Bath City Board Report

1900 Thurs 5 January 2023

Hybrid

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

**Observers:** Chris Coles, (left c2100)

1. **Football Update**

**Men’s**

Paul gave an update on the playing squad. We have a squad of 17 players and a tight budget, so injuries do affect us quite badly. We have just one keeper at the moment, but are trying to recruit cover.

The postponed games have now been re-arranged except Slough (A). There was brief discussion about resting key/senior players and using Academy players for the Somerset Cup to avoid further injuries.

Alex Fletcher attended the Boxing Day match and his family were very complimentary about how the Club handled the situation. They would like to be involved with any changes we think of making to the “wall”, and the ex-Havant manager will visit us as he has done some work in this area and has some ideas about that. Supporters are keen to hear from Alex personally when he is confident/happy to give an interview.

**Actions:**

1. The dinner/catch up with Jerry, Paul, Nick and Andrew to be set up asap.
2. Jane to understand when Alex is happy to speak and to help him prepare.

**Women’s**

Not much to update since the last Board (as they hadn’t played again), but there is still quite a lot of interest in joining the Club. We are second in the league and play Penn Hill (the leaders) on 29 Jan at 1400, so we should push for a big crowd that day.

Once sponsorship is finalised we will look at starting a second XI and U18s.

The pitch has taken a battering with the very cold then very wet weather.

1. **Redevelopment**

Joy’s update note was circulated before the Board. We are progressing with a potential partner, they will run a feasibility study to see what they realistically believe is achievable on our site.

1. **3G Pitch**

Peter summarised where we are with the process/business case (shared in advance of the Board).

Doing the 3G earlier than the overall development would mean we can host men’s and women’s games and improve the P&L. Discussed and debated were the benefits of applying for planning permission for the 3G on its own, ahead of the overall redevelopment planning application.

There was discussion on the challenges to financing the 3G. The financial sustainability of the Club remains the supporters’ (and Board and Society Cttee’s) top priority, so a creative and realistic solution is needed, and we shouldn’t underestimate the challenge of raising the finance which is likely to be combination of loans, grants and donations.

Having planning permission agreed for 3G would certainly help with the fundraising, and is valid for 3 years initially. Clarification is needed that the planning would also cover improvements to the facilities/buildings (eg toilets, changing rooms, a café area etc) to maximise the revenue generating benefits of 3G. With new improved facilities and the 3G we will also need to review and improve security.

We will still need to do some levelling of the pitch but it does not need to be 100% flat.

Support/a project team is needed to work with Peter to help build up the business model and with planning application (although the supplier has offered to do the planning application for/with us). We have received 2 offers to cover the planning application costs.

It was agreed we need to enter a lender consultation phase now, with both the Board and Society Cttee. representatives involved.

A motion was passed unanimously to progress with a 3G planning application asap, whilst concurrently working up all the extra detailed information needed to make the project as successful as it possibly can be.

**Actions:**

1. Nick and Pete to speak about how this is presented to the Society Cttee. (next meeting 26 Jan) and also work on a joint approach to lenders.
2. Jane/Jon to think about the key messages, both internal and external, for the 3G planning application, as stakeholder management will be key.
3. More Board members to input and update/expand Peter’s work to date to ensure all areas are covered and it is as accurate as possible. A 3G online meeting tbc for such input?
4. **Commercial**

Peter updated on sponsorship of the men’s and women’s teams. The shirt sponsor draw is likely to be needed again, which will be led by Carole in her new role as Partnerships Manager (working closely with Peter and his team).

1. **2000BC**

Notes were circulated in advance. It is interesting to see we have a slightly younger audience attending now, which has been an objective for some time. Less re-assuring is that only c50% of Season Ticket Holders (STH) attend games. Crowds have dipped slightly but still strong - 2022 average of 1,150 per game versus 2021 average of 1,171, and the Boxing Day figure (2,080) is the highest BD crowd since 1969. The 1500 k.o. versus an evening game was also successful, with 1,030 attending.

1. **Operations, SAG, H&S**

Burst pipes in Charlie’s has been the main issue and is now part of an insurance claim. It was mentioned that the fire alarm had gone off twice during games, but we were re-assured this was now fixed.

**Licensing**

Shane has submitted the new licence application and it was verbally ok’d, with the consultation period ending on 1 Feb.

**Action:** Details of the new bar set up and operations need to be agreed by Shane and Jane.

1. **Finance**

Paul explained there had been good matchday revenue figures. Nothing is yet included for a potential shirt sponsor draw and Carole has negotiated increased rent with some tenants, Paul will pick that point up with MoBeQue. There is also a small reduction in NIC and salaries following the changes to the organisational structure.

In Jane’s new role she will drill down into the true profitability (or not) of the events we run.

**Action:** All to keep looking at revenue generating ideas.

1. **Community**

Jane is getting up to speed on this with a handover. As per the last Board, we should not forget the “bigger picture” idea of celebrating 5 years of community ownership – eg a more formal presentation/meeting at the end of the season celebrating: establishing the Women’s team; achievements of the Foundation; increases in attendance and turnover etc.

**Action** – Working Group tbc (led by Carole, Jane and Jon?) on the celebrations and create an end of season event.

1. **Society Cttee & Supporters Club**

**Soc. Cttee**. - Pete updated us on the next IGM on 9 Feb.

**Supporters Club** – Cheryl explained there was a little negative feedback on the changes in k.o. timings and had flagged the need to think of supporters, their travel etc. Some of the critics subsequently went on social media saying how clearly the changed time for the Worthing game had worked seeing the volume of supporters at the game! The Board acknowledged the feedback and explained the impacts are considered when changes are made.

1. **Actions from Last Board and Board Minutes**

**Club AGM due**

**Action** – Paul to nominate a date in Jan/Feb asap and set it up.

**Minutes:** Dec minutes were approved - Proposed: John Reynolds, Seconded: Shane Morgan

1. **AOB**
2. **Organisational change –** To be announced internally first and then externally**.**
3. **Meet the Manager -** Cheryl has agreed 25 Jan as the next date for supporters to meet Jerry in person/online.
4. **Replica shirts –** theongoing supply issues were flagged (which is partly still a legacy of Covid disruptions hitting supply across all brands/companies) and it was agreed we should look at alternatives.

**Action:** Commercial team to catch up with Paul, Jerry, Cheryl and Jane to get the details of what is needed and agree next steps.

**Date of next Board**

Thursday 2 February