



## Bath City Board Meeting

1900 Monday 18 Sept 2023

Hybrid

**Attendees:** Nick Blofeld (Chair), James Carlin, Shane Morgan, Andrew Pierce, Paul Williams, Pete McCormack, Chris Coles and Jane Jones

Apologies: John Reynolds

### 1. Foundation Update

James gave a great update of the success of the Foundation of late, and promised to share a document after the Board meeting.

The holiday programmes have been attended by more than any previous year and engagement across Bath, and the Foundation is now active in a large number of schools and run quite a few adult classes/activities (eg Man vs Fat and Walking Football).

When asked what are the key concerns, they are i) the core funding and ii) how do we get more supporters engaged/involved with the Foundation. The latter has two angles to it: i) fundraising for the Foundation and ii) how the Foundation can help some supporters who may be struggling.

James is in touch with Stone King about potentially sponsoring the Family stand and re-branding it the Foundation Family stand. And the Foundation are looking at moving into the Arcs and Sparks space which should work better for them. In terms of engagement, there are more opportunities for PR and promotion via the Club's website, newsletter, social media etc.

A question was asked when the ransom strip was originally sold, and it was thought to have been in the late 1970s.

### 2. Redevelopment

2.1 Redevelopment – Joy's earlier note had updated everyone and we had a quick verbal update. The key focus in the coming weeks and months are the Development Agreement and any JVs that might be appropriate.

We think it unlikely that the new owners of the High Street will want to get involved with the project. We need to confirm both the Foundation's and BCY's "must haves" in the new set up.

2.2 The 3G planning is still delayed due to the drainage issue and detailed required by Wessex Water, who are now happy with the report.

**Action:** Core "wishlist" still to be reviewed by the Foundation and BCY; Phil Tanner to review the needs based on a refurb

## **2. Finance update**

Paul's update was pretty positive. We have also received a kind legacy contribution from a deceased supporter's brother, via a deed of variation. and it was suggested we name an award in his honour.

Commercial revenue is key to our finances and recruiting a new commercial director to help drive this, and also improving the communication/understanding with Paul. We have two candidates whom we are meeting shortly. We have the potential to sell more merchandise in the ground and there may still be more promotional and sponsorship opportunities. The streaming income hasn't yet been included, so some upside there.

We are currently averaging 1182 and £3.5k up on budget YTD. Forget Me Not are also staying for now.

**Action:** Peter/Nick to meet potential commercial directors; revenue generation ideas needed  
Jane/Andrew to create reports

## **3. Football update**

### **3.1 Women's update**

The 1-4 loss at Poole wasn't reflective of the game and the Development Team lost 1-3 but the squads are settling and Bath Spa students will hopefully help run the women's set up. Dave and Mark have been outstanding in their support – how can we thank them in some way?

We are looking for a club ambassador for the Her Game Too campaign, Bath Spa may be able to help. The team would also benefit from a sports psychologist.

### **3.2 Men's update**

The first half against Larkhall was very disappointing and the injury to Kieran disruptive and should probably have been a red card. Ben Morgan is back in training but Jack Batten's knee is not great (fluid) despite being back playing. Alex is not fully ready to play and his contract is running out, we need to sit down with him and discuss the situation, especially as he has been offered a role with the PFA.

Squad Builder is at £19k and was the enabler for Alex to join the squad.

**Actions:** Nick to track down the sports psychologist he knows; Her Game to Too ambassador to be found!

## **4. Key SAG plans/actions**

The Accolade report just needs finalising and the external fire risk assessment is due in Feb. We also need to budget for the EICR.

## **5. 2000BC, Commercial, Community and WG updates**

We need more good volunteers on matchdays to cover turnstiles, bladud, merchandise sellers and more members of the ground maintenance team. Volunteers are also cover needed for non-matchday roles, and we should look at litter picking as part of that.

There was a brief discussion about creating a "sales deck" for a potential approach.

**Action:** Advertise and promote the need for volunteers.

## **6. Society & Supporter update**

Nothing specific from the Supporters Society or SLO (as points were raised earlier).

**Action:** we agreed U12s were allowed as unaccompanied this season and we would review again the next; ladies toilets remain terrible and need to be improved; Roman's is still a bottleneck and we should test the 2 serving point idea

**7. Minutes:** Proposer Andrew; seconded by Shane

## **7. Actions from last Board & Board Minutes**

All covered off except the financial reporting point as above

## **8. AOB**

1. Cheryl has started, which is very good news.
2. S&M Dir. – we have at least two candidates and need to interview asap.

**Date of next meeting – 16 Oct**