

Agenda item: Financial

Discussion: **Q.** Do you see the WRU increasing its “block grant” to enable us to at least try and close the gap between us and the English and French teams and to help us build a HC winning squad?

A. No extra funding from the WRU is expected for any region next season.

No region to date has seen any financial gain from the WRU from the world cup.

Q. What will be our financial position going forward into the new stadium? Is the £5m loan, a bridging loan or will we carry that also?

A. I am comfortable with the financing of the new stadium and believe the mortgage to be very manageable.

I am not an accountant but Mike Bishop the regions accountant wrote an article in the Llanelli Star about 2 weeks that covered this topic. If you don't have it, let me know and I will send you the press release

Agenda item: Marketing

Discussion: **Q.** Will there be a “big name” signing in the close season to substantially aid the drive to increase support prior to our move? Are we committed to building a squad to challenge for the H.C next season?

A. Yes. There is money to buy new players for next season.

Over the years we have developed local talent and aim to continue with this policy. So therefore we are looking at a squad with the vast majority being welsh and maybe 5 or 6 top NWQ players.

Gareth is a “1/2 full glass” type of person rather than a “1/2 empty glass” person.

He sees that there is no reason that we cannot achieve our targets of hitting 2 out of 3 of the following

Top 4 Magners league, Semis EDF, Quarters H.C

He also believes that there is no reason why we can't win the Magners and EDF in the next 5 years and the H.C within the next 10.

Q. Our near neighbours appear to have a very successful marketing campaign. Are we developing a strategy to maximise ourselves as the top team in West Wales?

A. Our community development team have been strategically hitting geographical areas of our region, to increase our profile.

Part of this is to include for the remaining 5 games of the Magners league a free bus for supporters from the Amman Valley to Stradey, Starting at Brynamman with pickups at Amman Utd RFC, Ammanford, Penybank RFC and Tycroes. All supporters have to do is contact the ticket office a few days before giving details of where they would like to be picked up etc. Details of times will be available on our website, the Trust's website and also on scarletfever. Buses are being supplied by Gwyn Williams.

They also intend to visit every school in Llanelli and the Amman Valley.

Q. As well as our heartland (the old County of Dyfed), the new stadium's proximity to and very easy access from Loughor, Gorseinon and Gowerton could be a huge selling point in attracting supporters from these areas. Although technically in the Ospreys' region, it may be fertile land for recruiting new fans.

A. As stated the areas mentioned are in the Ospreys' region and therefore we can't just go in. However if we were invited to visit a school or other organization, then yes we would visit them and aim to gain new fans.

Sponsorship for the Scarlets is up 28% compared to last season. We aim to increase this to 33% next year compared to last season.

Agenda item: Ticketing

Discussion: **Q.** Always an emotive subject, we are aware that free tickets have been issued for some games at Stradey. Is there a strategy here or could there be another way of distributing this?

A. Yes we have an aggressive ticketing strategy this season. The area we are tackling is the east terrace (Town End). In past season the cost of entry to this area has been the same as the covered west terrace. This year the cost is half.

We have then been targeting organizations with block free ticketing. Groups include local schools, Young Farmers Associations, Yr Urdd and this weekend Carmarthenshire County Council.

As stated above the free tickets are for the east terrace only and no organization will be offered a 2nd block of free tickets.

Agenda item: Copyright

Discussion: Q. CRY16 sends out birthday cards to our junior members. Can we use images of players on these?

A. Yes no problem with that, speak with Richard Jones.

Agenda item: Patron Tickets

Discussion: Q. The current prices for these are higher than Cardiff. What is the reason for this?

A. Each season we look at season ticket prices and compare them with our competition.

However at the end of the day our prices are one main source of income.

Can you supply details of these price differences?

Agenda item: Stewards

Discussion: Q. There have been a small number of incidents where stewards have been over-zealous in doing their job. Have there been discussions between the club and the stewards to try and resolve this?

A. We are aware of a few incidents and have spoken with the company. Next season there will be a different company employed to do the stewarding.

Agenda item: Regular Meetings

Discussion: It was agreed to have regular meetings between Gareth and CRY16, we will meet on the 3rd Wednesday of every month.

Agenda item: Miscellaneous

Discussion: On the way out we spent time speaking with Richard Jones (). He gave us the details on the Amman Valley buses and also about the Age grade welsh cap parade, these are players from our U16 & U18 squads.

The U16's have 16 players in the national squad. 4 of these players are from North Wales.

The U18's have 8 players in the national squad. 2 of these players are from North Wales.

Both full lists are available on our website.

He informed us that the sale of the bricks for the legends walkways, were going very well.

We also re-raised the issue of a web link from the Scarlets website to Crys16 and were asked to resend him the logo for use on the site.

Last Thursday a group of the Society's Board met with the Scarlets Community Development Team to discuss possible future activities. Further details to follow.
