

Yasmin Western Candidate Question Answers

- 1. Are any of the candidates considering ways to reduce the amount of plastic used on match days? There seems to be a huge amount of plastic drinking glasses which appear to get thrown away after a single use.** The environmental sustainability of the football club and football as an industry in general is something that I have always looked at and something that I have spoken to people within the club about recently. I know there are plans in the running for reusable plastic cups to be used in the bars as is already being done at the FECRACE bar in the centre spot. I know Justin (Justin Quick) is looking at how we can also get rid of the non-biodegradable cups used at the food stands in the ground. It should also be noted that the Club shop is the first one in the EFL (i believe) to get rid of plastic carrier bags in the store- instead using paper ones. We also have a massive selection of reusable beverage products in the shop as well. I would like to see single use plastic water bottles gotten rid of on a match day by the players, as I often see them taking one sip of them and then they get thrown to the side of the pitch, especially when we could use reusable water bottles.
- 2. Have you done any unpaid work for the Trust-Club over the last 5 years that we Supporters would know about if so what and why did you get involved?** Alongside my paid work in the club shop I have also helped Scott and Simon (the media guys) with running of social media during pre-season games and also during match days this season. My roles have mainly been on the instagram and Facebook pages during the matches updating supporters on the goings on during the games. I really enjoyed these aspects as social media is something I enjoy using and especially given all the negative press it gets, its nice to use it for something genuinely beneficial.
- 3. Why did you join The Trust?** I joined the Trust initially through the Junior Grecians at age 15 and then joined the trust as an adult member when I aged out of the JGs. It was always something I knew was important to be a part of having learned about what the club was like and how the Trust came about. Originally I knew joining the Trust gave me ticketing benefits as well, but I also knew it was important to ensure I could put what I could afford into the trust.
- 4. In your own household/family is anyone a Trust member if so who, if not do you think you could help them see why they should join.** All my immediate family that support the football club are part of the Trust. Even family members that do not attend regularly due to financial constraints are members of the Trust instead of attending games this week.
- 5. Why should new members join in the future?** I think it is important to value the Trust just as much, even though we are currently not trying to "save" the football club. I think the apathy that has come towards the trust of late is because people do not see the value of the money they put in. However, if we were still struggling financially I think people would take it up more. I think it is highly important that the trust continues to highlight the important contributions it makes to the club and highlight those to new members and future members. I think it would be useful for more of this to be put in the monthly newsletter and across social media.
- 6. Aside from whatever technical and business skills you feel you can bring to the role, what do you think is the best personal quality you possess that will make you an effective Trustee?** I think the biggest personal quality that I can bring to the Trust is my critical eye, as a student of Politics I often have to look at the both sides of arguments and look at the balance of opinions presented to me. This often makes it very difficult for me to make quick decisions, as I can always see both sides. However, this does mean my decisions are always well informed and made with a balanced view, something which I think is vital to the role of a Trustee.

- 7. Would you have liked to see the hustings on a match day, like 6.30pm last Saturday after the Plymouth game with the Centre Spot closing then would have been a fantastic time for fans to meet the candidates.** I believe that given the short time scale that the Hustings were organised in the guys that have done so have done a great job at doing so. I know for myself, as someone who would have had to travel a 4 hour round trip to get to the Hustings either way, I didn't particularly mind the trip on the Friday night. However, for those that were planning to get to Bradford it was inconvenient. Unfortunately these things are sometimes unavoidable but the attendance of the Hustings proved that people were able to get there. I would argue that people should be able to be left to enjoy that would of been a very good evening celebrating the Plymouth win. Also, it would have made it a very long day for those of us that were in at 10am to start work at the club and even longer for those staff at the centre Spot who I believe started at 8am
- 8. How do you make the Elections more focused by the Club & Media to get more fans involved and understanding their vote counts.** I think the role of publicising the election is not just a Trust/Club responsibility, it is also the responsibility of the candidates to ensure that they are getting their voice into the electorate to ensure they show voters why their vote counts as well. If the campaign trail was longer than what it is, you probably could make it more high profile but given the short time that we have between the candidates being announced and the closure of the votes, it is very difficult to get the word out. However I believe everyone can do their little bit.
- 9. The Trust Logo is missing from a lot of prominent locations within the Club how would you get more of a natural link between the Trust & Club?** It is very important to assert that the Club and The Trust are separate entities. The trust is the majority shareholder of the Club and I think it is important to highlight that there is a difference between these two entities. I would be interested to know what "prominent locations" people believe the Trust Logo isn't when it should be?
- 10. Do you think the Trust should take more advantage of the in house Club media departments like The 360, Club Websites, Match Day Programme, internet outlets, Local & Nation media contacts.** Having had the pleasure of working alongside Zandie, (the 360 editor and one of the cameramen) Scott (Marketing Manager) and Simon (Media Manager) I know how incredibly hard they work within the time frames they are given to deliver the incredible content they produce. I don't think they get enough recognition for how much work they do, especially recently having lost a third of their man power. Unfortunately, with the work that they have with the club, I can see it would be difficult for them to have time to do extra work for the Trust. If the content was produced by the Trust, I would see no reason why the club and other local media outlets wouldn't support this and publicise it. Perhaps this is somewhere to look at the skills of those within The Trust or looking to find someone wanting work experience in this field to do that on the Trusts behalf.
- 11. How would you improve next years Trust Elections from encouraging fans to stand for election and how the Trust Focuses on bringing the candidates to the memberships thoughts.** Considering the timing of the elections and the fact that the Plymouth game did clash with the usual AGM date, the team behind the election planning have done very well to do what they have in the time frame. The thing is, there needs to not only be a top down approach to the elections but also a bottom-up desire for people to stand to be elected and people to go out and vote. We cannot force people to stand and we cannot force people to vote either. I think there are adequate platforms with social media (Exeweb, Facebook, Twitter etc.) and the Hustings that mean people can interact with candidates if they wish. In terms of things on a Match Day, when I am down for games I am usually working in the shop or with the media, and I know this is the same with some of the other candidates. A programme feature definitely could be something of use to the supporters, but this again would be something that would have to be organised by the Trust

