

Company Number: 00109065
 Cardiff City Football Club Limited (the "Club")

Minutes of the SLO Meeting held on Monday 1st August 2022 at Cardiff City Stadium at 6pm.

PRESENT

Paul Corkrey (PC)
 Wayne Nash (WN)
 Mona Sabbuba (MS)
 James Bibby (JB)
 Ben Jones (BJ)
 Zac Lyndon-Jones (ZLJ)
 Carwyn Williams (CW)

POSITION

Supporter Liaison Officer
 Head of Operations
 Head of Ticketing
 Head of Commercial
 Fan Engagement & Disability Access Officer
 Head of Community Inclusion
 Head of Income Generation & Ext Affairs

Wayne Palmer (WP)
 Christian Evans (CE)
 Simon Chivers (SC)

South Wales Police
 South Wales Police
 South Wales Police

Vince Alm (VA)
 Gerald Wadley (GW)
 Hugh Bellamy (HB)
 Rob Jeffery (RJ)
 Tony Jeffries (TJ)
 Mark Jennings (MJ)
 Michael Spear (MS)
 Peter James (PJ)
 Zac Webber (ZW)
 Kevin Lewis (KL)
 Kelvyn Milward (KM)
 Keith Edwards (KE)
 Andrew Williams (AW)

Supporters Club Member
 Travel Group Member
 Travel Group Member
 Supporters Trust Board Member
 Travel Group Member
 Disabled Supporters Association
 Travel Group Member
 Travel Group Member
 Young Supporter Experience Group
 Travel Group Member
 Travel Group Member
 Travel Group Member
 Travel Group Member

APOLOGIES

Amy James, Mark Denham, Gavin Hawkey, Tim Wegener, Wayne Anderson, Kieran Jones, Keith Morgan

		Action
1	Welcome PC thanked everyone present for their attendance and began the meeting.	
2	Previous Meeting Minutes PC stated that all will have received the minutes from the last SLO meeting and that minutes of SLO meetings can be found on our official Club website.	
3	Foundation News PC introduced ZLJ and CW from Cardiff City FC Community Foundation to those in attendance. CW stated that he has recently joined Cardiff City FC Community Foundation, which is the official charity partner and community arm of Cardiff City FC primarily working with young people, families, and adults to address inequalities throughout South Wales, and to help them to reach their full potential. CW added that Cardiff City FC	

	<p>Community Foundation has existed for around fifteen years and currently has more than forty staff members. The Foundation receives funding from the Premier League and Cardiff City FC to help children through education and community based programmes.</p> <p>ZLJ stated that he has been at the Foundation for nearly ten years, focusing on three main themes: health programmes, education, and stronger communities. The Foundation reaches as far as Ebbw Vale, Merthyr, Rhondda, Bridgend, as well as Cardiff, engaging with around twelve-thousand unique people, ranging from ages four to eighty-nine, and equates to one-hundred-thousand visits per year.</p> <p>ZLJ highlighted their dementia programme, The 1927 Club, that takes place at Cardiff City Stadium every week. ZLJ added that the Foundation works in schools to deliver sport and education activities. ZLJ closed with their engagement with youth in the community to keep them away from trouble by providing clubs and activities.</p> <p>WP stated that there is potential there for SWP to divert youth to Cardiff City FC Community Foundation programmes.</p> <p>ZLJ shared a link with all to the Cardiff City FC Community Foundation website for more information about their work: www.cardiffcityfcfoundation.org.uk</p>	
<p>4</p>	<p>Commercial</p> <p>PC introduced JB, the Club’s new Head of Commercial, to those in attendance. JB stated that his first few weeks have been focused on preparation for the new season but feels that there is a huge commercial opportunity for the Club to engage with the business community in South Wales. JB hopes to return to provide commercial updates later in the season.</p> <p>VA asked why JB made the move into football.</p> <p>JB answered that having previously worked for Scarlets Rugby, the sport is different, but commercially very similar. Brands put money into sport because they want fans and players to interact with the brand.</p> <p>JB added that Cardiff City FC is a big club. They were very proud of their seventy-four million impressions on social media at Scarlets Rugby, however at Cardiff City, we’re pushing three-hundred-million. There is a real opportunity to work with national brands, while maintaining partnership with local businesses. JB stated that there are one-hundred-and-sixty sponsors at Scarlets Rugby, but only eight at Cardiff City FC, so there is certainly opportunity.</p> <p>WN added that more departments will be invited at future meetings to provide more understanding on what the different departments do.</p>	
<p>5</p>	<p>Fan Questions</p> <p>PC mentioned that some are curious to know the progress of the museum.</p> <p>WN stated that they just need the board to agree final funding for infrastructure such as heating and cooling. Then, it will be a case of understanding what the content is, what interactive pieces are needed and producing the videos to accurately capture the Club’s history.</p> <p>WN added that there will be a classroom that the Foundation can use and a new Club Shop alongside the museum in the Ninian Stand.</p> <p>VA asked if there is any progress with the FanZone.</p> <p>WN answered that it is a case of money and demand. WN came to the decision with the board that they would hold off due to the current financial commitments that the Club has. With the new academy facility currently in focus, the FanZone will be revisited at a later date.</p> <p>VA asked if there will be a café with the museum.</p> <p>WN answered that he cannot say too much on further development of the site at this time but mentioned that a drive-thru could be a possibility.</p>	

