

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

Minutes of the SLO Meeting held on Thursday 27<sup>th</sup> June 2024 at Cardiff City Stadium at 6pm.

<b>PRESENT</b>	<b>POSITION</b>
Paul Corkrey (PC)	Supporter Liaison Officer
Wayne Nash (WN)	Head of Operations
Mona Sabbuba (MS)	Head of Ticketing
James Askey (JA)	Head of CRM/Insight
Amy James (AJ)	Head of Fan Experience
Ben Jones (BJ)	Fan Experience & Disability Access Officer
Christian Evans (CE)	South Wales Police
Wayne Palmer (WP)	South Wales Police
Simon Chivers (SC)	South Wales Police
Vince Alm (VA)	CCSC
Allyson Rees (AR)	CCSC
Rob Jeffery (RJ)	CCST
Keith Morgan (KM)	CCST
Jonathan Hicks (JH)	CCST
Mike Spear (MSp)	CCST
Kieran Jones (KJ)	CCDSA
Mark Jennings (MJ)	CCDSA
Peter James (PJ)	Travel Group Member
Kevin Lewis (KL)	Travel Group Member
Keith Edwards (KE)	Travel Group Member
Hugh Bellamy (HB)	Travel Group Member
Tony Jeffries (TJ)	Travel Group Member
Andrew Williams (AW)	Travel Group Member

<b>1</b>	<b>Welcome</b> PC thanked everyone present for their attendance and began the meeting.
<b>2</b>	<b>Previous Meeting Minutes</b> 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.
<b>3</b>	<b>125 Celebrations</b> <b>JA Updates on 125th Anniversary Plans:</b> The club's 125th anniversary is being celebrated with a comprehensive campaign that touches every aspect of our activities, including the home shirt and season ticket campaigns. We're enhancing match tickets, retail offerings, the new home kit, and planning engaging content and interactive experiences. Updates to the concourses and internal areas of the stadium are in progress, with various events and experiences being planned. We launched season tickets on April 5th as our first milestone. Recently, we initiated the "Tell Us Your Story" campaign, reaching out to fans via social media, email, and the FAB. We're asking fans to share their stories, favourite memories, and what being a Bluebird means to them. These stories will be incorporated into our content throughout the year.

	<p>A club timeline is being developed to launch later in the summer, ahead of the new season, highlighting key historical moments in the club's history, both highs and lows.</p> <p><b>The Eras – Mini Documentary Series:</b> This series features short videos with former players, fans, and other club stakeholders, sharing their memories. Each monthly episode, approximately 6-7 minutes long, will cover different eras of the club's history.</p> <p><b>Stadium Updates:</b> In partnership with collaborators, we aim to commemorate the club's history with memory-led artwork around the stadium. We have acquired rights to historical images to bring the stadium to life.</p> <p><b>Retail Plans:</b> The home kit is heavily inspired by our past, with new retail lines being introduced throughout the year.</p> <p><b>Questions and Responses:</b></p> <p><b>VA:</b> Has the club partnered with anyone for 125th anniversary clothing/memorabilia?  <b>JA:</b> Yes, our Head of Retail is working with a provider to produce throwback kits and items of memorabilia.</p> <p><b>KL:</b> Will the old badge be featured on the away kit?  <b>JA:</b> This information cannot be disclosed at this time.</p> <p><b>VA:</b> How will the club timeline be presented?  <b>JA:</b> Primarily on the website, with touchpoints around the stadium. We plan to incorporate fan stories into this timeline.</p> <p><b>TJ:</b> How can non-internet users access this news?  <b>JA:</b> We will promote through buses, advertising boards, mail, radio, and TV advertising.</p> <p><b>Additional Initiatives:</b></p> <p><b>WN:</b> We're working with the city to commemorate the 125th anniversary at prominent sites and promote in the Valleys.</p> <p><b>MS:</b> We're planning a 125-inspired welcome pack for season ticket holders and club members.</p> <p><b>AR:</b> Can non-internet users share their stories?  <b>JA:</b> Yes, they can send letters. This information has been shared with the FAB and supporters' clubs to help us get this out to non-internet users.</p> <p><b>JH:</b> Can we create a short promotional video for events like GlastonBarry?  <b>JA:</b> That's a great idea, we can consider it.</p> <p><b>Museum Updates:</b></p> <p><b>WN:</b> We're seeking planning permission and budget to continue plans on the museum. We have a video showcasing our concept, inspired by Slavia Prague.</p> <p><b>KJ:</b> Will there be physical touchpoints in the museum?  <b>WN:</b> We're still deciding. The idea includes videos on a loop with a historical storyboard. We aim to create the space, gather pieces, and develop it over time.</p> <p><b>PC:</b> Hopefully the club can get started on the museum and then build on it progressively.</p>
4	<p><b>Fixtures Review</b></p> <p><b>PC:</b> Reviewed the fixtures revealed on June 26, 2024.</p> <p><b>Carabao Cup Update:</b> Our opponent is Bristol Rovers.</p> <p><b>WN:</b> This will not impact our pre-season fixture against Bristol Rovers.</p>
5	<p><b>Away Travel</b></p> <p><b>PC:</b> Asked for questions around away travel following the announcement of away fixtures.</p> <p><b>VA:</b> What is our stance on securing the full allocation of tickets? Is there any possibility of relaxing the bubble arrangement for the Swansea City fixture? Fans are getting tired of the bubble trip and feel they should be trusted to attend on their own.</p> <p><b>WN:</b> We are allocated 2,000 tickets, but after segregations on our side, we end up with 1,600 to 1,700 tickets. The number of coaches is limited by the car park capacity due to Sky operating out of the area. We've said to the police that, at some point, we need to return to normal practice and let fans travel like they do for other matches.</p>

