



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

**Venue:** University of Bradford Stadium, Valley Parade

**Date:** Thursday 27/04/2023, meeting commenced at 7.00 pm

**In attendance:** Tony Bates (Chair), Wayne Robinson (Vice-Chair), John Barker, Steve Gorringe, Adam Baker, David May, Christine Tarren, Jonnie Carrington, Ian Taylor, Marco Townson (BCAFC), Ryan Sparks (BCAFC).

**Apologies for Absence:** None received

### **1. Welcome & Introductions**

The Chair welcomed all members present.

### **2. Review of Minutes/Actions from previous meeting**

The Minutes of the 30<sup>th</sup> March 2023 Meeting, having been circulated were accepted as a true and correct record together with the separate circulated Action Log which forms part of the record of meetings.

**Matters arising from these documents were as follows:**

It was suggested that the Supporters Board Junior Football Initiatives working group, should also engage with Conor Marlin (Head of Coaching and Player Development) and a possible area for fundraising support could be Under 11 and Under 13 tours.

It had been planned to have Wi-Fi access to supporters prior to end of the season, however the supplier failure prior to the Gillingham match had impacted the club significantly and was now deferred due to issues with the incumbent supplier are worked through.

Exiting from the Kop; new signage had been erected and the possible provision of a ramp to widen the egress was being discussed with Bradford Council.

### **3. Updates from the Club not captured on Agenda**

The following areas were reported on by the Club:

Season ticket sales had increased on the previous year.

Direct Debit sales accounted for 41% of all season ticket sales, an increase on last season.

The Direct Debit sales for the current season had only seen a small payment/cancellation drop through churn.



An overseas pre-season tour including a potential friendly game is being planned prior to season 2023/24 and may come with a commercial offering to fans who may wish to also make the trip. Further details will be shared once all confirmed.

The iFollow revenues for the club had increased (prior to VAT adjustments) from £40K - £60K in previous seasons to £250K. Take up had ranged from 800/900 passes to 2,600 for the Swindon away match.

#### 4. End of Season Dinner – Unsung Hero Award update

The board had met and agreed the Award winner, who would be announced on the night. Both the Award winner and other nominees would be featured on the Supporters Board Website and social media channels.

#### 5. Questions from Fans (responses in italics):

Inaccurate cash change given at Gillingham game – did this occur and is it allowed?

*This was an emergency situation due to wi-fi supplier failure. It was legal as supporters were informed in advance and prior to purchase. The Net totals would be calculated and made public.*

Loyalty Point Accuracy – route for fans to raise discrepancies with the club – particular issue with fans noticing some home games not showing on their totals

*The club was urged to answer and address missing points – particularly with fans having some home games not recorded. This is a pressing issue due to the likelihood of play off games. Expectation is the most common cause will be issues of some tickets not being scanned correctly. The club do have detailed monitoring in place of each individual turnstile. The supporters Board asked the club to publicise the route for fans to raise issues of this sort as soon as possible as the playoffs are fast approaching. The club will look will look into this*

Club approach to fans using Pyrotechnics. Would they consider an approach like Stockport used to join with police and clampdown?

*This was regarded as a major and potentially expensive issue for the club as specialist sniffer dogs at home matches can add thousands to policing costs.*

*This season 35 individuals have been banned and a further 15 refused entry at the last home match.*

*Use of pyros could result in significant penalties for the club.*

What is club approach and safeguards in place around social media abuse aimed at players and other club staff?

*A lengthy discussion took place with the conclusion being:*

*“Support the players and staff on an individual and group basis. Identify offenders and apply the strictest sanctions available.”*



**Tragedy Chanting – update on position following Rochdale game**  
*Video had been supplied by the club to Rochdale evidencing participants.*

**Club position on the recent podcast with unsubstantiated conspiracy theories related to the Fire**  
*Following a full discussion, both the position of the club and the supporter's board was to refuse the oxygen of publicity to the podcast(s) by not linking and not naming.*

**Midland Road Closures – why are away fans not restricted from walking onto the Home end of a closure, when home fans cannot go the other way?**  
*As previously stated, this a police not club decision, however discussions were taking place including the introduction of a “sterile area” for fans to cross*

**Would the Match Day Programme be reintroduced?**  
*There were no plans to reintroduce a printed programme.*

**The cost per pint of Madri**  
*Drink prices are initially set by the brewers and influenced by the fitting out costs borne by the franchise provider (£145,000 in the case of refitting the bars and kiosks).*

*The club had agreed, at least temporarily, to the current price per pint, but would review. It was disclosed that Madri was outselling lower cost drinks by a ratio of 3:1.*

**6. Collaboration with BCAFC Community Charity for Commercial Activities/Fundraising**  
This had been covered in Agenda Item 2.

**7. Working Group Update**  
Dates to commence work on the lower Kop concourse were being finalised.

**8. Any Other Business**  
A member of the Supporters Board asked the rationale for issuing Loyalty Points for the forthcoming Women's team match at Valley parade. The rationale was answered as follows. The club is committed to the Women's team and incentivising attendance and to attract support for an integral part of the club. The club is also attempting to create a budget for the Women's team that does not impact on the Men's budget through a combination of sponsor's support (including current major club sponsors) and ticket sales. The issuance of Loyalty Points assists the clubs declared aims. The Supporters Board support this position

**The date of the next meeting is scheduled for Thursday 25<sup>th</sup> May 2023 via Microsoft Teams**

The meeting closed at 8.40 pm.