

Minutes of the SLO Meeting held on October 21st, 2025, at Cardiff City Stadium at 6pm.

1	Welcome PC thanked everyone present for their attendance and began the meeting.
2	Minutes of the previous meeting These were agreed and are available on the CCFC website.
3	Matters arising from previous minutes (not on the agenda) None

4	Aberfan Remembrance, 59th Anniversary PC explained what the Club had organised at the Reading games with the black arm bands and the minute's applause on the 59th minute. WN Said that the Club would look to apply for permission for one minute silence at a home game around the date of the sixtieth anniversary.
5	JA discussed and presented the marketing structure at the Club, detailing the Club's data-led approach aimed at helping increase attendances, improve ticket sales and drive growth across the Cardiff City ecosystem (including retail growth, fan insight, commercial and wider support, customer relations and fan experience). For these aspects, an overview of analytical tools was provided to showcase top line how the Club uses data to fuel decision making at all levels, from strategic to tactical - to drive growth. This was provided alongside an overview of the strategic fan journey with practical examples provided at various touch points. The launch of 'Bluebirds Uncaged' and the Club WhatsApp channel was noted to have helped to improve engagement. These solutions and techniques have increased data capture growth by 20%, with improved engagement rates over the new channels. TJ enquired about reaching out to fans without access to technology. JA explained the Club uses traditional media channels such as radio, TV and out-of-home advertising to reach out to everyone.
6	Previous Away Fixtures review PC asked Christian Evans and Simon Chivers from SW Police to summarise the games since our last meeting (via video link). They explained that there had been issues at a few games and two pitch incursions, one at AFC Wimbledon and one at Stockport County; forces in those areas will decide if any further action will be taken as it is an offence to go on to the playing surface. WN agreed it was an offence but pointed out some mitigating circumstances: both were celebrations of last minute goals and with non-violent intent. There was damage to seats and LDV equipment at Stockport; CCFC have paid Stockport towards the cost of repairs. SJ also noted that some Cardiff City youngsters had been trying to engage with opposing fans and there had been some incidents at Stockport. All are being reviewed. There has been a continuance of anti-social behaviour at some games which is being monitored. PC said that from his role as SLO and our stewards reports from away games, the following experiences have been had this season: • AFC Wimbledon (1,310 away fans): Excellent welcome and help with coach parking; stewards were fan friendly and interacted with our supporters. • Luton Town – (1,345 away fans): Much better than last season in regard to steward attitudes towards our fans. No issues to report. • Stockport County – (1,153 away fans): Small away end and the layout caused issues, but that was no excuse for the discriminatory language used against a home steward which resulted in an arrest. Fans spilled onto the pitch following a last-minute goal, further action may be taken following reviews; however, advice is to never step onto playing surface. • Exeter City (600 away fans): A good welcome and access to fan zone, but during the game, the referee stopped play and a public address message was played warning fans that the game would not continue until the abusive chanting was stopped. The Cardiff fans complied with the stewards and the game continued without further incident. • Burnley (300 away fans): No issues.

	• Wigan Athletic (2,310 away fans): A member of our DSA asked the SLO to come to her aid, saying she felt insecure and uncomfortable due to the homophobic language being used by a fan behind her; she had asked him to stop but he continued. PC stayed with her for ten minutes and had a quiet word with the fan, who knew him, and he apologised. No more of those chants were heard. PC asked complainant at the end of the game if she was ok and she said she was. She later wrote to 'Kick it out'. It is something fans need to be aware of: racist or homophobic chanting is an offence and although it's a tiny minority, there is no place for it in our Club. In conclusion, our fans have been very loyal and passionate, but we have had a few incidents reported amongst the 6,428 Cardiff City fans who travelled away during this period. At Home matches, we have had a few ejections over the last couple of months (usually for drunken behaviour), but the most serious incident was the fan on the pitch at the Newport County game; this causes a lot of issues for our Club, in addition to the danger to players, it can often result in sanctions and fines from the EFL.
7	Upcoming Away fixtures MS 2,000 tickets have been sold for Bolton Wanderers, with about 700 more possible based on demand. The final group of Wrexham tickets will be released on Wednesday, 22nd, with high interest expected. Peterborough is expected to see lower demand due to its early FA Cup stage, while Blackpool, Northampton, and Stevenage may attract more fans as they are opportunities to visit new stadiums. Ticket allocations are Blackpool (2,200), Peterborough Utd (1,600 initially), Northampton Town (1,500), Stevenage (1,300), and Lincoln City (1,400). All have limited availability and ticket criteria may apply.
8	Cardiff City Supporters' Trust Update Rob Jeffery from the Trust explained that they are looking at ways of providing a service to facilitate PSA blood tests for supporters. Cardiff City Foundation are very keen to lead on this and would be welcomed by Prostate Cymru. The CCST are also set to organise their first Foodbank of the season on December 13th for the visit of Doncaster Rovers. This will be to benefit the Rhondda Food Banks. The Club will provide any assistance required. There will be a Special General Meeting held this Friday, even though a motion calling for this meeting has now been withdrawn.
9	Cardiff City Supporters' Club Update VA explained the work the Supporters' Club has done since the start of the season and how the CCSC has been able to run coaches at a loss to assist fans by keeping consistently low prices; this has been helped by the CCSC staff selling merchandise. The profits from those are unrecognisable from the past and are a real help with finances to offset coach cost losses. CCSC are happy to continue subsidies; they are a not-for-profit organisation which exists to benefit its members. CCSC has also been working with the DSA and Trust and are part of the Fan Advisory Board.
10	Cardiff City DSA KJ said that Cardiff City Disabled Supporters Association (DSA) continues its collaboration with the Spinal Injury Unit at Llandough Hospital by assisting supporters from the unit to attend matches. The Club provides complimentary tickets, while the DSA arranges transport. This season, the DSA's coffee afternoon will be combined with one of the Manager Q&A sessions held during the year. Manager Brian Barry-Murphy and Rubin Colwill are scheduled to attend at 6:00 pm on Thursday, 20th November. Tickets for DSA members are priced at £3, while tickets for other fans and non-DSA members are available for £5.
	AOB PC This season, we've held several manager visits at pubs across South Wales with Cardiff City supporters, including stops in Bargoed, Barry, Maesteg, and Cwmbran. We aim to continue these regularly until the season ends. If you know of a Molson Coors pub interested

	in hosting, please email fan.experience@cardiffcityfc.co.uk. Our next event will likely be in the Rhondda valleys; details are to be confirmed. Memorial garden Alun Phelps who looks after the Cardiff City memorial garden along with several other members of Cardiff City Armed Forces Veterans' Hub members. The Memorial Garden has become a very popular and comforting part of our community, with 34 requests for plots in the garden being submitted since April 2024. Twenty-nine of those have now been completed. Our Armed Forces Veterans build the plot surrounds that are requested before preparing them for each customer and providing items for adornment. We keep the grass trimmed and maintain all the needs of the plot and the garden itself. Everybody can support the Veterans and their tending of the garden. Volunteer days are held each summer and this year we saw a huge turnout, with close to 70 supporters, veterans and community volunteer group representatives dropping by. Several longer term jobs that had been put on hold were quickly completed thanks to the group spirit and effort. AP finished by thanking the Cardiff City Supporters' Trust and Cardiff City Supporters' Club for their practical and financial support of the garden.
	Meeting closed 7.30 pm