



## Bath City Board Meeting

1900 Monday 6 Jan 2025

Hybrid

**Attendees:** Nick Blofeld (Chair), James Carlin, Andrew Pierce, Paul Williams, Jane Jones, Pete McCormack, Chris Coles, Shane Morgan, John Reynolds, Gareth Cooper (joined 1930), Debbie King

### 1. Football

#### Men's

Darren joined us for introductions to those on the Board he hadn't yet met and to also give some feedback on his first impressions. He has really enjoyed things so far and described the welcome and staff as "world class," with Lee K, Simon, Aaron, Sarah etc all being very supportive. He thinks there is a good, positive culture and the players are showing great willingness to learn and progress. He believes we are an athletic side that bodes well for closing out close games.

James said the engagement with supporters had got off to a good start as well, and the squad photo in front of them was a great gesture. James also subsequently said how he had enjoyed the post-match interviews for their clarity and honesty, Nick agreed.

Darren is also keen to get introductions/engaged with the community and had asked for the media team's help on that. He said the "commute" was ok short-term and he was very used to travel from a young age as a player, but he'd be keen to try and stay over on Tues/Weds nights if we can work something out for him.

He is also keen to meet Matt and understand the Women's set up and see how he can help and had already met/spoken with James Moon. Jane will introduce Matt and Darren.

Paul and Darren are meeting Tues 7 Jan to sort out the paperwork for contracts etc as with Christmas and the schedule there has been no time to date.

Paul also explained Ollie and Brad's stay at BCFC had been extended to the end of the season by Torquay, pending any injury problems at Torquay. And Darren is keen to sign Ollie through to the end of next season, having worked with his previously and been impressed. This would also free up another loan slot, and hopefully get Ollie before he is on the open market.

Jane suggested and volunteered to lead a simple review of the new manager's recruitment process and announcement, and that of the managed exit of Jerry. Chris thanked everybody involved for the time and effort put into recruiting Darren and managing the whole process.

## Women's

Jane circulated an email ahead of the board.

### *Fixtures and results*

Both team's games were postponed 5 Jan due to flooding. Only three games across both teams have been played since last board meeting. First team 1D and 1W - now lie in 5<sup>th</sup> but only 3 points off second place. Dev team 1W - now lie in 8<sup>th</sup> position in the league. Next home game at TP is 19 January when the first team take on Pen Mill in the County Cup.

### *Staffing*

First team player (Bex Snelling) has shifted across to coaching since injuring her ACL at the start of the season. She has her coaching badges and works for Somerset FA so is a good addition. She is doing this in a voluntary capacity.

Jane will meet with Matt to do a mid-season review and start the planning process for next season. This will include a review of his hours as these haven't been increased since he started, but we now have two teams and more support staff for him to manage. I will ensure I have done a budget review with Paul ahead of this to see if there is capacity within the budget set at the start of the season for an uplift for Matt. If not, then I will agree with Paul what we can discuss for next season, including performance incentives. In addition, we will scope out additional volunteer roles that we need to ease the burden on both me and Matt.

### *Community*

Lee Kendall organised a collection from the men's players for the RUH children's ward. The women's teams supported this too. We went on the Friday before Christmas and presented a cheque for £550 to them.

**Actions:** Jane to share a brief review of the recruitment process for feedback; Nick/Jane and Gareth to draft up an initial sports sponsorship model.

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

Reading through the minutes the outstanding actions not covered elsewhere are:

- i) sport sponsorship model – start or await Commercial Dir?
- ii) Nick/James to speak to Michael Clayton & go ahead with the shared hosting idea in T R Hayes
- iii) Combined Awards night – tbc who is leading this, James?
- iv) The new Mktg. Dir. Really need to focus the team of practical sales, not just creative thing
  - eg Squad Builder, the Lotto & upcoming games

**Proposer:** James and **seconded** by Andrew.

## **3. Finance**

Paul had earlier shared the updated P&L forecast and the latest one isn't yet available, and we may need to juggle Board dates to align the financial info better. We have still got nothing back from the PFA on the operation costs we initially covered for the injured players.

We all do need to keep working on revenue generating ideas and pushing to improve our income however we can, a point emphasized by Chris. We are lacking the “knocking on doors” we need to have and need to find some resource to help here, it can’t all be done by phone/email. This is something we have missed post Carole and Bob being at the Club. The practical, sales focus of Jon Bickley also needs re-introducing with the new Mktg. Dir.. Over the next few weeks, we have a few home games which should help the situation, but cashflow remains tight.