6	<p>Pre-season</p> <p>PC stated that there were no real issues during pre-season, apart from the Swindon Town fixture. The match day report came back positive, but complaints were received in retrospect regarding anti-social behaviour.</p> <p>PC mentioned that if complaints are not reported to a steward on the day, it makes it very difficult to identify individuals and act. If supporters find themselves in this situation, please contact a steward so action can be taken.</p> <p>CE added that these individuals were not kids and were forty-to-fifty years of age and reflects negatively on Cardiff City FC as a whole when visiting those Clubs in the future.</p> <p>VA asked if a photo of the Cardiff City SLO and a contact number to anonymously report incidents on the day can be shared with supporters.</p> <p>WN mentioned that there is a discrimination number for home matches in place but will implement an overt number to contact Cardiff City's SLO at away matches in the event of abuse or discrimination.</p> <p>PC suggested that the contact number can be sent out with tickets.</p> <p>WN closed the section stating that it is important that supporters exude their passion, just on the right side of decent.</p>	
7	<p>Upcoming Away Fixtures</p> <p>MS mentioned that there are a few newbies in the ticket office, so please be patient as they get up to speed.</p> <p>MS added that there is a new ticket office number that can be contacted on non-matchdays, which is 07484 070422.</p> <p>MS stated that templates will be issued to the travel groups for the submission of away ticket lists to the ticket office. If the travel groups are travelling by car or mini-bus with a manageable number of tickets, please purchase these tickets online yourself.</p> <p>MS closed by providing away ticket sales information for the next three away fixtures.</p>	
8	<p>EFL Fan Behaviour & Safety</p> <p>PC stated that the EFL has released new directives for football clubs dealing with anti-social behaviour in order to protect the game.</p> <p>WN stated that the amount of anti-social behaviour increased substantially following the return from the pandemic, including pyrotechnics, pitch invasions and players being threatened on the pitch. It is important that the field of play remains a sanctuary for the players and that supporters celebrate together from the stands, similarly to the celebrations that took place following Wales' qualification to the FIFA World Cup.</p> <p>WN added that supporters engaging in anti-social behaviour inside or outside of Cardiff City Stadium will be held accountable for their actions, police action will be supported, and tickets will be terminated.</p> <p>CE raised incidences where supporters have died as a result of pyrotechnics being used in football stadiums.</p>	
9	<p>Fan Engagement with Young Supporters</p> <p>WN stated that the young supporters wanted to move the drum to the front of the Canton Stand. Following this information being released on social media by supporters, complaints were received, and a conversation took place internally.</p> <p>WN suggested that the young supporters are moved to the front of the Canton Stand without the drum and eventually the drum can follow in due course.</p>	

	<p>MS mentioned that the Club has stopped season ticket sales at the front of the Canton Stand with a focus to begin the process of moving the young supporters to the front of the Canton Stand from next season.</p> <p>VA added that some of the older supporters bullied the young supporters out of the idea, but the drum has moved to the front of stands at football grounds across the country and this is what the next generation of supporters want to do at every club.</p> <p>ZW mentioned that he is aware that there is a correlation between louder fans and anti-social behaviour but feels a congregation of loud supporters close together should make it easier to police and for the Club to manage.</p>	
10	<p>Any Other Business</p> <p>PC opened the floor for any other business.</p> <p>HB mentioned the high prices in the bars at Cardiff City Stadium.</p> <p>WN noted that prices are rising in the current financial climate and prices are benchmarked against other clubs.</p> <p>SC raised the issue of coaches stopping within ten miles of an away ground without letting SWP know. SC reminded all in attendance to let SWP know if they are going to stop within ten miles, otherwise coach companies' licenses will be at risk, and those companies will simply stop taking football fans to matches. Coaches are also required to arrive at the away ground between one hour and two hours before kick-off.</p>	
11	<p>Close</p> <p>With no further comments, PC brought the meeting to a close.</p>	