

SARACENS SUPPORTERS' FORUM

THURSDAY 23RD MAY

18H45 - 20H30



ATTENDEES

Lucy Wray - Chairperson, PTP
Alex Gummer – Marketing Director, Saracens Ltd
Clare Ludlow – Marketing Manager, Saracens Ltd
Charlie Price - Head of Retail, Saracens Ltd

Jasmine Farrant – West Lower
Debbie Knight – West Upper
Gavin Jones - Hospitality
Denis Collen – BAME Supporters
Helen Ellis – Disabled Supporters
Steve Cracknell – Local Supporters
Lesley Mayo – Over 65s Supporters
Brian Levin – North Stand
Steve Cummins – East Stand
Alun Morgan – Saracens Supporters Association Representative
Emma Southam – U25s Supporters

APOLOGIES

Gordon Banks - Chief Community Officer, Saracens Ltd
Alice Spicer – Head of Ticketing, Saracens Ltd
Dean Harris – South Stand
James Degiorgio – Partner Clubs
Katherine Engler – Women's Representative
Luke Saint – Sarries On Tour Representative

AGENDA ITEMS

1. Retail 2019/20
2. Follow ups from March meeting
3. Match day experience 2018/19
4. Points from representatives

MINUTES

1. Retail 2019/2020

CL introduced the new Head of Retail Charlie Price

CP presented the 2019/20 Women's, Men's and Kids range

He called for feedback and general thoughts around Retail:

Women's range suggestions

- ES: Fewer pink garments
- ES: Fewer v necklines
- LM, HE: Jewellery, e.g earrings
- DC, LM: Maxwell Scott range to include women's items
- HE: Quilted Jacket
- ES, JF: More red and black garments

General feedback

- Garments with a discreet logo to wear away from match day
- Wolfpack Lager range stocked in shop
- AM: Saracens poppies for remembrance
- HE: Prints to buy in store of players or iconic moments
- Workwear
- GJ: Postcode could feature as well as 1876 – focus on being from north London
- SC: Chrome badge for car bumpers – similar to Saints example
- GJ: Personal Shopping experience in the hospitality lounges for clients who avoid the shop on match day
- HE, LM: improved visibility of prices on stock – not just on swing tags

E-commerce

GJ: Gift Wrap option available online

In-store

- Improve layout and flow of the store (AM touched on the attraction of the Twickenham and Lyon stores)
- HE: Less crowded on match day
- DC: could we take payment from portable payment stations – reducing queues

Action: CP to look in all points surrounding retail requests and action

2. Follow ups from March meeting

Communications

- CL raised incoming changes to hospitality comms following up from GJ's point at March meeting – GJ suggested hospitality supporters have options to subscribe to different mailing lists depending on whether they use hospitality from a corporate or supporter point of view
- CL revealed a campaign soon to be launched called 'Together Since' to encourage supporters to share when they felt they were a part of the club which will also feature on the website – this was in part in response to suggestions from previous meeting for finding a way for the club to track supporter loyalty
- HE suggested highlighting how far fans travel to games to combat recent and ongoing criticism of the club
- LW agreed that the club need to place more emphasis on 'storytelling' and increase positive content generation

Action: CL/AG to look into generating and pushing out more positive content in line with new website launch

Sustainability

- Plastic bags have been removed from the shop and plastic straws are only available in the bars upon request

WiFi

- WiFi upgrades are still being looked into as a longer-term strategy will be put in place

3. Match day experience review

Women's Matches

- Timer and score board to feature during Women's matches

Action: AG to pick up with Operations Team

Men's match day

- More clear and consistent messaging around when bars and food units close
- Set an agenda which is consistent for each match day around this
- AG to feature this in the new Saracens App
- GJ raised his continued frustration around people moving out of their seats during play – many other reps felt this was linked to issues with queueing around the ground and also signage and labelling of stand rows
- BL shared he felt bar staff can be unfriendly. DC suggested shift changes to refresh staff during long day.
- AG to look into queue busting methods
- HE would like marquees to be put up during winter to increase spaces for supporters to congregate. LM reiterated need to get balance between entertainment, e.g. live band, and places for fans to have a conversation
- BL suggested SMS updates on game day with F&B opening hours, post match entertainment etc

Action: AG to pick up with the hospitality and operations team with above points

Communications

- ES would like to see reposts of fans stories on match days via Instagram

Action: CL to look into reposting fans stories at the end of match days

4. Points from representatives

- SC: Access around the ground during build of the West Stand needs to be clear, HE emphasised importance of this especially for the disabled community
- AM: Car parking to be addressed
- GJ: Gesture to Fez Club members following London Stadium well received. Fed back on some frustrations that hospitality seating at Heineken Cup Final was not on the same side as the trophy presentation
- DK: Communications around Direct Debit to be improved and more concise
- BL: Clearer information about Rewards4 and consistency around which account points were loaded to when a supporter has multiple season tickets
- ES: The Saracens App to be relaunched
- Events schedule to be viewable on the website – particularly with reference to Storm game updates
- JF raised some issues West Stand supporters have experienced during renewal period
- SC: Signage to be up regarding when bar close post-match for the community not using social media

Action: CL/AG to follow up on points above

Next Meeting: To be confirmed by CL, likely date in August