

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

Minutes of the SLO Meeting held on Thursday 19th January 2023 at Cardiff City Stadium at 6pm.

PRESENT

Paul Corkrey (PC)
Wayne Nash (WN)
Mona Sabbuba (MS)
James Askey (JA)
Ben Jones (BJ)

POSITION

Supporter Liaison Officer
Head of Operations
Head of Ticketing
Head of CRM & Marketing
Fan Engagement & Disability Access Officer

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

South Wales Police
South Wales Police
South Wales Police

Gerald Wadley (GW)
Hugh Bellamy (HB)
Rob Jeffery (RJ)
Kieran Jones (KJ)
Peter James (PJ)
Kevin Lewis (KL)
Keith Edwards (KE)
Andrew Williams (AW)
Tim Wegener (TW)
Rhys Bunce (RB)

Travel Group Member
Travel Group Member
Supporters Trust Board Member
Disabled Supporters Association
Travel Group Member
Travel Group Member
Travel Group Member
Travel Group Member
Travel Group Member
Travel Group Member

		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	Supporter Engagement PC detailed that EFL clubs are required to meet supporters at least two times a year with representation from senior management. WN added that Fan Forums take place before some matches with Ken Choo and Mehmet Dalman. WN proposed that once a year, the Club could look at holding a large group supporter meeting with Ken Choo, Mehmet Dalman and Steve Borley present.	
4	CRM & Marketing PC welcomed and introduced JA to those in attendance. JA stated that his role entails managing mass communications to supporters to help the Club to grow off the pitch by supporting the Communications department, Ticket Office, Commercial, Retail and Fan Engagement. JA mentioned that he is a Cardiff University graduate, previously worked for Scarlets Rugby and is a board member for Sight Life and Swim Wales. JA added that his team are working on surveys for feedback, campaigns to promote matches, as well as out of home advertisement.	

	<p>KL suggested that the Club should promote more in the valleys.</p> <p>RB added that tickets should be advertised better and more visible when accessing the app.</p> <p>WN mentioned that a lot of teams have a separate ticket app, which the Club is currently looking into. An example would be the WRU and FAW ticket apps.</p> <p>JA explained that they have been analysing the user online journey and have plans to make the experience slicker.</p> <p>HB stated that he has spoken to many fans who are unhappy with being relocated from the Ninian Lounge due to its closure.</p> <p>WN responded that there was not a lot of take-up in the Ninian Lounge so the decision was made to close the area. Perhaps with more promotion going forward, the lounge can be re-opened for the 2023/24 season.</p>	
5	<p>Family Excellence Report</p> <p>PC asked BJ to provide information on the most recent Family Excellence Report</p> <p>BJ stated that two times a season, the EFL will send a mystery shopper to Cardiff City Stadium for a home fixture and then provide a detailed report on the experience. The report has shown that this took place at our Coventry City home league fixture and the results have been largely positive with an overall score of 8.3 – the average EFL score being 7.4. The report covers areas such as ticketing, facilities, retail, inside and outside the stadium, matchday staff, feeling valued and more elements that contribute to a full matchday experience.</p>	
6	<p>EFL Supporter Sanctioning Guidance</p> <p>PC introduced the document outlining a new process for dealing with unacceptable behaviour at football matches.</p> <p>WN stated that the new policy has four levels of sanction. Supporters are now clearly made aware of the consequences of their actions. More information on the levels of sanction can be found in our customer charter; https://www.cardiffcityfc.co.uk/club/customer-charter-supporter-code-conduct</p>	
7	<p>Upcoming Away Fixtures</p> <p>MS provided ticket information for upcoming away fixtures.</p>	
8	<p>Reporting Procedure</p> <p>PC reminded all of the reporting procedure for home and away matches. The contact number to report an incident is now 07484 070422. Discriminatory abuse will be logged, and appropriate action will be taken. It is important that any incidents are reported when they happen.</p>	
10	<p>Any Other Business</p> <p>PC opened the floor for any other business. PC mentioned that a 2003 Playoff Anniversary event will take place at Cardiff City Stadium on 26th January hosted by Cardiff City Disabled Supporters Association. Scott Young, Andy Legg and Jason Bowen will be in attendance, with Andy Campbell joining via Zoom.</p> <p>PJ raised the issue of no buses being available travelling from Cardiff Central to Cardiff City Stadium.</p> <p>WN responded that a conversation will be held with Cardiff Bus for next season.</p>	
11	<p>Close</p> <p>With no further comments, PC brought the meeting to a close.</p>	