Bath City FC Board Meeting

Mon 31 October at 1900

Hybrid

**Attendees:** Nick Blofeld (Chair), Jon Bickley, Cheryl Bradley, Peter Headington, Jane Jones, Shane Morgan, Andrew Pierce, John Reynolds, Pete McCormack, Paul Williams

**Observers**: Chris Coles

1. **Football Update**

**i. Men’s Update**

Paul gave an update on current injuries. Whilst more home wins would be good, Jerry is happy with the team and the attractive, competitive football they are playing, which has resulted in good games, particularly the Havant match. He has had compliments from other managers regarding strikers.

**ii. Women’s Update**

The recent 4-0 win at home was the best game played to date. It’s only 16 weeks since recruitment so the team is doing well. Attendance was 122, which is fantastic for that level. Thanks to Shane for organising the dressing rooms.

Bath City Women are now on Twitter.

There is a planning session shortly for next season and beyond. News of the team is spreading so there is a need to get recruitment right for next season and develop a proper pathway from BCY.

**ACTION**: NB to push forward MoU with BCY.

**2. Redevelopment**

The redevelopment project continues to move slowly. There is a need to do what we can with our land to the best of our ability in the meantime, including the possibility of a 3G pitch as an independent project, if funding is available.

There was a meeting today with BANES, CURO, local councillors and BCFC. No actions of note at this point.

**ACTION:** NB to form a group to revitalise 3G project.

1. **Finance Update**

Paul presented a cashflow overview to the end of the season, and will circulate to Board when this weekend’s figures have been added.

Individual gates are up but there have been a reduced number of home games. Programme and merchandise sales are unclear, we have a lot of retail stock coming up to Christmas.

We usually leave season ticket sales until March, whilst other Clubs tend to do it in Feb.

Drinks sales are making a positive difference, taking more this weekend in gate & bar than we had budgeted for. With four home games coming up this will give a better feel for the accuracy of gates & bar takings.

Nothing has been heard from the League yet regarding central funding. Budget figures are based on the year before last.

We are trying to save on energy costs wherever possible. We are mindful of our tenants own financial challenges.

**ACTION:** Once figures on new costs, government support, usage are available, PW to advise Carole and ask her to discuss with tenants.

This year we have been exploring larger sponsorship deals as an alternative to the shirt draw, which brings money in from February each year. If we can’t get the bigger numbers in, we will run the draw again.

The Women’s sponsorship has brought in our biggest sponsorship ever. Work is ongoing with the same sponsor and a potential sponsor.

Some options for increasing income include: licensing to sell alcohol in more areas of the ground (more bars), and open JR Lounge to the public. We will have an even greater commercial focus on revenue generation. The JR Lounge is currently used three days of the working week.

**ACTION:** Commercial/Revenue subgroup to review revenue generating and cost cutting ideas.

**ACTION:** PW to circulate all the numbers with list of levers/options for discussion at next Board.

**4. Commercial Team Update**

A report was circulated in advance of the meeting. Commercial revenue is good but mostly front-loaded so we’ve already received most of it. There is quite a bit of feedback from TR Hayes members and our own staff. Supporters aren’t attending the lounges. There have been fewer matchday sponsorships (low value) whereas the bigger deals completed vastly outweigh these. Match & ball sponsorship has been relatively slow, but this is picking up and is likely to keep growing.

There was a discussion on delivery of match day hospitality.

Discussions continue with possible sponsorship partners.

Alcohol sales are the greatest short term commercial driver, so we should look at extending the licence. Shane is the licensee, so all contact with licensing must go through him. He has requested a meeting with the chief licensing officer/police before applying for an extension, it is important to have their support and build a strong and broadening relationship.

**ACTION**: SM to follow up, and arrange meeting with him and reps of the club, Carole and Peter to help drive the work.

At the recent Cheshunt game there was an incident close to the Stripes bar with Cheshunt fans being unpleasant and confronting our supporters.

**ACTION:** Nick writing to the Cheshunt Chairman to highlight the behaviour.

**6. Any Key Ops/Facilities/SAG Actions**

The gas service and Health & Safety policies have been completed.

**ACTION:** SM to circulate H&S policy

**7. GM, 2000 BC, Community WG Updates**

A Community and 2000 BC reports were circulated prior to the meeting.

**8. Society & Supporter Update**

**i. Society Committee**

**ACTION:** NB & P McC to discuss/agree short agenda for the joint Board/Society meeting.

**ii. Supporter Feedback/Ideas/Concerns**

The Supporters’ Club is organising its Christmas draw. Any donations for prizes are very welcome. A donation will be made to the Women’s team from the proceeds.

**8. Actions from Last Board & Board Minutes**

Not completed or covered elsewhere:

**ACTION:** Nick to arrange date with BCY to feedback re MoU – ongoing.

**ACTION:** Andrew /John R to look at resolving cabinet footing – carried over.

**ACTION:** Jon B to keep looking at best way to store/share important docs

**Re:** Volunteers thank you - 9th Dec at the club .

Minutes of the last meeting were accepted: Proposed: John Reynolds, seconded Jane Jones.

**9. AOB – none**

**10. Date of Next Meeting**

Monday 5 December, and Joint with Society Committee: Thursday 8 December