



## Bath City Board Meeting

1900 Monday 20 May 2024

Hybrid

**Attendees:** Debbie King (guest), Nick Blofeld (Chair), James Carlin, Andrew Pierce, Paul Williams, John Reynolds, Chris Coles, Pete McCormack, Jane Jones, Caroline White, Shane Morgan, Peter Headington

Apologies: None

The focus of the Board was on the Workstreams agreed and set up after the workshop earlier in the year. Each Workstream leader/s should now take control of their document and update and share it ahead of each Board.

Peter Headington was welcomed back to the Board as co-opted member without a vote.

### **1. Football – Men’s strategy, squad & budget**

Jerry and Paul gave an update on the focus and thinking for the squad in 2024/25, where the focus needs to be to strengthen and where we were strong and successful. The more detailed stats can be shared to back this up.

A good core (10) have been signed up already, with some rolling over from last year. We expect to have c17-18 players again as this worked well, with the physios/S&C doing a great job keeping match fitness very high. We currently look likely to have 3 loanees.

Jerry will introduce a Leadership Group to gain regular feedback to keep improving things, on and off the pitch. We have lost our GK coach as he is over stretched and Jerry will share a support staff org chart soon (as part of the budget process).

### **Women’s**

We had a great Awards Evening for the women, and the culture and environment is clearly very positive and welcoming, a tribute to all those involved. The Development Team also won promotion in their first season and the two teams are only 1 division apart, so the First Team need to get promoted again this year to keep momentum going!

The 2 new coaches settled in during the season and are staying, with the plan for the First Team to step up to 2 training sessions each week this coming season. It is not felt a recruitment day is needed this year, with two strong squads and awareness and our good reputation “in the market” now.

The plan is to charge £3 for games this year.

### **2. Workstreams:**

- i) Short-Term Finance - Sage is the system we use, which can do more for us for mgt. accounts and these will be developed as we prepare the budget for 2024/25 and then monthly updates versus forecast on-going. We will also fix the Board meetings to work around monthly account timings in future;
- ii) 3G – funding linked with overall investment situation, but Peter is looking at other possible grant sources
- iii) Wider Audience – Caroline took us through the updated spreadsheet, student engagement and other ideas, including another “Paint the Park” day/s;
- iv) Football Strategy Workshop – still tbc with EPP (with Nick)

In future each leader/s of the Workstreams will update and share the Excel spreadsheet ahead of the Board meeting for review/discussion.

### 3. Finance

Turnover should be £991k for 2023/24 against the budget of £916k, so a good result and another record. We are currently showing a small profit. A formal budget proposal will be presented at the June Board. Jane asked about the contingency use this season and what is proposed for next? There was general agreement that we need to be closer to the actuals and changes on the playing budget as we start the season and then move through it.

Pricing was discussed and agreed:

- i) STs to be offered as staged payments and a 12 match version introduced;
- ii) We will also bring in a flexi ticket – ie 10 games for the price of 9, used at whichever 10 games you choose;
- iii) There will be a £1 increase to matchday tickets on the day (still very competitive with of other clubs in the league; James raised concern over CoL crisis, but we felt we needed to increase some prices due to huge cost increases and our tight finances). Prices are held if you buy in advance.
- iv) We talked about how to increase value in the ST with ideas such as meeting Jerry going to training etc, which should be firmed up asap, maybe as second “wave” of a sales push?

### 4. Society & Supporter Update

3 roles are up for election this summer, Mktg. Dir., which Caroline will apply for, plus the Chair and Ops. Dir. Roles. No one had applied for the latter two at the time of the Board.

James thanked Paul for redacting the minutes for publication. And the F&B group and changes for the new season still need to be agreed – including the changes to Roman’s make it easier/more efficient to operate (**John, Shane and Andrew to meet?**).

### 5. Minutes & Actions from last Board & Board Minutes

All Actions covered off except update ref Stride Treglown, we await their response/ideas for the ground. Nick suggested a bbq for volunteers in the summer as a thank you, maybe this could be linked with the “Paint the Park” day/s?

Proposer Andrew, seconded by Shane.

### 6. AOB

- i) Julie Whitlock will be announced as the new club secretary w/c 3 June
- ii) Floodlights – economies of scale to do this when we do 3G – needs to be kept under review
- iii) Still need to agree an suitable F&B offer between the Grandstand and Family Stand

**7. Date of next Board meetings 17 Jun**

(and James will update us on Foundation and introduce his replacement as CEO)