



## Bath City Board Meeting

1900 Monday 17 Mar 2025

Hybrid

**Attendees:** Nick Blofeld (Chair), Jane Jones, James Carlin, Andrew Pierce, Paul Williams, Pete McCormack, Chris Coles, Shane Morgan, John Reynolds, Debbie King, David Mathews, David McDonagh, Tom Benjamin, Dan Smith

**Apologies:** none

### 1. Bath City Foundation

Geoff Stevens (CEO of the Foundation) joined in person to meet the Board and give an update on the Foundation's progress and plans, along with a short document handed out summarising it all.

The Foundation is still going very well with just under 4k participants reached over the year, with ages ranging from 3-98, and 52 sessions a week on average. Amy Williams is joining as the first Ambassador and Geoff flagged that Dave, Mark and Matt from the club have all really helped with comms. in various ways. There is a new impact report due out soon, the Board offered to help promote/PR this to as wide an audience as possible. Nick also asked if we could all be added to the newsletter circulation list. Geoff said he would do so, but the newsletter had been a bit inconsistent of late but will be out more regularly in future.

The Foundation game is 29 March with 500 vouchers distributed to local schools. There was discussion about collecting e mail addresses if possible and selling merchandise outside the shop on the day as well. It was suggested we could get an ice cream van if it is forecast as a warm day.

**Actions:** Nick to send email addresses to Geoff; Geoff to share the impact report when it is available so the club can PR it

### 3. Football - Men's

Darren joined us online and said how much he was enjoying it, how grateful he was for all Paul's hard work, and what a good set up and club we are generally, with a lot of potential still. Now 15 points clear of the relegation zone everyone is a lot happier but there is still work to do and players feel they have underachieved this season.

Darren and Paul have agreed c10 players for next season's squad, and Ewan Clark is now close, some will be announced shortly (NB we should link this to ST sales). Some are "locked in" via contracts that are extended based on appearances, and the tough bit is getting the profile/age balance right.

Pre-season matches are also being arranged and looking good so far.

**Women's** – Jane circulated a comprehensive note before the Board and a presentation being sent to Carteret about the Women's football at the club and its huge potential. We are now in the final of Somerset FA Junior Cup on 1 May in Brislington, and all Directors are encouraged to come.

Pitch – Andrew will share the best options, with costs, of resolving the pitch issue shortly.

Kit supplier – David McDonagh has picked this up from Paul and we are running a short/limited tender process to decide the best option for us (by end March). Some discussion about which shirts can realistically be bespoke or not, as we are keen to get BSU involved in a design process if possible, and supporters having a vote again. BCY are also in the loop. The **back of shirt sponsor is key to be able to hit the timelines needed.**

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

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

1. Nick emailed **Christopher Flanagan** ref SLA for BCY
2. MoBQ don't want to run **Romans** but are happy help set it up (**Debbie, Shane & Andrew to meet** about it)
3. Structural work on **Popular Side** – focus H&S related and **trees may need removing. Can Dave Cobb help?**
4. David McDonagh has also picked up the sustainable energy project with Bath Uni

**Proposer:** John and **seconded** by Shane

### **3. Finance**

Paul and Debbie talked through the key points on the P&L and forecast. Crowds are also down slightly versus last year.

Cashflow is tight and we need to be as efficient as possible with high value items.

Andrew had shared a recommendation on season ticket pricing for 2025/26 in advance and an increase was agreed, with the additional change of adjusting the current Student/U18 ticket to a Student/U21 ticket. David Ma and Andrew will work on announcing this asap alongside contract extensions and any new signings as PR to help sales.

Andrew explained that we are moving from Kaizen to Fanbase asap and ahead of ST sales as they offer more scope for data and online marketing. Andrew, David Ma and Cheryl had reviewed them in some detail and the Board agreed the move and thanked them for their time on this.

Caius has been helping in finance but has already got a FT job so may not be able to do so in future.

Paul and Darren are successfully working through the squad and contracts for next season, the actual squad budget is still tbc and to be signed off, ahead of the final overall budget, which David McDonagh is now working on rather than Paul.

**Actions:** Paul to confirm **playing budget** if it increases and needs approving to sign the final players. David McD to let us know when **overall budget** is ready to review/approve (April?). **ST launch** to go ahead as soon as Fanbase are on-boarded and we can coordinate with Darren and any player announcements.

#### **4. Working Groups/workstreams**

**i) 3G** – project on hold. There does, however, seem to be interest in a ground share of some sort and, therefore, 3G/Stadium improvements. Both are also keen to work, and be seen, working together.

**ii) Redevelopment** (accommodation project) – awaiting clarification from interested parties

**iii) 2000BC** - David Ma explained the marketing team were keen to use 2000BC as the new vision/target/name for their plans and he will be working up the top line focus for 4 April workshop.

**iv) Operations** – John and Shane met re the structural report needed in the summer on the Popular Side. It is H&S focussed requirement and to do the review and we probably need to remove a tree to inspect the roof. There is no need for an electrical or barrier test/check this year.

**v) Commercial** – Tom joined us for the first time and will lead the commercial team now, with continued help/input from Gareth. Gareth will take on the primary role of managing the BSU account as it is so important to us. Tom talked us through his presentation sent in advance, there was some useful feedback, and the budget clearly needs to go up, with help from us all! Regular commercial calls/meetings and sharing of accurate info is key. Tom is going to consolidate the various spreadsheets into one accurate/up to date version and work up and share the details for the sponsors draw.

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

Pete said the Society AGM would be 25 June. James added that there was a club night/Meet the Manager session on 16 April for the Men and Women, and that he has set up an online voting system for the supporters' awards. He is also looking at another Paint the Park day in May, which was well received by the Board. He is also looking into an Awards Night with BSU, maybe at the Locksbrook Campus.

#### **6. AOB**

- i) **4 April Workshop** – Nick/Debbie/David McD to agree format and share info in advance, please try and attend or send in key actions by Working Group/department for 2025/26
- ii) **Safeguarding** should now be a standing item at every Board! The Women now have a Welfare Officer and there is a conversation ongoing with Lee Williams re the men
- iii) **Website changes** – please can everyone look at the site and feedback what needs to change/improving and send comments to David Ma

**Date of next Board meetings: 28 April**