team. I am also all for the creation of a Trust Podcast (I have spoken briefly to current Trustee Jon Beer about this) and this could be somewhere where candidates could speak.

- 12. Would you like to see the Trust improve the assets for the Club and what opportunities do you feel we are missing at the moment that could bring long term gains for our football club.** In terms of financial assets, this is not really my area of expertise but it is something I would definitely look at building in this area. I think it is crucial that we need to build how we are using SJP 365 days a year. If we can make the stadium an asset all year round.
- 13. How would you make the Trust website more prominent with Exeter City FC Fans.** I do agree that the Trust website isn't the jewel in our crown. I think online joining forms would definitely be a start. Also just more content on there to draw people into the website. Monthly reports or articles on what the working groups have done, even their own match reports etc about what Trustees do on a match day. I have a few content ideas that I have to put on the Trust website.
- 14. Do you think that Exeter City AFC Limited should post the full company accounts and not the edited version on company's house, and also push for all EFL clubs to do the same?** Having had a look at the Trust accounts online I am more than happy with the way they are set out. In terms of the club accounts, to be honest accounting and finance is not one of my strongest areas so is not something I necessarily feel I can comment.
- 15. What's the candidates views on GESP "Mid Devon, East Devon, Teignbridge and Exeter City Council, in partnership with Devon County Council, are teaming up to create the "Greater Exeter Strategic Plan" and the new sports venue mentioned?**
 - a. "An sports stadium and concert arena with a capacity for 20,000 people could be built in the Greater Exeter area".** No specific location for where any stadium would go has yet been decided. Cllr Christophers said it would have to be accessible for all four councils in the GESP. He said-"Making it accessible for all four areas cuts it down to around only four or five sites that can meet all the criteria we are looking at," Cllr Christophers said. "It is too early to be site specific but we are having discussions about it now. "Any stadium may need to grow over time and would have to be built so it can expand as it could be something that draws people in from all over the south west." While it is fantastic that we remain at the heart of Exeter City Centre and can keep hold of St James' park in the meantime. There will come a time that (hopefully) we outgrow our current home or a time where the land becomes too valuable for us to stay there and it is sold. While a move outside of the City Centre to some would seem like a drastic change, I do believe there are benefits to it. For example: the ability to integrate parking facilities in the ground greater than we have currently, making the club shop and bars bigger, marketing SJP as a 365 day a year stadium with events and heightening the match day experience. I think a lot of the concerns about transport and the use of facilities on a match day could be solved if we moved. However, the timing around the move would have to be right in my eyes.
 - b. With the Exeter City Community Trust (CCT) strap line used over the last 2 years "Making Greater Exeter Greater" and Club Board Directors using Greater Exeter in the press there is an assumption that talks have taken place to move ECFC outside Exeter.** CCT are again a separate entity to both the Trust and the Club. Their branding I believe would have no impact or continuity with the geographical location of the football club. This is mainly because they do work in the Greater Exeter area and thus branded themselves as such. Given the fact that they are the biggest organisation of their type in the region, I see the reasoning behind their wide scope.
 - c. If we had to move do you think the best 2 locations would be Exeter Area Park Whipton inside Exeter or Westpoint outside Exeter.** I think any location within the immediate outskirts of Exeter reachable by many would be the best option.

16. Under Trust Rules this would need to go to the vote of Trust members, how would you guide members if ever to be voted on. We should present the unbiased pros and cons on both sides and allow the electorate to come to their own decision either way.

17. Would you keep the younger Supporters involved and if ever to be voted on a move would you include the Junior Grecians in that vote. The trust currently follows the general election rules that Over 18s would be allowed to vote in any Trust elections. If those say over the age of 16 wanted a say, it could be something to be discussed but I believe it should be a youth lead decision as to whether they desire this.