

## **Minutes of Bradford City Supporters Board Meeting**

**Venue: Microsoft Teams online**

**Date: Thursday 28/07/2022, meeting commenced at 7.00 pm**

**In attendance: Ian Taylor (Chairperson), James Molyneux, Manny Dominguez, John Barker, Adam Baker, Kate Eveleigh, Wayne Robinson, Christine Tarren, Ryan Sparks (BCAFC) and Marco Townson (BCAFC).**

### **1. Apologies for Absence**

**Apologies had been received from Tony Bates (Vice-Chairperson), Steve Gorringe and Keith Taylor.**

### **2. Minutes of Previous Meeting**

**The Minutes of the 30th of June Meeting, having been circulated were accepted as a true and correct record.**

### **3. Matters Arising**

**The voluntary “Telephone Tree” had still to be undertaken.**

**Fundraising for Supporters Board establishment costs to be on the agenda for the next meeting.**

### **4. Loyalty Scheme**

**Ryan Sparks led the discussion on the process, implementation, and next stages of the new loyalty scheme. Ryan commenced by thanking the Supporters Board for their collaborative working with the club.**

**For clarity of the Minutes, the discussion and comments consisted of the following areas:**

#### **Process:**

**The Loyalty Scheme was designed to replace the previous Priority Tickets which had a cost to supporters without being able to fulfil guarantees for away tickets to all Priority Ticket holders. This was felt to be wrong and unfair, despite an income benefit to the Club of circa £25,000.**

**The Loyalty Scheme at launch only accrued points from the purchase of tickets for both home and away matches and currently did not accrue points from other areas of spend at Valley Parade (i.e., Club Shop, Kiosks) which would be a “next stage” development.**

**Currently Suite upgrades did not accrue points, but this would be reviewed.**

The Loyalty Scheme would be reviewed by survey before the end of the season (possibly 10 home/away matches in) to review and identify required changes.

Whilst the Scheme mirrors existing systems elsewhere it will be a process of review, feedback, and development.

Other process areas to review are ensuring no loss of points for box owners and match sponsors. The Club will ensure flexibility for the retrospective award of points in unanticipated circumstances.

#### **Implementation:**

The scheme is managed by a third-party contractor and it was recognised that their had been immediate issues with subtraction and addition of points due to systems and provider errors, however these appeared to be evenly spread and would be rectified as an immediate priority.

Points would not be reset to zero at some date in the future.

Points categories for away matches would be governed by the overall capacity of the ticket allocation and how many supporters have those points. Away Capacity = 1000, 1000 supporters have 800 points and above then the bands will be split into categories between 800 points and whatever the top number of points is. This is to ensure that if all 1000 supporters with the most loyalty points want a ticket they will be able to get one.

#### **Next Stages:**

In addition to areas identified and detailed in the Minutes above, there would be surveying carried out to get supporter feedback and ideas for consideration as future additions to the loyalty scheme.

#### **5. Update from Working Party Team**

Stanchions behind the goal had been repainted by Steve Gorrington.

It was proposed to try to identify and recruit artists for Concourse murals via our social media channels.

#### **6. Update from the Junior Football Initiative Team**

Tony Bates (Vice-Chairperson) had submitted a presentation report (previously circulated) and the following summary comment:

“In relation to Junior Football Initiative I have attached a highlight report with updates.

Headline is I had a call with Adam Fox from the club who heads up things in relation to development centre. He is supportive of our ideas and has some of his own too so is taking this report to relevant people in the club to get agreement as required and other suggestions and then we will reconvene to discuss further and agree next steps.”

It was agreed that we should ensure internal agreement then reconvene.

### **7. Update From the Club**

Members of the Supporters Board should have been formally involved and/or informed prior to consultation on both the Branding meetings and the closure of the Programme.

This was supported by all members present.

### **8. Any Other Business**

The Chair asked each of the attendees in turn for subjects and views for discussion, the following subjects were raised:

Adam Baker had attended the Branding “listening session” and was encouraged.

Marco Townson had compiled the geographical data requested earlier and would supply.

Manny Dominguez reported on the impending 20<sup>th</sup> Anniversary article and meeting to mark the founding of the Supporters Trust. He also requested that Marco Townson would attend the next meeting between the Trust and Ryan Sparks.

Christine Tarren requested the provision of some “none Zoom” meetings. Previously it had been proposed to hold every third meeting at Valley Parade. Marco Townson offered to provide the facilities of the commercial team offices and was thanked accordingly.

### **9. Date of Next Meeting Thursday 25/08/2022, 7.00 pm – Venue TBC**

The meeting closed at 8.00 pm.