



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

**Venue:** Online via Microsoft Teams

**Date:** Thursday 27/07/2023, 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 29<sup>th</sup> June 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:

Marco Townson reported that there had been no new developments on road closures or realignment of external stairs as these require Bradford Council support and permission (which has not been forthcoming) as well as significant costs.

A discussion took place on our alignment with charities.

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

The following areas were reported on by the Club:

An announcement was to be made regarding sleeve sponsorship with Flamingo land, which was intended to initiate a long term strategic relationship with Flamingo land and its owner(s),

For season 23/24 branded sleeve patches would be available for £5, for season 24/25 the patches would be printed onto the shirt as per other key sponsors.



The sponsorship would include “2 for 1” admission to Flamingo land for visitors wearing a Bradford City shirt carrying the sleeve patches.

Ryan Sparks stated that he was looking at partnerships with brands that converge with the club’s aims and identity.

All present congratulated the club on this new partnership.

#### **4. Pre-Season game in Spain –Fan Feedback:**

A significant amount of feedback and comments had been received by the Supporters Board from those who attended the pre-season friendly v Getafe (including members of the Supporter’s Board. The Club who had staff members travelling with the fans as “Mystery Shoppers” had supplied similar feedback.

It is fully appreciated that circumstances dictated the change in venue outside of Kadima and the Club's control and a great time was still had by all due of the good company of the City fans who made it, and the organization by the NW Kollektive who had arranged a meet point at the 12th Man Bar in Benidorm (which was a great atmosphere and family friendly).

In total 30 to 40 feedbacks had been received, which referenced all or some of the following areas of organisation by the provider (Kadima Sports):

*Lack of communication during the booking process.*

*Organisation of the coach transfer to the ground.*

*Return coach transfer from the ground (change of coaches).*

*Arrival at the venue 3 1/2 to 4 hours early.*

*Food and drinks offering within the fanzone.*

*Getafe Supporters entrance on the day/Overall package cost.*

The Club reported that a full de-brief was to take place with the provider w/c 31<sup>st</sup> July and that all areas of concern and criticism would be raised. A review would take place at the August Supporters Board meeting.

In terms of Getafe supporter’s entrance on the day, that their supporters attending had purchased an annual away ticket priority pass that included admission costs to pre-season friendly matches.



5. Questions from Fans (responses in italics):

- a. Cycle Storage at games on match days

*Marco Townson reported that this would be installed imminently.*

- b. Electric car charge points at the ground

*Ryan Sparks reported that charge points were to be installed as part of the Club's wider and expanding "Green Plan", with other new developments ready for implementation including:*

The Club is now a "Watt Utilities" partner.

*Solar panels are to be installed in the coming season on stand roofs to reduce electricity costs. Electricity generated would be used on day to day running rather than sold elsewhere.*

*As a point of comparison, two years ago all waste went to landfill, we are now ranked 14<sup>th</sup> in the EFL for sustainability.*

*Ryan also acknowledged and thanks the advice and assistance from Forest Green Rovers officials in developing our "Green Plan".*

6. Working Group Update:

The next projects were to be scoped and agreed with the Club having determined what was practical, they would appear on the August meeting agenda

Adam Baker was thanked for his work on the lower Kop concourse.

7. Community Foundation Partnership Update:

Wayne Robinson (Vice-Chair) reported that a meeting was scheduled with the Foundation's Head of Communication (Christopher Henson) to draft and formalise a joint communication. To be discussed at the August Supporters Board meeting.

8. Any Other Business



A discussion took place on the Club's choice of their new Charity Partner ("Penny Appeal") with concerns raised by supporters over any connections by a local Member of Parliament with the recent infamous Bradford City Fire Podcast and with the Charity Partners.

For the purpose of record, no suggestions had been made that the Charity Partner had any connection to the Podcast.

The Club replied that this was the biggest charity partnership to date with major benefits for the Club; any questions raised by the Supporters Board will be addressed.

A second discussion took place on the communication from the Club that the stadium would be completely cashless (other than the Club Shop) combined with the Government's latest increases in Revenue Duty for alcoholic drinks.

The Club reported that the current Card/Cash ration for refreshments was 91% to 9%; whilst the comparative ratio for the Club Shop was 70% to 30% (hence the Club Shop would not be a cashless outlet at this stage).

Prices for alcoholic drinks had been agreed for the next two years.

The commercial arrangement with the refreshments provider (Tiffin) was a revenue split between the provider and the club with the provider funding significant service improvements of approximately £200K. The Club would look at the tone of communications.

The date of the next meeting is scheduled for Thursday 31<sup>st</sup> August 2023 via Microsoft Teams

The meeting closed at 8.00 pm.