

Dons Trust Board (DTB)

Minutes of Meeting - 10 January 2018

Cherry Red Records Stadium President's Lounge

Members

Matt Breach (MB)

Mark Davis (MD)

Jane Lonsdale (JL)

Colin Dipple (CD)

Tim Hillyer (TH)

Sean McLaughlin (SM)

Nigel Higgs (NH)

Cormac van der Hoeven (CH)

In attendance

Tom Brown (TB)

Hannah Kitcher (HK)

Andrew Howell (AH)

Erik Samuelson (ES)

David Growns (DG)

1. Apologies

Apologies were received from Roger Evans and Charles Williams.

2. FCB Report

The Wembley ticketing issues were discussed. ES explained that 37 emails of complaint and seven thanking the club for the quality of service had been received in relation to the issue. ES felt that, with the benefit of hindsight, the club had tried too hard to provide fans with a service that was beyond its resources, such as trying to ensure that groups of fans could sit together. There was a significant work overload. ES was upset by the negative feedback but more upset by the fans' disappointment. ES acknowledged that there were a number of mistakes regarding sending out of tickets. In some cases there were too few tickets sent to fans and in another, a fan applied for two tickets and received six (ES pointed out that the individual kindly returned them).

ES confirmed that the club weren't immediately able to answer all of the calls received because of the amount received although all calls were returned in one day (on one day there were 86 of them) and the queries answered or a voicemail left.

ES explained that there were some things that were difficult to understand, such as an individual who had his ticket taken off him at Wembley when seeking assistance at the ticket office. ES was alive to the idea that the club should have had somebody in our office to assist with problems however there was a resource issue due to unforeseen circumstances affecting the availability of the designated member of staff and, as a result, the club didn't have anybody at Wembley to help. Taken as a whole, the arrangements were unsatisfactory.

ES stressed that it seems to be games that are out of our control where the difficulties happen, this being the second season in a row (last season's example being the FA Cup match against Sutton United). The Liverpool home game was used as an example of good management.

ES confirmed that the people affected would be spoken to and every email would be responded to. In future the club must realise its limited resources as well as factors outside of its control. All in all, the approach would be reconsidered for next time).

MD enquired what problems actually arose. ES confirmed that ticket collection was largely ok with the main problem being that tickets didn't work at the turnstiles, the bar code reader turning red and denying entry. 70% of the problems were said to be Wembley's issues, Tottenham Hotspur themselves appearing to have very little say in how things were done. ES confirmed that he would deal with the arising issues which would largely involve looking at the club's resources. The new COO would also be asked to give his input.

TH expressed appreciation on behalf of the DTB for distributing 99% of the tickets without issue and resolving the majority of the problems on top of a busy Christmas and New Year fixture list.

Issues with the ticketing front end of the CRM were discussed, with some of the difficulties in the design of the system seen as a contributing factor to the ticketing problems at the match. ES was of the view that some improvements were needed.

ES cited one email complaining about racist and offensive behaviour of some fans who had argued with stewards and fellow supporters at Wembley. Some of the alleged perpetrators were regulars and some were day trippers. On the whole, ES was encouraged by how few of the club's fans do demonstrate such behaviours. Procedures are already in place for banning fans who misbehave, but these are not always 100% effective when it comes to policing these at away games. ES stated that one of the club's practices was to ask youngsters showing early signs of becoming trouble-makers to sign letters of good behaviour as a deterrent. Individuals of concern are on the club's radar.

The meeting moved to agenda item 4 due to the arrival of David Grown (DG).

4. Data Protection

DG attended specifically to provide a presentation on data protection and the incoming General Data Protection Regulations (GDPR).

The biggest thing to note is the size of the fines that can attach to non-compliance, being up to 4% of global annual turnover (for the preceding year). A number of new requirements are encapsulated in the GDPR; however some principles remain the same as under the current Data Protection Act. DG provided some examples of new provisions, namely the right of: rectification; erasure; data portability; and restriction (similar to section 11 Data Protection Act requirements).

The football club's implementation of GDPR is being handled by Mike Berry, and a meeting was to take place on 12 January. However, the Trust were behind on the privacy aspect of the GDPR. TH reinforced the importance of ensuring that we comply with the GDPR in time due to the hefty penalties.

The Board noted that the activities of the Trust are such that the Trust would be considered as a Data Controller under the legislation. Board members discussed whether a Data Protection Officer (DPO)

should be appointed. DG confirmed that one DPO for the whole organisation could be appointed; however this may be rather overwhelming for that individual. The role would require training. NH raised whether external advice should be sought in relation to the steps that the DT take. TH, NH, HK and CD confirmed that they were receiving some form of GDPR training/experience. TH raised data hygiene as an important factor – thinking that something had been erased but it still being accessible.

