



Bath City Board

27 May 2025 Hybrid

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

Apologies: none

1. Football

Men's

Lee Kendall's departure was discussed and agreed as a real loss, as he brought a lot to the club, worked well with Darren and stepped when asked as Jerry left. Darren is already thinking about his replacement and has also been approached by a few people.

All the pre-season games are agreed bar one and will be announced shortly. Mitch Beardmore and Will Jenkins-Davies (who was at Plymouth with Darren) are the last 2 signings Darren is keen to finalise, with the balance of the squad loanees. Joe Raynes has signed, and we are waiting on Jack and Alex to agree.

Squad builder needs a push and we should tie this in with player and pre-season announcements and to be "owned" by someone. Nick said he would pick this up short-term as it is mainly a mktg./PR role. David Ma is already lining up Darren for a video to promote this, with a key message that 100% goes into the squad. We should also set a target amount.

The Macron deal has been signed, thanks to David McD for spending so much time exploring options for this. We should be able to announce that this week, a draft release has been done already. Ideally, we should be able to let the supporters choose the away shirt, from a choice of two. And Jane flagged that the Women's teams want dark coloured shorts for any kit.

Women's

Jane sent a note and gave an update, the highlight being we won a cup! She will share the pre-season matches with David Ma asap and we agreed to organise a joint team photo this year, maybe arranged around a shared open training session at TP?

Jess has joined as social media rep. and there seems to be more interest and overlap with the BSU media/mktg. course. Lizzie is "on a mission" to get the Women's teams front of shirt sponsored by BSU, as it sends the wrong message to only do the men, and she has some budget! And we should parade the Somerset Cup, and the U18's Cup at the first home game of the season.

Actions: end of season Chair's message to supporters still worth doing; arrange joint team photos and parade of the Women's/U18s Cups. Announce Macron deal and supporters pick away strip.

2. Board Minutes & previous Actions

- Look for Women's Fan Engagement Officer (co-opt) versus Women's SLO – Jane/David Ma
- Varsity game was good for SPH but low numbers. Good idea which needs to evolve – play Uni of Bristol? Include in MoU. Meet for feedback with Lena before she goes on secondment? – Tom/David McD
- Supporters Society Survey via Jane's Survey Monkey? – Jane/Dan discussion
- Draft **SLA with BCY** still tbc (ChatGPT) - Nick

Last month's Board minutes - Proposer: Jane; Seconded: Shane

3. Finance

Paul and Debbie shared the updated P&L and forecast for the year in advance. The Lotto and Squad Builder need promoting regularly to drive income. The challenge was set to get to breakeven (excluding exceptionals) for the year end.

On the 2025/26 budget there was discussion of the need to be positive and progressive rather than too conservative and to explore all commercial opportunities (eg F&B prices) to ensure we do cover increased costs and improve revenue and profit. There should be opportunity on merchandise and F&B, and possibly on the crowd numbers (pending fixture dates). The crowd being slightly down on 2023/24 is down to a few big derbies not happening this season.

Dementia Day Care (DDC) are leaving, and we need to find a replacement for them – we should announce this and say we are looking for a replacement. We should also see if room rental prices could go up?

Jane pointed out that the media room is actually a good place to rent, but we would need to move Dave and his kit out!

The sponsors draw should bring in some cash and we all need to use our contacts to try and sell more tickets! It was pointed out that the draw is less appealing for many because the main shirt branding is now sold separately.

Actions: Paul will promote the Lotto; Nick will do Squad Builder; David McD will update the budget and circulate for final feedback/sign off; Dan to get photos/prices/sales doc presented for renting space at TP to replace DDC

4. Workstreams

Redevelopment – waiting for the workshop now booked for 30 June.

2000BC – David Ma shared an initial plan and focus for the coming months and expressed the need for us work more smartly via shared docs etc, which should come out of the work David McD has been doing with Nic Mason. Chris highlighted the need to align 2000BC with the budget to ensure they grow together at the same rate. An intranet might still be a useful addition!

Matchday/Operations/H&S – Andrew had shared a note in advance of the meeting, which was discussed, and it was agreed we should build a new “Roman’s bar” between the Grandstand and family stand and re-purpose the old “Roman’s” to trial a coffee/pastries type offer with Basil’s Bakery (BB)—a contact of Debbie’s. BB are keen supporters of the club and have a son in the academy. Debbie has drafted an agreement.

Andrew kindly said he would fund £3k towards the overall cost of “new Roman’s” and the Board thanked him for this additional contribution to the club.

The purchase of the volunteer software was also approved.

Shane explained the structure and maintenance report was already done with no “red flags” which is good news. The emergency lighting tests have been completed, along with the gas servicing. PAT testing will be done in June and the visual electrical inspection is coming up. Accolade have quoted £7k for the barrier work needed and the trees on the Popular side remain a concern/issue (the Rec Ground Trust are pricing the work to remove the trees). Are we covered at all by insurance for this work?

Community – Dan is busy meeting people and engaging in the local community, but he also agreed to pick up the Supporters Society survey (which is due to be re-run) and Jane suggested her Survey Monkey account might be all we need to do this effectively.

Commercial – Tom had circulated a deck and his focus is on the Sponsors Draw on 5 June, which Darren will not attend with Jim Rollo and it will be a club/Q&A session as well.

Actions: everyone to ask new sponsors to join the draw; Jane and Dan to discuss the Supporters Society survey; BSU decision needed on Women’s front of shirt.

5. Society & Supporters

The AGM is 25 June and deadline for elections is 30 May. Roles up for replacement are Chair, Mktg Dir, Community Dir, SLO and Ops Dir. The two Davids and Dan should be confirmed, and we haven’t yet had applicants for SLO and Ops.

6. Safeguarding

No Safeguarding issues were.

7. AOB

- i) A review/feedback on student/“Varsity” game should happen to make it better next year;
- ii) It was suggested and agreed we should re-introduce a fortnightly Mgt Mtg on a Friday at 1100;
- iii) The values project can wait for now;
- iv) The target for Women’s matches should be 250BC;
- v) Shane was asked if H&S records are up to date, and they are;
- vi) Access and use of a calendar is still needed!

8. Dates of next meetings: 23 June