



Fan Experience Assembly 2025/26 - Meeting Minutes, 4 October 2025

1. Attendees / Apologies

FEA Representatives:

In the room:

Gary Mudge	Chair, Evergreen Rep
Tina Debenham	Vice Chair, Lyndhurst Rep
Harry Pearse	Secretary, Young Supporters (16-21) Rep
Hayley Borman	HerGameToo
Ian Bruce	Seniors
Susan Clark	PADSA
Chris Corbett	Argyle Pride
Ian Lobb	Devonport End
John McNulty	Vice Presidents
Virginia Pike	Argyle Fans' Trust
Debbie Foweraker	Devon & Cornwall
Nigel Ricks	Argyle From Afar – International
Kevin Buckthought	Argyle From Afar – UK
Patrick Burnitt	Upper Mayflower

Joined remotely:

Mark Stidson	Away Games
Tony Laine	Lower Mayflower

Club Representatives:

Paul Berne (PB)	CEO
Zac Newton (ZN)	Head of Football Administration & Club Secretary
Christian Kent (CK)	Head of Venue
Jamie Yabsley (JY)	Head of Marketing & Communications
Dan Phippen (DP)	Visitor Experience Manager

Apologies:	None
Non-attendees:	Tony Philpotts



Introductions & Welcome:

Meeting began with DP welcoming the new reps to the first full FEA meeting and giving a brief explanation and introduction to the purpose of the FEA.

PB stated that he strongly believed in the sense of football in the community and, desired a 20/80 principle: 20% of the meeting would focus on the problem, and the rest on the solution and what can be done to make the club a great place to come.

PB further stated that the club will fix the issues that can be solved out as quickly as possible, but that the club will also be honest and up front about the problems that cannot be resolved.

2. Pre-submitted Questions

Stewarding, Security & Safety

Q: Are stewards aware of asthma pumps?

A: DP - Stewards are briefed to allow medical equipment into the ground. There are many kinds of medical equipment and so it can be difficult for stewards to be aware of all of them. Supporters can email the accessibility team before matches to arrange assistance on match days, or if they have any queries regarding specific equipment they need to bring. In the event supporters encounter a problem during the security/bag check processes, fans can request to escalate the matter to a steward supervisor.

A point was raised that other venues offer a medical exemption certificate to supporters who need to bring medical equipment with them, to avoid the embarrassment of having to explain to stewards what their equipment is for, or having to unpack all the equipment to show to the stewards. Club to explore whether this could be implemented.

ACTION: DP to explore implementation of medical exemption certificates for bag checks.

Q: When approaching the security check areas there may be a queue but there is no signage for new supporters to understand why they are queuing?

A: CK – This is really good feedback and we will look to implement this.

ACTION: CK to implement the relevant signage.

Q: Why do security staff seem unable to cope with or adopt the club's policy on dealing with extremely bad language used in some sections of the crowd?

A: CK - The club takes all reports of inappropriate behaviour seriously and offers multiple ways to report incidents, including via stewards, staff, or a text system that



goes directly to the control room. Once a report is received the club will investigate, but this can be complex in a busy match day environment with thousands of people.

Immediate action may not always be visible, as the safety officer first performs a dynamic risk assessment. If safe to do so, action may be taken during the game, including speaking to or ejecting individuals. In other cases, issues are followed up after the game via a standards panel that regularly meets. The panel has already issued suspensions to a number of supporters this season for various incidents of misconduct.

Q: Training nets are being left in front of the crowd's safety gates, blocking potential evacuation routes. What would happen or where would the nets go in the event of an evacuation?

A: CK - Safety nets are placed in front of the Devonport End ground boards, before the LED perimeter, ideally between the gates. A risk assessment is done to ensure they can be quickly removed in the event of an evacuation.

There is a common misconception that fans would be evacuated onto the pitch during an emergency, but that's a last resort. The stadium has an egress capacity of over 46,000, so most evacuations would happen through standard exits.

Cleanliness

Q: How often are the toilets cleaned inside the stadium?

A: CK - The toilets are on 30 minute cleaning schedules. We can certainly however raise any specific concerns about locations to the cleaning team if we know the location – please report any issues encountered at the time so they can be rectified straight away.

Q: The portaloos outside the Lyndhurst smell, can anything be done?

