

# Minutes of meeting of the CCFC Fan Engagement Panel (CCFCFAP) and the Fan Advisory Board (FAB)

18:00hrs, 13 March, 2025 – Captains’ Lounge, Cardiff City Stadium

Cardiff City Football Club Limited (the “Club”)

Company Number: 00109065

## **PRESENT**

### **CCFCFAP:**

Steve Borley (SB)  
Philip Jenkins (PJ)  
Gavin Hawkey (GH)  
Wayne Nash (WN)  
Mark Denham (MD)  
Dawn Williamson (DW)

## **POSITION**

Nominated board level Representative (NBLR)  
Financial Director  
Community Foundation Director  
Head of Operations  
Head of Communications  
Head of Human resources

## **FAP:**

### **Statutory FAB members**

Keith Morgan (KM)  
Jeremy Williams (JW)  
Kieran Jones (KJ)  
Luke Summerfield (LS)  
Jane Ford (JF)

Supporters Trust Representative  
Supporters Trust Representative  
Disabled Supporters Association Representative  
Supporters Club Representative  
Supporters Club Representative

### **Directly Elected FAB members**

Michael Weedon (MW)  
Allyson Rees (AR)  
Vince Alm (VA)  
Jamie Anderson (JA)

Directly elected FAB Representative  
Directly elected FAB Representative  
Directly elected FAB Representative  
Directly elected FAB Representative

### **FAB Secretary & Administrator**

Paul Corkrey (PC)

Supporter Liaison Officer

## **INVITIE**

### **Chris Nott (CN)**

Capital Law

## **APOLOGIES**

Lee Southernwood (LS)  
James Askey (JA)  
Mona Sabbuba (MS)  
Huw Warren (HW)  
Fraser Worth (FW)  
Gavin Chesterfield (GC)  
Amy James (AJ)

Head of football operations  
Head of Customer Relationship Management  
Head of Ticketing  
Head of Commercial  
Directly elected FAB Representative  
Academy manager  
Head of fan experience

	Item	Action
1	<p><b>Welcome</b> WN welcomed and introduced everyone and set out the agenda for the meeting.</p>	
2	<p>Steve Borley opened the meeting by thanking everyone for attending, he said it was a worrying time for the club in light of the recent results, but there are nine games to go and all to play for.</p> <p>Results had been very disappointing, although the width of a post in our previous two games could have resulted in us winning rather than losing both games, but there is no denying we are now in a difficult position.</p>	
3	<p>Chris Nott from Capital law presented the meeting with a comprehensive summary of the situation about Emiliano Sala. From the days leading up to the tragedy and the legal actions that have followed. A full account of this summary will be compiled and published on the FAB social networks.</p>	<p>MD to collaborate with KJ and the FAB board to compile this account for publication</p>
4	<p><b>MOU and Terms of reference</b></p> <p>WN informed the meeting that a small subgroup comprising of FAB and club officials, along with Ashley Brown from the FSA who had travelled up to assist, had reviewed and produced an updated MOU and TOR. These were both sent out to the FAB who agreed to the amendments in both documents.</p> <p>The FAB are now completely independent of the football club who are represented at these meetings by the CCFC fan engagement panel.</p> <p>MW and SB signed the new MOU</p>	
5	<p><b>Sustainability of the Football club</b></p> <p><b>FAB asked for answers in regard to upcoming season ticket plans and finances</b></p> <p><b>Season tickets</b>  <b>FAB</b> What is the plan for next year in relation to pricing and to boost attendances?  <b>PJ</b> answered We are currently working around prices for next season , both season tickets and match day prices. Considering recent results, unfortunately we are looking at two scenarios, we have to look at the possibility of relegation and if that affects prices.  We do not believe our prices are a problem , we are currently at the lower to middle sector compared to other championship clubs and even if we got relegated our current prices would still be favourable compared to league one pricing this season.  <b>KM</b> If compass wanted to increase prices for matchday products could the club intervene?  <b>PJ</b> It is something we will discuss in due course.  Back to season tickets we are looking at all the pricing options with Mona, head of ticketing, and also trying to decide when to launch them, but probably want to wait until we can confirm our league status. So probably looking at the end of April, we are prepared and can go earlier if required.  <b>KJ</b> asked if a price freeze was being considered <b>PJ</b> replied all options are on the table.  <b>SB</b> confirmed that the club had been campaigning for away tickets to be capped at £30 in the championship, but the majority of clubs won't support this, we do write to other clubs each season offering reciprocal price deals but only a few accept.</p> <p><b>FAB</b>, the number of empty seats in the stadium during a match is concerning, particularly the family stand. How do the club view this and are there any plans to manage this next season?  <b>PJ</b>, we have had an issue with no shows for a number of seasons, although it has probably been higher this season. Its easy to see this on match days now especially when its an evening or early kick off.</p>	

We need to look into and find more clarity into the reason fans buy a ticket but don't turn up. Is it because of the product, the kick off time, the weather, the Sky TV red button service?