Liability of a potential DPO was discussed and what insurance is in place for DTB members. MD's understanding was that the club's director and officer liability insurance covers the Trust, and that the DT's Constitution specifically provides for indemnification of the secretariat. The meeting on 12 January would be used to get some feedback regarding the DPO role. The DTB would also be meeting on 22 January to discuss roles and responsibilities.

DG had nothing else to raise and felt that the problems that he had identified would be resolved if his suggestions were followed. MD had followed up with Roger Dennis (RD) and John Stembridge (JS) as per actions from the last meeting. JS and RD had both noted some issues with the recommendations. The DTB viewed these issues as being important to resolve.

Actions: Decision needs to be made on how the DT will operate as a data controller and who the DPO is going to be. The DTB felt that a DPO is necessary.

MD to contact JS and RD following concerns expressed by them in feedback.

The conversation turned to the DT website (DTOS) and DG felt that a new DTOS system would be required to emulate the club's process. TB has a meeting coming up regarding redevelopment.

Regarding kiosk data, MB stated that whilst access to secure data in the kiosk would be beneficial, he did not consider it worthwhile to pay £40 a month for it. The DTB discussed that members would need to be made aware that data would no longer be held in the kiosk so that they know immediate answers to queries cannot be given. JL felt that by not holding data in the kiosk, it added an extra process to respond to queries that she felt was unnecessary, i.e. requests made by members and a response later down the line.

TB introduced the idea of a stripped down list containing non-sensitive data; however issues with this were identified by MD such as if two individuals have the same name. Going forward, data must be zipped and password protected.

DG was thanked for the paper and for attending the meeting, at which point he departed.

The meeting returned to the FCB Report and the issue of the EFL charge.

2. MK

ES, MD and Ivor Heller (IH) had met with Jim Sturman to discuss the options, and MD reported on these.

The DTB moved onto news of the new Chief Operating Officer. Joe Palmer had come to the previous game. His leaving date from Sheffield Wednesday would be 5 February; however he may be in the new role in the next couple of weeks. An article had been drafted but publicising his departure had not yet been agreed by Sheffield Wednesday. Another week or so would therefore elapse before publication.

3. Stadium update and football

ES reported on recent stadium developments.

ES provided an update regarding footballing matters. An offer had just been made for Joe Pigott . A number of clubs were interested in him but there were no other bids at present. A number of other names were also being discussed but Joe was the preferred option.

NH asked about player progress between the academy and the development squads and the level of attention given to the players during the professional development phase.

JL queried the League 1 BT Sport issue. ES explained that the EFL had objected to the date proposed (for purposes of television) of the FA Cup second round fixture because it would compete with a Checkatrade Trophy fixture.

There was a discussion about the patchy performance of iFollow. The number of subscribers was being monitored but the figures take a while to come through.

JL noted that the shop sales were doing well. The role of the incoming Chief Operating Officer was discussed and the necessity of him making an impact in that area.

5. Process for election of DTB Officers

A vote on the election of DTB Officers for 2018 had been scheduled for the meeting. However, it was noted that the absence of a formal process had led to concerns being raised by several DTB members over whether there was sufficient notice for non-incumbent candidates to stand. It was agreed that, in light of the confusion/disagreement, the vote should be pushed back to the meeting on the 22 January in order to allow prospective candidates the opportunity to put themselves forward.

In order to avoid similar issues in the future the following proposal was presented by TB for the election of officers from 2019 onwards:

“The Secretary will email all members of the DTB no later than 2 weeks prior to the first January meeting with a call for applications for the posts of Chair, Vice-Chair and Treasurer. Candidates should submit a short (max 400 word) summary to the Secretary setting out why they wish to stand at least 1 week prior to the meeting which will be circulated to DTB members alongside the agenda.

At the meeting all candidates will be offered the opportunity to speak for 1-2 minutes before opening the floor to questions from other members of the DTB.

In the event of a contested election all candidates will be asked to leave the room when the vote takes place.”

The proposal was approved unanimously by the DTB.

8. Co-option of Charles Williams

The roles of co-opted members were also discussed. The DTB were unanimous in voting for CW to be co-opted back to the DTB. **Action: MD to inform CW**

The meeting was adjourned at 22:35 to be picked up at paragraph 7 on 22 January 2018.