A: CK - They are cleaned during the day at 30 minute intervals and then emptied post-match. Unfortunately, they are portable toilets so when they are used in high demand they will carry an odour. We will certainly look at locating these in different positions (away from entry points) to minimise odour now we have this feedback.

ACTION: CK to consider positioning of external portaloos outside the Lyndhurst stand.

Facilities

Q: There isn't enough seating in the new fan zone outside the Lyndhurst, can anything be done?



A: CK – This is useful feedback, we will look to implement.

ACTION: CK to consider implementing additional seating to Lyndhurst external fan zone area.

Q: Lots of seats in block 11 are missing seat numbers, causing issues on matchdays. Can this be resolved?

A: DP – Every seat in this block has now been checked and replacements have been installed to any seats which had its number missing.

Venue Access

Q: What is being done to combat people blocking the views of people sitting in the front rows of the stadium? People stand in the yellow hatched areas and are not moved on, blocking people who sit at the front. Also, access to the accessible toilets in the concourse can be difficult with people standing in the way.

A: DP - We brief all stewards to ensure yellow hatch markings/front rows are kept clear. The stewards endeavour to clear these areas as much possible but we do also rely on supporters to follow the instructions of the stewards, and be respectful of their fellow fans. Comms do go out to fans, such as in the fan guides, asking supporters to be mindful of others and not to block the views of those in the front rows.

It was noted that there can be variation in steward effectiveness and consistency in dealing with this issue. Some areas (such as block 9) are proactive, others are not.

A point was made that parents of children taking part in mascot packages were also contributing to this problem, and a suggestion was made that parents watching their children could be directed in front of the barriers onto the artificial grass area to help alleviate the problem. The club will explore.

ACTION: DP to liaise with security team to reiterate importance of this issue and ensure a consistent approach is delivered. FEA reps to feed back any problem areas to the club, so that extra attention can be given to these locations. If feedback re. problem areas is received, review steward positioning and consider deploying senior stewards to hotspot areas.

ACTION: DP to liaise with Argyle Community Trust staff who run the mascot packages, to consider bringing parents of mascots onto the artificial grass area in front of the pitchside barriers, to alleviate the issue of people standing at the front.

Q: Are taxis allowed to drop off and pick up at the taxi point marked space in the Devonport end by the covered bus shelter?



A: CK - There are road closures in place on a matchday which have been implemented, along with Hostile Vehicle Mitigation, as part of wider traffic management plan, which has been agreed with the local authorities and SAG.

While only permitted vehicles are permitted through the road closure (for everyone's safety), taxis can drop off very close to the bus shelter mentioned, just before the road closure, near the entrance to the top half of the P&R car park, opposite the Life Centre. The distance between the bus shelter and the start of the road closure is minimal, so this should not impact accessibility. However, any supporters concerned at the distances involved can contact the Disability Liaison team to arrange bespoke accessibility assistance.

Q: I'm a disabled supporter in the Devonport end. Why can't staff walk underneath the stand? I get fed up with only watching part of the game where people walk in front of me.

A: DP – Staff should not be blocking the views of supporters so we will brief our teams to avoid this wherever possible.

ACTION: DP to share message with managers of front-facing departments, to ensure their teams are briefed on this and to walk under the concourse, rather than in front of supporters, where possible.

Q: Given the club's switch to a cashless stadium, there are concerns that fans who do not have cards are excluded. Are there any plans for introducing a system where those members of the fanbase are not disadvantaged?

A: DP - The club reaffirmed its commitment to being cashless, noting fewer than 10% of payments nationally are now in cash. However, they acknowledged some fans may be disadvantaged and are exploring options to mitigate this.

ACTION: DP to liaise with EDI Manager with an update on options at the next meeting.

Food & Beverage

Q: Food and drink prices are very expensive.

A: CK - We look at our pricing at various intervals during the season. We benchmark against market rates and look to limit the number of price increases we implement. Cost of goods being supplied has increased significantly over the past few seasons due to economic factors and this has resulted in a small increase this season. That said, we do put on 'meal deal' options for fans, as well as reviewing pricing in line with supplier rates.



PB – When considering whether prices are expensive, our prices should be compared to other football stadia, concert venues, etc. Comparing stadium prices to supermarket prices is not a useful comparison as the markets are different.

Q: Queue lengths at the kiosks, and service speed, is an issue. Has the club considered introducing a pre-order app service?

