



Bath City Board

20th October 2025 - Hybrid

Attendees: David McDonagh (Chair), Jane Jones, Andrew Pierce, Paul Williams, Shane Morgan, Tom Benjamin(R), Dan Smith, Pete McCormack (R), David Mathews, Deb Norris, Chris Coles(R), Debbie King. (r) = remote

Observer : Ian McKay

Apologies: John Reynolds

2025/26 Budget

The chair presented the forecast updated for the first 3 months of the year. The first quarter has been challenging from a cash flow perspective due to the profile of home fixtures for the 2025/26 season. Our local derbies are not falling on dates that are helpful to the club. Additionally, three home games in August delivered lower than budgeted attendances. In addition the only October Saturday game had been cancelled as the opponent progressed in the FA Cup. The FA Cup Loss to Wimborne is also a hit to the budget as the club had hopes to progress through a couple of rounds. Further the new home kit has a production issue resulting in lower than budgeted merchandising sales until a new fully sublimated shirt was available. The new shirt arrived in late October.

An updated forecast will be produced along with a short-term cash flow needs document will be distributed once we have our October draft results completed.

Board Minutes & Open Actions

Last month's Board actions were reviewed.

Last meeting minutes were reviewed and approved - Proposer: Paul; Seconded: Dan.

Men's Football

Paul gave an update on the Men's Football. Paul confirmed that the assistant coach, Wayne Carlisle, had been struggling to commit to the needs of the role and had resigned. Darren is looking for a new Assistant. Louis Sweeten was offered a contract, and the club has taken on Manny Yeboah on a trial. Jake Tabor's loan has been extended. On the injury front Danny Greenslade is closing in on a return, Alex Fisher is likely to be out for a while with a hip injury, and Jack Matthews has been recalled from his loan for recovery from a groin injury.

Women's Football Update

The season for both teams had started quite well. The first team are 7th after 5 games and the Dev team sit 3rd in their league. The first team have a bye in the county cup, and will play in the 2nd round in January.

The game on 29th November (BCM v Enfield) is the clubs Celebration of Women's Football. Under 16 Girls will have free entry with an accompanying adult. There will be a trophy parade at half time by the BCW and the BCY u16's for the Cup successes last season. We will also announce the launch of both a BCW u18 side (with Bath College). Post game the Lioness's game against China will be screened and a discount on drinks will be offered in Charlies.

A proposal to run a Women's walking football team. The board Approved making this happen

Bath College confirmed they want to expand their Academy to include girls as well as boys, and that the Academy will be accessible to non-college students.

Community update

The big news is the announcement of "Pride in Place" a £20m Government fund over 10 years for the Twerton area.

- Dan is in regular contact with Twerton and Whiteway Network and a contact in Supporters Society who has supported phase one sites across the country with this funding.
- Timeline:
 - o Spring 2026 – capacity funding to set-up the board and start consultation with residents
 - o Summer 2026 – Boards confirmed membership and boundary
 - o Winter 2026 – Regeneration plan submitted
 - o Spring 2027 – first wave of funding allocated
- BCFC will be seeking a seat on the Neighbourhood Board. Local sports organisations are suggested members of the Boards.

It was agreed that this is a huge opportunity for the club to work with BANES and other local organisations to identify how the club can be a vector to support social change and improvement in Twerton. Dan and David will continue to actively engage in making sure BCFC is included in ongoing discussions.

Dan will be engaging with The Football Supporters' Association. They have officially launched its #YouAreEnough campaign to promote mental health awareness.

The Volunteering page is now live, and the response has been slow. It is visible in the programme and we have made outreach to the universities. Another push is needed. As part of that there is an idea to run a volunteer appreciation feature.

There are a handful of other initiatives being worked on with the Genesis Trust, Bath City Farm and the RUH among others.

Rental income

Bath City Foundation (BCF) have now moved into the space previously rented by Forget me Not.

Commercial update

The Commercial income this year is slightly ahead of the actual income from last year.

Tom has taken on two new students and is going to be supported on larger one-off contracts by another volunteer.

All the unsold assets are available on SharePoint. The focus is on bringing additional income for these assets.

Marketing update

The Bath City Women have now established a dedicated media team and are generating a high volume of activity; the men's media team has seen Oli Pacetti increase his responsibilities, allowing Matt Francis more time to focus on other projects. These include the 3rd Shirt promotion and working on match day, including the programmes, as well as events such as Students' Night.

A potential new PR club wide lead has been identified.

A Networking event with Business Enterprise is being explored for the Slough game on 27th Jan 2026. This is an opportunity to bring businesses to the ground.

There is a project to create reports from Fanbase and to communicate directly with our fans for better engagement.

We have been talking with TALKCLUB, a national men's health charity, to become "the first mentally fit football club" It is a blueprint to allow other clubs to follow a mentally fit club, just as Forest Green are doing on the "eco" platform.

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 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.

Infrastructure

An update on the infrastructure improvements was reviewed. The floodlights will need to be changed this summer as two of the pylons are corroded and need replacing. Because of access issues, the cost is significant, and we are waiting on final quotes. There is a 70% grant that the club will make an application for. It will also require planning permission.

Elsewhere, new drainage and a water borehole are being explored. The latter as it could

save the club thousands of pounds, in watering the pitch. The Solar Panel project and putting in a sprinkler system have been put on hold as the urgent projects' size of costs have been prioritised.

Health and Safety

The H&S changes required for this year have been implemented.

The large trees behind the popular stand require planning permission to remove. The application has been made and quotes have been made. These are in the region of £5000. It was noted that some of these trees grow very quickly, and keeping on top of them is not easy.

Safeguarding

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

4. AOB

The club have been approached to offer the ground for the fund raising event for Marvin Brown, which was approved unanimously.

5. Dates of next scheduled board meeting: Monday, 19th January 2026.