



Bath City Board

28 July 2025 Hybrid

**Attendees:** David McDonagh (Chair), Jane Jones, Andrew Pierce, Paul Williams, Shane Morgan, John Reynolds, Debbie King, Tom Benjamin, Dan Smith, Pete McCormack, David Mathews, Deb Norris

**Apologies:** Chris Coles

The Board welcomed Deb Norris to the board. Thanks to the immense work Nik Blofeld has put in as Chair over the last 8 years. These are big shoes to fill. It was agreed that the club should do something to reflect and recognise his contribution to the club's fortunes.

#### **2025/26 Budget**

The chair presented the revised budget for 2025/26 now that the club had received its fixture lists and the calendar phasing could be amended. Since the last budget was presented, there have been some positive (friendly income) and negative (increased supplier contract costs) changes. The result of these changes shows a small budgeted profit, which is lower than previously, but not materially.

#### **Football**

##### **Men's**

Paul gave an update on the Men's Football. The squad now has 17 players signed. There remain clubs approaching Darren with potential loan players, including one with Championship-level experience. The position will become clear in the next couple of weeks. There is one injury concern. An unsigned player is seeing a consultant specialist in the next few days. The club also has a local lad in our academy who turns 18 during the season and may be offered a contract with the club at that point.

##### **Women's Football Update**

Jane confirmed we have 33 players signed and 4 in the pipeline. The board were reminded that none of the Women are on a paid contract. There are some exciting signings, including a young, tall centre back coming from Wootton Bassett. We have also found a replacement goalkeeper, as our GK last year has gone to university. As always at this time of year, a lot of the squad are temporarily unavailable. Consequently, pre-season friendlies have been a good challenge for some of the development squad who had the opportunity to play against players 2 or 3 levels

above them. The focus of Matt Abreu has been to give personal targets which allowed the players to focus on these rather than the game results.

This year's BCW fixtures have been released, with the first home game on 14<sup>th</sup> September. BCW have also been given a bye into the first round qualifying of the FA Cup and are guaranteed £450 in prize money.

BCW has also been accredited with a 3\*, the top rating by the Somerset FA, which can open access to some grant income.

Lee Williams has agreed to come back to BCW as the club welfare officer. Paul added that Darren had also requested Lee return for BCM as a physio. It was agreed that this is good news for both BCW and BCM.

Team photos to be arranged for BCM. BCW is currently set for 3<sup>rd</sup> September.

### **Board Minutes & Open Actions**

Last month's Board actions were reviewed. All open items will be followed on an action item tracker to be made available to the Board.

Last meeting minutes were reviewed and approved - Proposer: Andrew; Seconded: Shane.

### **Financial Review**

Chair confirmed that, as noted earlier, the friendly income and bar takings were above the budget expectations. There were some costs in June that were planned for July, including the cost of the player's kit. At this juncture, there was a short discussion on the reasons for the temporary kit which was caused by numbering delays for the supplier.

A forecast for the rest of the year will be prepared and shared with the board.

Because of the additional costs, there is currently a small overdraft. On reviewing the current debtors, these are more or less current, and John Reynolds offered to talk to the oldest debtor.

### **Community update**

Dan had sent out a full report before the meeting and covered the key matters. The volunteer platform is now up and running. There was a discussion about recognising our volunteers, and several names were offered (incl. Dave Dawes). The chair provided Dan with contacts at UoB and BSU so he can engage at the start of the year with student engagement for the club.

The supporter questionnaire has been completed. It will be shared with the Board. This will target the BCM's first home league game, delivered both on mobile through a QR code and a short paper questionnaire. Volunteers are needed to enable a good response rate.

The community budget is looking for sponsors, as the identified sponsor could not commit for this year, as their budget was fully assigned elsewhere for this financial year.

Dan covered a list of potential match day events ( family day, community day, student day, etc). It was agreed to put a sub-committee together to plan for these events, to include Commercial, Community, and Match Day Ops.

## **Rental income**

There was a long discussion about a potential move by the Bath City Foundation (BCF) from the space in the Family stand to replace Forget ME Not in the John Reynolds lounge. There is a proposal from the Foundation that needs to be analysed. A summary of the financial outcomes will be shared with the board. The general feeling was that the club felt this was a good idea to support the foundation, but it would require the club not to be financially disadvantaged.

## **Commercial update**

The Target at the end of July was £103k. The current committed number of £99k.

The major sponsorship deals have gone well this year, and currently the focus is on Hoardings and Programme advertising. Some new businesses are coming through; however, the large majority are the local businesses that have supported us for many years. Businesses that advertise with us are looking for more contact from the club than once a year when hoarding renewals are due. Some of the directors agreed to reach out to these companies to secure income for this year. The aim is to develop a more mature partnership programme, as recommended by Nick Blofeld previously. Given where we are this year, we will close as many existing renewals as possible. A plan to engage the higher value contracts that need less of the limited volunteering resources for next year.

## **Marketing update**

The website is constantly being improved. There remain many areas that need to be updated or deleted, and the board were asked to forward any issues to David to update the website as soon as possible.

The Media Team were praised for the quality and commitment to the club. David is actively looking to find additional volunteers for the team and is splitting out the creative and the day-to-day tasks so our current volunteers can continue to be involved in the more rewarding tasks.

The 2000BC campaign is starting soon. Discussions with BSU about collaboration with students for their projects in the next academic year have been positive.

The club have been approached to run a women's midweek networking event; there were several operational challenges to be considered, but it was felt worthwhile exploring.

## **Match Day operations update**

Based on the friendly ticket sales, Andrew confirmed that Fanbase has been great in converting customer focus into a higher percentage of pre-booked tickets, with over 50% being bought in advance.

The downsides have been the use of older mobile devices, together with tech that is not easy to manage for all our volunteers. It was agreed that a scanner, rather than mobile devices, may be the issue. It was also suggested that the metal grills are not needed on turnstiles where cash is not present.

The additional bar has worked in increasing sales, and the new food outlet (Basil's) has also confirmed they have been pleased with the traffic to the outlet so far.

### **Health and Safety**

Shane is only waiting for a report from Accolade to complete his H&S checklist. Shane will follow up with recommendations and any remedial actions.

The large trees behind the popular stand will be cut down; remedial action to be completed by the end of August.

### **Safeguarding**

No Safeguarding issues raised, but a Welfare Officer meeting is to be arranged.

#### **4. AOB**

- i) St Austell appears to want Korev in the bar as part of the BOS sponsorship for BCW.
- ii) MOUs have been signed for UoB and with BCY
- iii) The ultimate match experience winner has been drawn and will be announced.
- iv) The BSU third shirt design winner has been chosen and will be announced. The Shirt is planned to be used in a game this season as a one-off, subject to approval by the FA or the National League.
- v) It was unanimously agreed to change to one Board Meeting each quarter, with operational monthly meetings in between.

#### **5. Dates of next scheduled board meeting: Monday, 27<sup>th</sup> October 2025**