We don't believe it's a pricing issue it's a combination of the above issues

**AR** The fact that games are played midweek on a school night is also a factor. Re arranged games don't help but its out of the clubs' control really. There also seems a different feeling or enthusiasm around the club from the regulars this season which is concerning.

**SB** another problem is early kick offs on a Saturday are affecting the attendance from young children who play football in the morning, we can't even consider asking leagues to switch fixtures to a Sunday because the pitches are also used then for the girls' games which we have also been promoting

**VA** We are at a critical stage of the season and there needs to be someone "drum beating" and promoting the games to get fans down here supporting the club in person, the media do put some good stuff out but there must be more we can do, Some of the key personnel at the club need to try to pull everyone together, all pushing in the same direction, I do it from my supporters club position , and yes some will criticise , but we all need to try to be positive and reflect that out to the players on the pitch.

## **Finance**

**FAB** With sponsorship, advertising and commercial income falling by £4.3m in the latest accounts. What is the latest on the current state of affairs and what has been done to halt the decline?

**PJ** It can be explained by the fact the year before we had the benefit of three years incoming falling into one year.so the actual fall is not as great as the accounts tell you. In reality the actual decline was close to £1 million.

**MW** Is matchday income and advertising factored into this?

**PJ** no that is not in these notes it's a separate category.

**FAB** In the event of the club being relegated, does the club have contingency plans to manage the impact of this? Including management of playing squad, staff and running costs?

**PJ** referred to his earlier comments and everything is always under review with both sets of scenarios factored in, although relegation will affect every single arm of the club but we all know the biggest costs are running the first team and if we are having to make savings that would be the first place we would need to look at, including the structure of our first team squad.

**SB** some players contracts include relegation clause but even that would not be enough, so cost cutting would be needed.

**KJ** Would we be in a different financial model if we were relegated?

**PJ** Championship clubs must adhere to Profit and Sustainability (P& S ) rules whilst clubs in League one follows the Salary Cost Management Protocol (SCMP) Si we have to look at working with two different sets of rules.

**SB**, we do not want to think about relegation although some clubs believe its easier to work under the SCMP rules.

**FAB** The exceptional item of £18.4m boosted the accounts however it's concerning that without this figure the clubs' finances would be in a challenging position. What work has been implemented to manage such losses? What is the plan moving forward to ensure we are PSR compliant?

	<p><b>PJ</b> achieving that figure of 18.4 million was part of our strategy to handle the loses for that year without it we would have had an issue with P &amp; S we changed our initial plans which was based on potential profit from player sales. The situation for 2024-25 season is that we currently forecast that the club will be P &amp; S compliant.</p> <p><b>MW</b> when does the new 3-year cycle begin for P &amp; S?</p> <p><b>PJ</b> It's a rolling three years so for instance if you look at 22, 23 , 24 for 2025 you take off 2022.</p> <p>New rules/methods are being looked at by the EFL but until we know exactly what they are and all the details we won't be willing to vote on any new set of rules.</p> <p><b>FAB</b> With regards to signings and the potential financial implications could the club the difference between a 'club signing' (Tsunoda and Simic) and a regular signing? The past two Managers have indicated they are not familiar with these players, and they are seemingly out of favour</p> <p><b>JA</b> this question has come up following comments from the two previous managers that they were club signings?</p> <p><b>SB</b> There are two things in this, firstly we currently have 33 players but are only allowed to register 25, so the recent strategy has been to bring in younger players who have potential to make the first team squad , not necessarily signing them for today but possibly tomorrow. So, we had to make 8 reductions to the squad, so we send some out on loan to get first team experience.</p> <p>We can never guarantee how long a manager, stays at our club and we have a strategy to bring in a younger player here that will benefit the club and we are now seeing a younger squad, with other potential players ready to step up in the future.</p>	
6	<p><b>Protecting club Heritage</b></p> <p><b>VA</b> Has discussed at previous meeting I have now selected and identified suitable lamp posts for banners of past players and managers. The CCST, CCSC, DSA are willing to contribute to the cost of production with donations. Would the club or foundation be willing to assist financially?</p> <p><b>WN</b>, we see this as a fan led initiative which we can support, currently we are coming to the end of our own "125" budget and have not worked out next year's budget to date. We will soon unveil the Sol Bamba poster on the Ninian stand. We had a healthy budget this season and believe we have brightened up both the outside and inside the stadium with the 125 initiatives.</p> <p><b>VA</b> The supporters club will look to fund 10 , we believe the trust will do likewise.</p> <p><b>KM</b> said he will take it back to the Trust board.</p> <p><b>KJ</b> said the DSA will ask members to do three, and added that there was still a sizable amount of money in the DSA account from the Sol Bamba flag that can be used now he has the agreement of that fund raising forum</p> <p><b>SB</b> also said there could be an opportunity for individual businesses to sponsor some.</p> <p><b>VA</b> Club funding is not essential , we are planning on doing it anyway with your permission and will look at getting season ticket holders involved in choosing the players who go on the flags, we may even look at themes or eras for the flags in different areas of the stadium footprint. We would like support from the club to run polls out to the fan base to facilitate this.</p> <p><b>KM</b> basically we are looking for club support to get the message out there and for there to be plenty of fan engagement and involvement in this project.</p> <p><b>VA</b> we are looking to target early next season; we just want to make a start and go from there adding to them periodically. They cost approximately £240 each with the fittings.</p>	

