

Coventry City Supporters Forum
Agenda for Meeting on the 13th April 2023

Venue: CBS Arena @ 5.00pm

Heineken Lounge (Level 2)

1. Apologies for absence

Colin Henderson (Chair & CCLSC), Steve Moloney (South Wales); Colin Power (South Wales); Jim Brown (CCFPA); Colin Henderson (Chair & CCLSC), Dave Busst (SBITC), Laura Smith (Family zone)

Attendees

Doug King, Dave Boddy, Mark Hornby, Jodie Jones, Sandra Garlick – Owner, CEO, Head of marketing and comms, Supporter Services Officer, Head of HR – CCFC

Pete Griffiths – Chair and minute taker – SBTalk

Alan Ludford – Diamond Club

Mike Garlick – Corporate Supporters

Gordon Dando, Claudio Cardellino – Leamington & Warwick

Steve Harding – Bedworth & Nuneaton

Paul Maddax – South Wales

Kevin Randall – London

Pat Raybould – Family Zone

Sarah Morris – CCFPA

Ollie Mumford – Southam

Via teams – Dave Eyles – SBTrust, Kevin Greenfield – Disabled supporters

2. Equality and Diversity (mandatory by the EFL)

Sandra Garlick (SG) advised that this and safeguarding would be a new standing agenda item for these meetings. As part of the EFL code of practice CCFC is expected to achieve a minimum of bronze standard and part of this is to engage with Supporter's groups to obtain diversity data from those groups. Initially CCFC will do this with season ticket holder information.

SH is the EDI lead, Jodie Jones (JJ) is the disability link for supporters. The club has an advisory group and SG asked that we think of which groups may need to be represented

SG also introduced safeguarding as an item which she advised the club continue to take the issue very seriously. The head of safeguarding is Kirstie Patrick who is here every match day with a team of safeguarding staff. All steward are trained on safeguarding issues. Their role is generally to look out for under age supporters who may need some assistance. Dave Boddy (DB) is the senior safeguarding lead for CCFC

There were no questions from the group

3. Club up-date by Doug King

Rather than a club update this was more of Doug King's (DK) vision for the future of CCFC. He explained that he'd been consistent in the press and at different forums that it's hard to get out of the championship. That lots of clubs die trying. His opinion is that the parachute payments are ridiculous and is hoping that the football white paper may lead to a fairer playing field for clubs like ours. However, he believes with careful planning, logic and good people you can compete. He recognises that the progression over the last 3 years has been very promising. His 5-year plan is to always be trying to finish in the top 6 and that if you finish in the top 6 three out of the next 5 years you have every chance of winning one and then everything changes.

How does CCFC sustain that? He believes CCFC has to increase revenues on today and to improve our squad with the extra money. Retain the best players and recruit well knowing that we are always at a loss each year and build on the work Mark Robins and everyone has done already.

He is keen to get an agreement done for the stadium and then to issue the season ticket offer to the supporters – can only issue Season Ticket information once the agreement is done. His strong message is that we need the whole community to get on board with the project from the business community and across all avenues of supporter engagement. When asked on timescales DK said the deal will be when it will be and he is aware there is not long left of the season but the decision isn't just down to him. There is huge good will on all sides to secure our occupation at the CBS. It's pie in the sky stuff to build a stadium over the next 8 years spending 100m, which is why it will never happen. The interim agreement (made following the Arena's administration) with the stadium owner doesn't share any revenue, this is all part of the agreement to be made.

DK is committed to sorting the infrastructure of the club out and this starts on the work at Ryton to overhaul the changing room, pitches and to address all aspects of the training ground. The focus of his capital will be deployed there.

DK spoke of the big transfer window that we have. Lots of players are out of contract and we have some very good players. There is no massive quick fix – we need to add quality and progress and aim to make the move up to the Premier league at some point.

DK spoke of looking at the profit and loss from match days and that CCFC don't make a huge amount of money from the 13600 season tickets and an average attendance of 19500/ Police and Stewarding a significant amount of money. He explained that average catering spend per home fan is about £3 and we need to maximise all revenue streams to take the club forward. He recognises that this means we need to compete at the top end from the first few games of the season to drive attendances.

His aim is that he will invest in the infrastructure but the extra revenue has to come from the supporters. You can do a lot with trading and transfers and contracts but ultimately raising an extra 1, 2 or 3m comes from the local community. The biggest impact would be to fill the ground week in week out. He has seen the mistake of devaluing a product and offering free tickets, we have a quality club, quality team and a quality stadium

DK says the club is in a really good place, that there are lots of positives and he's seen lots of professionalism. He accepts there is scope to reach out to other CV postcodes and to ensure the CCFC brand is more visible in Leamington, Warwick, Stratford and other local towns

4. Dave Boddy responses to submitted questions

Separate document

5. Family Zone up-date – Pat Raybould (PR)

PR said it had been a great season – 300 children have registered at least one visit. The average over the season has been 190. They have worked with the club – Mark Hornby (MH) and JJ have been excellent. They have a team of 15-16 volunteers. MH praised PR back for the amazing work that she continues to put in.

Children get an award on their 5, 10 and 15 times attending.

Apart from raffles everything has been free – Supporters groups, Club, Player's equipment and players themselves have come down on occasion too.

Links made with fans groups in Uganda and this seems to be going well

Really appreciated the open training session at CBS – 2800 attended – players attended and signed items longer than they probably should have – lots of other activities before and after the training session happened as well, including inflatables, SBitC activities, face painters, balloon artists, magicians, competitions etc.

6. Proposed dates for future meetings:

Although Colin Henderson (CH) had proposed some dates for future meetings they all fell during the international breaks for next season and DB wanted to ensure that

club employees took leave at this time so would speak separately with CH to agree future dates and share them as soon as they are agreed.