

Cardiff City Football Club Limited

Fans' Parliament Event Summary Attendance & Overview

Approximately 50 to 60 supporters were present at the event, many randomly selected after accepting an invitation sent out to all Club Season Ticket Holders and Members. They were joined by fans representing the Fan Advisory Board (FAB), Cardiff City Supporters' Trust (CCST), Disabled Supporters' Association (DSA) and Cardiff City Supporters' Club (CCSC).

The Club had randomly shortlisted 100 attendees from a large pool of applicants, so it was slightly disappointing that a number were unable to attend.

Purpose, Structure & Club Attendees

Chairman	Mehmet Dalman
Director	Steve Borley
Executive Director & CEO	Ken Choo
Finance Director	Philip Jenkins
Head Coach	Brian Barry-Murphy
Head of Operations	Wayne Nash
Head of Communications	Mark Denham
Head of Ticketing	Mona Sabbuba
Head of Marketing & Hospitality	James Askey
Head of Safeguarding	Rob Cronick
Head of Fan Experience	Amy James
Head of Retail	Will Hale
Head of Women & Girls' Football	Iain Darbyshire
Head of TV & Video	Jamie De Cruz
Academy Manager	Gavin Chesterfield
Interim Foundation Director	Zac Lyndon-Jones
Senior Partnerships & Sales Manager	Adam Pierce

The Fans' Parliament is an annual event designed to broaden supporter access to the club. All department heads were in attendance, alongside Mehmet Dalman, Ken Choo, Steve Borley and Head Coach, Brian Barry-Murphy. The session lasted two and a half hours, split into an hour and 30 minutes of presentations from Club departments, followed by a 40-minute question and answer session.

Departmental Presentations

Presentations were delivered by each of the departmental Heads. Whilst the Club had been significantly affected by relegation in May, it was evident that considerable work is taking place behind the scenes and that there was a feeling of renewed energy after a prolonged period of instability, coupled with a determination to get the Club back into the Championship.

Gavin Chesterfield did a presentation on the Academy, in which he shared statistics from the EFL demonstrating the impressive number of Academy graduates in the First Team squad over the past year. He also outlined the strategies being used to further develop young players; the Club's commitment to supporting international football; the Board's backing for participation in international tournaments; and the robust support network established to keep young players engaged with the club. He finished by explaining

the importance of looking inside the building first when it comes to recruitment and that Patrick Deboys, Brian Barry-Murphy and he are working closely together.

Will Hale, Head of Retail, explained the not so simple process for kit creation and how long it takes to achieve sign off. It was also announced that the Club would be moving on from New Balance after this season, with a new supplier confirmed, although no further details were provided. A new retro kit range is also due to be launched in the coming month; these kits were shown on the big screen and are always good sellers.

Mona Sabbuba, Head of Ticketing, acknowledged the gaps in the family stand and explained that they are collaborating with schools to address this issue. The reasoning provided was that younger fans are increasingly drawn to more atmospheric sections, such as the Canton Stand.

Head of Operations, Wayne Nash, addressed the 'incident' at Exeter City, stating that a note had been submitted to the EFL. While the comments directed at the goalkeeper were offensive, they were incorrectly deemed discriminatory, and the EFL confirmed that the referee had erred with the public address system announcements.

Head of Communications, Mark Denham, noted the regular and numerous Board communications over the past 12 months. He added that staff are maintaining quality content flow across website and social channels and are particularly proud that they are still providing a physical matchday programme. He urged supporters to continue buying and supporting the publication.

Iain Darbyshire, Head of Women and Girls' Football, thanked the Board for their continued support which has been rewarded with success on the pitch and the promotion and growth of women's and girls' football throughout south Wales. He also thanked supporters for their support and urged fans to encourage more people to attend games.

We also heard a detailed report from Zac Lyndon-Jones of Cardiff City FC Foundation about the excellent work being carried out there, especially in the local community.

There were additional interesting presentations by other Heads of Departments. Each of these were well received by the fans present and departments have received excellent feedback.

Question & Answer Session

The Q&A session began with Mehmet Dalman explaining that no questions were off limit. The following is a summary of that session.

Academy Category Status: Attendees asked whether the Academy should seek Category 1 status or remain at Category 2. Gavin Chesterfield explained that the main difference between the two is financial, with Category 1 incurring significantly higher costs; the benefit of CAT 1 mainly centres around the better quality of the games programme that clubs can access.

The Club benefits from being under the Football Association of Wales (FAW), which makes it harder for Premier League academies to poach talent before the age of 16 if they reside in Wales. While the Club may sometimes have to trade players, there is a commitment to retaining and developing the best talent. The pathway for Academy players is clearer under Brian Barry-Murphy, creating a sense of excitement.

Club Management: In response to a question about day-to-day operations, Ken Choo confirmed that he still dedicates considerable time to the Club and maintains regular contact, attending all major meetings and events. In his absence, Head of Finance, Philip Jenkins oversees operations, as has been the case for the past number of years.

Relationship with KV Kortrijk: When asked if the Club should further leverage its link with KV Kortrijk, Ken Choo stated that stabilising the Club and promotion from League One was the current priority. The partnership would be revisited next year. Gavin Chesterfield added that the partnership had already benefitted players, such as Isaak Davies.

Owner's Presence: There was a question about when the owner might next be seen or if he could do a video interview. Ken Choo indicated that a visit could happen sooner rather than later.

Squad Physicality & Signings: Addressing concerns about squad physicality, particularly in defence, Brian Barry-Murphy reiterated his commitment to developing Academy players. While some may leave, this approach is expected to improve the team in the long term.

Football Fiesta: Amy James noted that the company that undertook this provision previously had a business model that didn't work in this respect, but we're seeing what we can do in the vacated space, especially around having events where fans can come to the ground on away. We have replaced the matchday work that football fiesta did.

Club Transfers: A supporter asked whether the Club would sell Dylan Lawlor for £2m in January, but added that he meant if any significant offers came in for our talented players in January, would the Club sell? Mehmet Dalman firmly said that none of our players were for sale.

Disabled parking at the stadium: A supporter mentioned that he was having difficulty obtaining a space for his wheelchair bound relative and questioned if there were sufficient accessibility spaces. Kieran Jones from the DSA explained that we have a waiting list for the accessibility spaces; we have over 100 available at our stadium and we have four additional spaces available on the day as a contingency. Mona Sabbuba added that we constantly monitor the car park passes and review every year.

Catering: A fan complained about the choice/options available in the food outlets on Level 4; this was acknowledged and will be relayed back to Compass.

The meeting ended at 8.30pm, though there was still an opportunity for fans to interact with the Chairman, CEO, Heads of Department and Head Coach in a one-to-one format.