A: CK - We have previously looked into apps as a way of supporters pre-ordering food and drinks from the Kiosks. Unfortunately, what we have found is that it does not speed up service unless you have an order to seat function. What we do try to do however is increase the number of outlets able to serve to allow for better efficiency in the kiosks and reduce queues.

Q: Can pints be pre-poured to speed up service?

A: CK - Kiosks typically pre-pour 45% of expected drinks at half-time and this will be refined through the season using real-time data captured from the kiosks.

Evergreen

Q: I am an Evergreen member yet the system for Argyle TV is not linked up with Evergreen's to provide member discount, which makes it difficult to retrieve the discount code. Can the system be streamlined/simplified to make accessing the Evergreen discount easier?

A: JY – Yes, a solution for this is something we're looking to implement shortly.

ACTION: JY to oversee implementation of new streamlined process for Evergreen members to receive their Argyle TV discount.

Q: Why did the shirts for Evergreen members take weeks to receive? Members advised that they felt the "priority" feeling was missing this year in relation to the shirt benefit due to the length of time for delivery.

A: JY – All shirts were sent out in advance with almost every supporter receiving the shirt within 7 days, at most 14. Distribution has been outsourced with a 2-week SLA. Priority has never been a point on the shirt, and getting the shirt is the benefit of membership. Future plans include using the new Fan Hub to streamline size preferences. Although getting the shirt is the benefit, expectation setting at launch will be improved with revised comms.

A suggestion was made to add optional paid extras/upgrades (e.g. option to select away or third shirts).

ACTION: JY to explore options to add optional upgrades for future campaigns.



ACTION: JY to review comms ahead of the next batch of shirts being sent out, to better manage supporter expectations with regards to delivery time.

Retail

Q: With the Argyle calendar, this hasn't worked well this year as most players have gone. Next season, could action shots from previous games or a different style be considered instead so that if players leave it has minimal impact?

A: JY – Yes, the next calendar will be a different format.

Q: Are there any plans to open up the merchandise stands that used to be inside the stadium back up again?

A: JY – Fixed retail units will not return inside concourses, but mobile units with key merchandise items (scarves, hats, gloves, etc.) will be introduced around the stadium.

Ticketing

Q: Why can't credit on our ticketing accounts be used to pay for cup or away matches?

A: JY – This is something we will review internally to see if we can change.

ACTION: JY to review whether credits from Ticket Exchange can be used for away games, cup games, etc, moving forward.

Reporting Abuse

Q: Following the incidents against Bim Pepple and Brendan Wiredu, can the club make it more obvious on how to report abuse and discrimination in the stadium?

A: JY – We try to make this as easy as possible, and the text reporting service (66777) is shown on the big screen, on social media, on the advertising boards and read out by our stadium announcer on matchdays.

A suggestion was made from the floor to implement QR code stickers on the back of each seat, to provide a quick, easy and discreet method of reporting any issues. Club to explore.

ACTION: JY to explore implementation of QR code stickers for back of seat use.



Commercial:

Q: Why were the advertising boards in the EFL Trophy game vs Spurs U21s so bright?

A: DP – This was due to the brightness settings of the LED screens mistakenly being set to maximum. This has been corrected.

3. Question from the floor

Q: There are long-running issues with the club's PA system. What is the club doing to rectify this?

A: JY – The club acknowledges that this is an issue around the stadium and is currently reviewing potential solutions.

ACTION: JY to report back at next meeting with any updates on plans to resolve the PA issue.

Q: A rep raised a personal concern regarding ticketing processes and moving seats.

A: Please can the affected supporter liaise with us directly to resolve.

ACTION: Affected rep to contact the club directly to discuss.

4. Future feedback collation processes

A new online feedback form will soon be launched so fans and reps can submit feedback and suggestions throughout the season. Submissions will be themed automatically and sent to the relevant club leads and the FEA leadership team. Urgent issues should continue to be raised via @PAFCHelp or talking to staff members on the day – please do not wait until the next FEA meeting before raising an issue if there is something urgent which requires more immediate attention.

An action tracker will be created to monitor progress on any agreed action points from FEA meetings, providing transparency and accountability on progression. A standing agenda item moving forwards will be a review of previous action points.

5. AOB

None.

6. Date of next meeting

TBC