

18:00hrs, 27th August 2025 - Captains Lounge, Cardiff City Stadium

Cardiff City Football Club Limited (the “Club”)

Company Number: 00109065

PRESENT

POSITION

Steve Borley (SB)	Nominated Board Level Representative (NBLR)
Philip Jenkins (PJ)	Financial Director
Wayne Nash (WA)	Head of Operations
Mona Sabbuba (MS)	Head of Ticketing
Amy James (AJ)	Head of Fan Experience
Dawn Williamson (DW)	Head of Human Resources
Mark Denham (MD)	Head of Communications
James Askey (JA)	Head of CRM, Marketing & Insight
Will Hale (WH)	Head of Retail
Vince Alm (VA)	Directly elected FAB Representative
Jeremy Williams (JW)	Supporters’ Trust Representative
Kieran Jones (KJ)	Disabled Supporters’ Association Representative
Luke Summerfield (LS)	Supporters’ Club Representative
Michael Weedon (MW)	Directly elected FAB Representative
Jamie Anderson (JA)	Directly elected FAB Representative
Allyson Rees (AR)	Directly elected FAB Representative
Paul Corkrey (PC)	FAB Secretary & Administrator

APOLOGIES

Lee Southernwood (LS)	Head of Football Operations
Keith Morgan (KM)	Supporters’ Trust Representative
Jane Ford (JF)	Supporters’ Club Representative
Fraser Worth (FW)	Directly elected FAB Representative

	Item	Action
1	Welcome SB welcomed everyone to the meeting	
2	SB Asked for agreement that the minutes from the last meeting were accurate. KJ Verified that the minutes were accurate.	
3	PC asked if there were any matters arising that are not on the agenda. There were none.	
4	Club Shop - Layout / Content for Fans	

FAB Some fans have commented about the layout of the shop, with stock spread in different areas making it not user friendly, although this feedback was at the start of the season.

WH The shop is laid out in a specific way and we try to keep different sections separate. So, training gear will be in one place, leisure another, etc. It also depends on seasons of the year, but I will take your point on board.

- Stock levels

FAB There seems to be issues with stock in the shop, especially different sizes and choice of items to purchase.

WH With reference to New Balance: difficulties with deliveries currently; all departments across the Club have had issues. I am constantly chasing them.

PJ The licenced agent in the UK that New Balance was using in previous years (EZ Team Sports) went into liquidation, so New Balance had to step in themselves to handle distribution throughout the UK. They have committed to fulfil their obligations for this season; however, this is not their specialty, and we are seeing issues with deliveries etc.

FAB Apart from New Balance are you able to look at other suppliers for leisurewear or other items to make the shop more appealing, especially small items that children would be attracted to? Do you look at other football club shops to benchmark or look for ideas?

WH Yes, we deal with over ten different suppliers and we also look at other clubs; we have a budget and look to keep up with the trends but not over stock. We look to have an offering that appeals to all ages, all tastes/styles and all price points

- Choosing Kit for 2026 /27

FAB We were promised that fans may have some input into the kit designs/colours etc, can you update on this please?

PJ: New Balance indicated that they did not want to exercise the option of extending their agreement and so we went out to tender for a new Technical Kit Supplier. This agreement is still in the process of being finalised; however, due to the delay in the signing of the agreement, the 26/27 kit designs have had to be signed off already, in a far shorter time period than what would usually be expected. This would usually be 15-18 months before the season starts.

WH With a new supplier agreement being signed off after a delay, it has eaten away heavily in to design timelines which would ordinarily start in February. Therefore, designs have had to be signed off exceedingly quickly. New supplier has pushed their designs slightly more than current supplier.

- Feedback on crest for 125 years

FAB Many fans were disappointed that the badge/crest used last season was not kept, even if on the away, or third kit. Shirt sales must have increased last season due to the badge.