	<p><b>FAB</b> Can the club/foundation remove the dated player of the year licence plates from the wall in the Ninian concourse?  <b>WN</b> Simple answer is yes, we will also look at other areas of the stadium where these outdated plates are and look to remove them.  <b>FAB</b> The murals have been well received, are there any plans to introduce more in the stadium or in the City/Wider areas?  Yes, we are looking at doing more.</p> <p><b>FAB</b> Before the Aston Villa game James Whittingham mentioned in an interview with the press his desire to build a statue in memory of Peter. Have the club reached out to the family, what is their wish?</p> <p><b>WN</b>, we haven't formally discussed this with the family or had any feasibility studies done, although we would estimate costs to be substantial based on the Fred Keenor statue speaking to David Craig from the trust who also explained the huge amount of work that would be required. We can say that Peter's family are friends to many of us at the club and there is always positive dialogue between us.</p> <p><b>AR</b> What is the progress with the planned Museum at the club and would it be possible when built to have a stand along tribute there for Peter and his family?  <b>SB</b> Absolutely and we were always planning to do that.  <b>WN</b> The area was being utilised as a storage facility for the club shop but that has now been remedied, and we are looking to start looking into starting the Museum project in the near future hopefully beginning in 2025.  <b>GH</b> The foundation has started doing an archive of what we already have in regard to history and heritage that could benefit the museum and before we do a call for action to seek donations, we want to see what we already have.</p> <p><b>FAB</b> the 125 Events At our last meeting we raised concerns regarding the affordability of events put on for fans this season, with some events costing upwards of £100+. During the cost-of-living crisis this is simply out of the reach of many fans. Whilst it may not deliver impact on the bottom line, have the club considered an event at a lower price point which would allow more fans to be able to participate?  <b>WN</b> There are no more 125 events planned  <b>KJ</b> wanted to express his disappointment there were no cheaper events organised throughout the year.</p>	
7	<p><b>Improving Fan Products and services</b>  <b>Retail</b></p> <p><b>FAB</b> In the off season we discussed the idea of a free item of clothing for newborn babies who are Cardiff fans. Has this idea progressed?</p> <p><b>WN</b> This was a difficult one because we did not fully understand the remit, who was it aimed at, would be look for fans to register etc, costings? We know some clubs do it and don't think it's a bad idea. It's not something that we have looked at properly.  <b>PJ</b> For me I would need to see the proposal and the costing before committing to anything  <b>VA</b> We were hoping that someone from the retail department could spend some time looking into this and seeing if its feasible, its not down to the fans, we do not have access to the database due to GDPR. We just put the idea out there based on other clubs having the ability to do this.  <b>MW</b> To clear confusion this was mentioned before at an earlier FAB meeting when James Askey was present , although the retail manager was not here and it was</p>	

	mooted as a good idea, I did some groundwork on the pricing, and it was affordable with the mechanism being that Cardiff fans would need to register online to be considered for this. We believe it creates positive PR for the club at very little cost.	
<b>8</b>	<b>Any other business</b> <b>None.</b>	