	<p><b>CE:</b> From the police point of view, if both clubs agree to no restrictions, the police will have to manage accordingly. Our goal is to facilitate peaceful attendance without enforcement.</p> <p><b>WN:</b> Fans can influence this. If they write to Ken, Mehmet, Steve, along with their counterparts in Swansea, we might revert to the old system. If restrictions are lifted, some fans will still use buses, while others might take trains and be escorted to the stadium, similar to our matches against Bristol City. We need to discuss this with fans and present a proposal to both clubs' boards. If restrictions are removed, it would go to the SAG to review the safety and security factors, which might reduce our ticket allocation.</p> <p><b>VA:</b> I will write to the club and contact representatives at Swansea City to do the same.</p> <p><b>KJ:</b> Given the extra money from Sky games, every Championship club will get £9.7 million. Fans face more inconvenience with changing kick-off times. Can the club subsidise midweek away travel when matches are moved from weekends?</p> <p><b>WN:</b> The club is receiving significantly more from the TV deal. We can discuss this internally as it seems a fair suggestion.</p> <p><b>KJ:</b> Can we write to every club asking for reciprocal pricing?</p> <p><b>MS:</b> Ticket prices are more aligned with last season. We can reach out to each club to discuss this.</p> <p><b>KJ:</b> Some clubs offer reduced ticket prices for disabled supporters. Can we ask other clubs to do the same?</p> <p><b>MS:</b> I'm not sure we can pressure clubs to make this change.</p> <p><b>WN:</b> The league would need to implement these conditions. It's not our position to challenge other clubs.</p>
<b>6</b>	<p><b>Policing at Matches &amp; Online</b></p> <p><b>PC:</b> Advised caution for youngsters on social media, as certain posts can be considered discriminatory offenses.</p> <p><b>WN:</b> The club will not actively monitor social media but will refer any specific reports to the police.</p> <p><b>PC:</b> Emphasised that flares are not allowed at Cardiff City Stadium due to the risk of bodily harm.</p> <p><b>WN:</b> We have both legal and civil responsibilities to ensure the safety of everyone attending the games.</p>
<b>7</b>	<p><b>Fans Parliament</b></p> <p><b>PC:</b> A new EFL regulation requires a Fan Engagement Plan, a draft version has been created, we comply with regulation 128 but the FEP enhances that regulation for fan engagement. The first Fans Parliament meeting is scheduled for this autumn.</p> <p><b>WN:</b> We are aiming to have this meeting in September, following the transfer window.</p>
<b>8</b>	<p><b>Memorial Garden</b></p> <p><b>PC:</b> Handed over to Mike, who helps manage the memorial garden.</p> <p><b>MSp:</b> Veterans are continuing to maintain the memorial garden. Since March, we've received eight requests for plots. It won't be long before the garden is full, but we are working on expansion plans.</p> <p><b>WN:</b> The garden is on the maintenance schedule to ensure the area around it remains clean and tidy. The groundsman can assist if needed.</p>
<b>9</b>	<p><b>Fans Questions</b></p> <p><b>PC:</b> We've received some questions ahead of the meeting. Can you provide an update on fixed seating in the concourse?</p> <p><b>KM:</b> Is this a budget issue?</p> <p><b>WN:</b> Not a budget issue. If you can specify where and how many seats are needed, we'll look into installing some.</p> <p><b>PC:</b> Regarding train schedules, can the club discuss this issue with Transport for Wales for midweek games?</p>

	<b>KJ:</b> We have raised this issue, but Transport for Wales has advised waiting for the new metro system to help resolve it.
<b>10</b>	<p><b>Any Other Business</b></p> <p><b>MSp:</b> Will there be criteria for the Swansea City fixture as it's only our second away fixture of the season?</p> <p><b>MS:</b> Yes, it will have to be based on last season.</p> <p><b>MS:</b> Should we have criteria for the Bristol Rovers cup fixture?</p> <p><b>VA:</b> Suggested no criteria, just availability for Season Ticket holders and members. The room agreed.</p>
<b>11</b>	<p><b>Close</b></p> <p>With no further comments, <b>PC</b> brought the meeting to a close.</p>