Squad Builder needs another push/update to supporters, along with the Lotto. Andrew emphasized the need to agree the football budget early and asap so that Darren can plan/build a good squad again for next season. This should be agreed by the end of Jan/early Feb (Paul to confirm).

Paul, Jane and Nick had met to discuss Paul “stepping back” and had agreed what we really needed was an experienced book-keeper to manage invoicing/cashflow etc, along with the finance student who remains keen to help. Jane and Nick had agreed to draft a job description, however, Debbie is better placed to finalise/sign this off with Paul.

**Actions:** Nick/Jane/Debbie to draft a senior book-keeper JD; Paul/Debbie to meet the finance student; Paul to confirm when the football budget needs signing off; all to think about increasing/new revenue streams!

#### **4. Workstreams**

##### **i) Long Term Finance –**

**i) 3G** – we have updated costs from Synergy and a slightly reworked deck from Stride Treglown, The 3G project is on hold at present.

**ii) Redevelopment** – we had a good meeting on the potential accommodation project. The project only really works with an anchor tenant signing a lease commitment.

**iii) Wider Audience** – on hold until the new mktg. dir. is in place

**iv) Football Strategy Workshop** – tbc once new manager/DoF in situ

#### **5. Society & SLO Update**

Pete said we had made good progress on both new Board Dirs and Cttee members. Martin Powell has rejoined as Sec until at least the summer, which is a big help. David McDonagh is a good Chair candidate and has met Nick and spoken with Pete.

There was a quick discussion about raising the fees for Society membership, as it is very cheap and revenue is so needed by the club.

James talked about a project to try and improve the F&B offer and outlets at the ground and Debbie volunteered to help him on this. Donna is clearly a key player in this and some research needs doing before a plan comes together. Staffing remains a challenge as Andrew highlighted.

**Actions:** James & Debbie to look into an F&B recommendations/changes for TP

#### **6. Commercial and Operations**

**Operations** – work on the toilets will now start w/c 13 Jan. John's company will also be able to fix the fire door into Charlie's soon. Dorothy House's Christmas tree collection will also be taking place at TP w/c 13 Jan.

**Commercial** - Gareth said the partners tournament would be dropped as we needed to focus resource on new sponsors but we are on track for the budgeted £148k revenue. We also need to strengthen/grow the team to have more people able to meet potential sponsors/partners etc. Gareth has been talking to Dorset Media about selling some advertising space for us. We are aiming for the sponsors draw in early March and plan to raise c£15k.

Nick again said he was keen to evolve a more traditional sports club sponsorship/partnership model rather than the current high maintenance/low value version, as it is so time consuming (e.g. official beer, timekeeper, energy supplier, wifi supplier, title sponsor), but keeping some opportunity for lower level local sponsors/opportunities.

Again, we talked of the need for a more presence in the T R Hayes lounge in support of John Reynolds (a rota maybe, Michael Clayton is still open to helping). This would be to meet visiting Directors, our matchday sponsors and T R Hayes members on matchdays.

**Actions:** Shane to confirm when toilet works are finished and the timing of the fire door works with John; both still need to **discuss the likely structural work needed on the roof on the Popular Side;** Nick/Gareth to meet ref sponsorship model (workshop with team?); extra hospitality host to be arranged

## **7. AOB**

- i) Pitch issues frustrating and probably just due to weather and intense use – we need to clearly prioritise who plays on it. Ecosolve also booked to visit and see if we need a topdressing (unbudgeted)
- ii) League mtg is in Oldham, anyone keen to go?
- iii) Moving the Truro game from Tuesday 28 Jan to Sat 1 Feb is 95% agreed
- iv) Final year BSU students project - "volunteers story" film update?
- v) **Very aged & broken turnstiles need fixing/replacing!** Second-hand option/route?
- vi) Payment system still tbc (not using our own phones) – Andrew to update?
- vii) Uni of Bath ref solar/sustainable energy meeting – **Cheryl/Paul to send the info they need on energy consumption;**
- viii) Cheryl/Nick to create employees by dept list/database
- ix) Nick to invite BCY & Foundation Chairs to a Board to meet us all and give an update. Robin/BCY confirmed plans for 4G at Lansdown on a recent call

**Date of next Board meetings:** 3 Feb, others tbc