responsible adult. Customer Service and SLO return had also been sent to EFL.
- FEP was being reviewed and today’s feedback at 3.0 Supporter Participation 1 would feed into the plan. Once completed would be available in the policies folder on the website and submitted to EFL/IRO by 31 July
- Retained Gold status on FX for 2025/26 following two unannounced visits by mystery families.....



EFL Family Excellence 2025/26

OVERALL SCORE



9.0

FIRST VISIT

EXETER CITY

3-0

PETERBOROUGH UNITED

9

ST JAMES PARK | 28 SEPTEMBER 2024 | 3PM | OVERCAST WITH SOME RAIN

SECOND VISIT

EXETER CITY

0-0

LEYTON ORIENT

9

ST JAMES PARK | 28 MARCH 2026 | 3PM | VERY COLD AND DRY WITH SUNNY SPELLS

- Report singled out website, Fan Zone, Academy and Trust stalls.



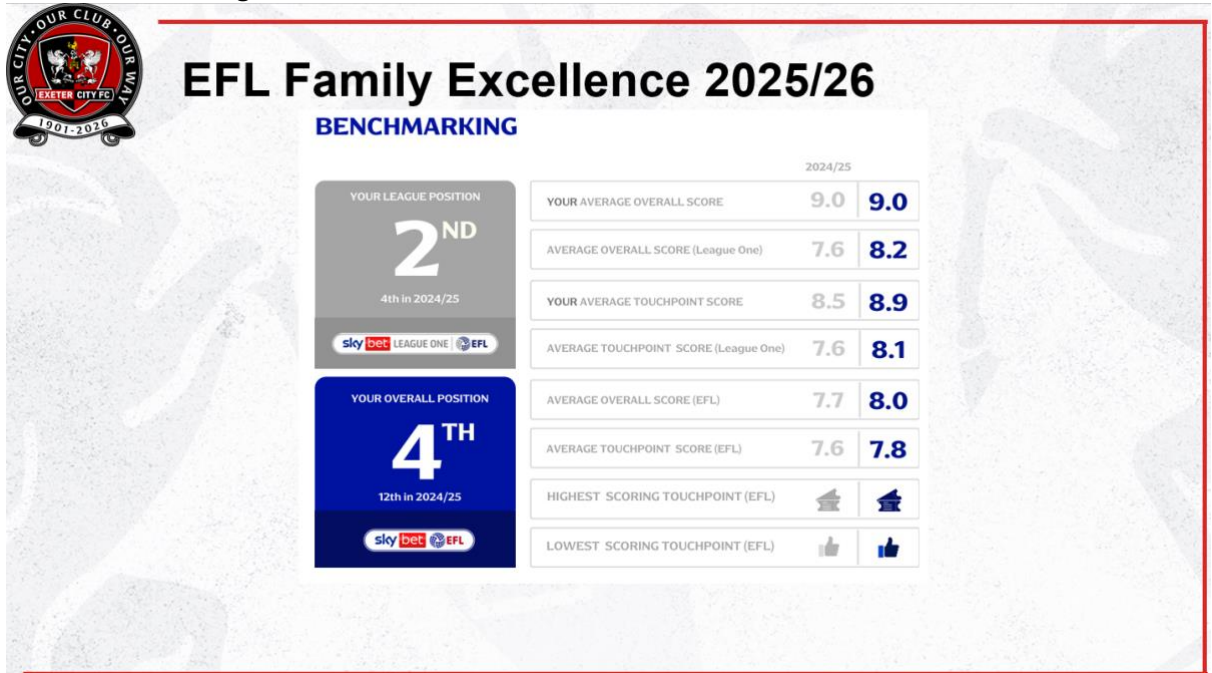
EFL Family Excellence 2025/26

TOUCHPOINT SCORES

	FIRST VISIT	SECOND VISIT		FIRST VISIT	SECOND VISIT
WEBSITE	10	10	RETAIL/MERCHANDISE	9	9
TICKET PURCHASE	9	9	REFRESHMENTS	7	8
SOCIAL MEDIA	9	9	INSIDE THE STADIUM	9	9
TRAVEL & LAST MILE	10	10	PEOPLE	10	9
FACILITIES	8	9	POST-GAME	8	6
OUTSIDE THE STADIUM	10	10	FEELING VALUED	9	8
		AVERAGE TOUCHPOINT SCORE			9.0 8.8

- Criticism was the lack of follow up post-match to encourage return visits and feedback on individual experiences.

- Finished 2nd in League 1 and 4th in the whole of the 72 club EFL.



5.0 Supporter Lead Participation

- Wide debate took place on Supporter Experience.
- The next Roundtable to ask for a presentation from CCT.
- Excellent feedback and a real appreciation of the presentations from Dan, John and Kevin. With Martin's Law rapidly approaching getting more information out to supporters on what this may mean could also be of benefit, say after Christmas.
- Concluded that the Club could do more to promote the good things about Exeter City.
- Stadium Tours were deserving of better promotion. Especially as it is free, has great reviews and a service other Clubs charge for (PAFC was quoted as £40 per person).
- Pigeon droppings and gum on floor were highlighted for regular checks.
- Suggestion to use car park on matchdays to increase interest.
- Requested update on men's football stadium alcohol ban mirror women's games