

ATT Voices Panel virtual meeting

- ATT voices Panel meeting in March 2021
- Fans' panel met virtually to discuss issues surrounding the Club
- Read notes of what was discussed on the evening

Details from the March 2021 'All Together Town' meeting have been released.

Due to the current COVID-19 restrictions, the ATT meeting are run virtually as supporters, alongside Huddersfield Town staff discussed Club communication, fan engagement, season cards, stadium sustainability and 'taking the knee' amongst other topics.

The fans' panel meeting was attended by Chief Executive Mark Devlin, Marketing and Communications Director David Threlfall – Sykes, Operations Director Ann Hough, Supporter Services Manager Robyn Kennerdale, Ticket Office Manager Dan Cooper and other HTAFC staff

11 members of the Voices Panel were present, including representatives of Huddersfield Town Supporters Association (HTSA) and Huddersfield Town Disabled Supporters Association (HTDSA) apologies were received from 3 members including Cowshed Loyal Group

Club Communications / Fans Engagement/ Trust

The panel expressed concern that in a recent poll of supporters by HTSA only 7% thought that communication had improved. The panel said some supporters don't feel engaged and there is a lack of trust. Discussion took place regarding how the Club could improve and what could be learned, and suggestions were sort from the panel. The Club had recently published an update from the Chairman Phil Hodgkinson and have committed to doing a board update each month to supporters.

Season Cards

Dan Cooper advised that current Season Card holder information has been released. Working on finalising the rest of the Season Card details, hope to release details end of March or April. Club are working towards season start date of 7 August 2021, which the EFL have now confirmed.

Season Card Holder points system

The panel asked how the loyalty points scheme would work and would there be any points allocated to supporters who have purchased iFollow for away games. The Club will ascertain if this is possible as an option.

Continued remote access for disabled supports after return to stadia on iFollow

If some fans couldn't or did not wish to attend when supporters return to grounds, would they still be allowed to purchase iFollow passes if they were based in the UK? Could this be available for away matches when allocations sell out? David Threlfall-Sykes had attended an EFL meeting and had asked the questions relating to iFollow and domestic screening for season 2021/22.

What more can the members of the group do to help the club with communication following these meetings

The Club asked the panel for their assisting in circulating the notes from the ATT meetings to as many supporters. Four meetings of ATT are held a season, Club could also look at

holding one fan forum a season as well. HTSA advised they publish the meeting notes via their social media.

Huddersfield Town-short term/medium term/long term strategy/ revenue / investment and club finances

Discussion took place on where the Club want to be, current processes and the transfer policy. The Club currently working on strategy. Looking to increase the commercial output and other avenues.

Stadium Sustainability & Pledgeball' campaign

Talks to resume with KSDL in the next few months, in the meantime the Club happy to meet with HTSA to develop this further. HTSA to forward on details of the Pledgeball campaign for the Club to examine and possibly take further.

John Smith's Stadium as asset of community/ Stadium shares

HTSA asked if the Club would back HTSA's bid to make the Stadium an asset of community. As the Club do not have full control of the Stadium Mark Devlin will speak to KSDL Chairman and come back to HTSA. Regarding the Stadium shares the Club will seek an update and revert back to HTSA.

Club video communications

HTDSA have asked if the Club could look at the feasibility of purchasing software for subtitling or providing sign language on Club communication video for hard of hearing and deaf supporters. David Threlfall – Sykes advised the Club is looking into this and provide feedback.

Huddersfield Town's stance on the "Taking of the Knee"

Panel members asked what the Club stance currently is, what support is in place for the players should they experience racist or other abuse? The Club advised they are led by the players regarding 'taking the knee'. Through the work of the Club's Equality, Diversity and Inclusion group they provide support to all players and staff while continuing to work with Kick It Out and other organisations.

AOB

Panel member asked if the Blue and White Foundation could investigate paying out winners via bank transfer instead of cheques particularly during the current times. Ann Hough would speak to the department and revert back.

Panel member asked if plans had been made for pre-season matches and if they would be travelling abroad would supporters be able to attend matches. The Club advised nothing confirmed yet and fan attendance would depend on the current government restrictions.