	<p>WH We will listen to feedback. Sales were very good, especially on launch day [referring to the 24/25 home kit launch and use of 125 crest]. Ultimately, it was a decision made at Board/Ownership level to revert to the full club crest this season. Commercial merits of 125 crest style badge will continue to be pushed.</p>	
5	<p>Update on re-structure plans that Mehmet mentioned at previous meetings</p> <p>FAB Request for update following Mehmet’s previous statement, when he said (at April’s impromptu meeting) that he would give the FAB an update in reference to the restructure at the Club.</p> <p>WN Club chairman Mehmet Dalman has agreed to do this at the upcoming fans’ parliament (September 19th).</p>	
6	<p>Bluebirds Uncaged</p> <p><i>JA gave a comprehensive presentation to the meeting about this new initiative.</i></p> <p>FAB We are very supportive of this new initiative and we are getting excellent feedback from the fans, many are using it. It was great hearing a message from the manager at the start of the season, it came across as personal to everyone who received it.</p> <p>JA We will continue to look to improve it and roll it out to our wider fanbase in the future.</p>	
7	<p>Family Stand Initiative</p> <p>FAB There are a lot of mid-week games this season, on top of the games postponed for international breaks. Are there any plans to do promotions for mid-week games, especially in the family stand? Offers to schools or local football clubs etc? Offers that the EFL promote, like kids for a quid.</p> <p>JA/MS explained that there were new initiatives planned for this season to increase physical attendances at games. They put a presentation up that highlighted some of these which included:</p> <ul style="list-style-type: none"> • New schools ticketing league • “Nothing beats being there” - family campaign • Grassroots tickets initiatives • Foundation courses and game packages • <p>We are also looking at first time and birthday packages.</p> <p>FAB welcomed these initiatives and emphasize the issues, especially around early Saturday kick offs and mid-week games and the effect this has on families attending games.</p>	
8	<p>Away tickets: new criteria</p> <p>MS We sold out our last two games and some fans were critical of how tickets were allocated; following fan consultation at the recent SLO meeting, a new ticket criterion is now in place. A full Q&A will be available to fans explaining the new system, but it’s based on something the FAW have been doing for many years so lots of fans will be aware of it.</p>	

	<p>In short, the new approach balances loyalty, fairness, and opportunity with:</p> <ul style="list-style-type: none"> • Loyalty to Season Ticket holders and members. • Loyalty to travelling supporters. • Fairness to all supporters, by creating a transparent and accessible system where everyone has the chance to build points and progress. <p>FAB had no complaints and welcomed the new criteria believing it to be a fair system.</p>	
<p>9</p>	<p>New training ground update</p> <p>FAB Has the training ground project been affected due to our relegation and is Vincent Tan liable for the full costs? Is he still committed to its completion? Are the FAW pressurising us to move out of the current training facility?</p> <p>SB Showed a slide of the master plan and development so far with the fields cleared but explained that is as far as we have got to date due to our relegation. Ideally, we will keep this area clear now for environmental reasons and we are trying to still get a soft start and possibly lay a ground slab, so that when we can go ahead, we would have made a start.</p> <p>FAB Is the capital investment completely frozen temporarily and how are you dealing with that in an effort to keep the project moving forward?</p> <p>SB Yes, the capital investment is currently on hold, but I am doing a very large building project at the moment and there will be a lot of surplus materials that I am happy to recycle into the training ground which will also give us a decent start for very little cost. The more we can do the less investment will then be required; we can certainly trim money off the initial prelims and ground works which will mean more money for the pitches or finishes.</p> <p>FAB Can you confirm that you still need to get funding from Vincent Tan?</p> <p>PJ We are in constant dialogue with VT..</p>	
<p>11</p>	<p>Fans' Parliament update</p> <p>WN A date has been agreed: it will be September 19th at Cardiff City Stadium. It was a disappointing turnout to a very good event last season, but that was due to a number of reasons including the passing of Sol Bamba.</p> <p>MD/AJ We will start sending out e-mails to Season Ticket holders and members asking for expressions of interest during the international break. We expect a good response.</p> <p>Suggested make up of attendees:</p> <ul style="list-style-type: none"> • 100 fans who are randomly selected from ST Holders and members who express an interest. • Members of the FAB, CCSC, CCST, DSA and CCFC Travel group. 	<p>JA/AJ emails to be sent</p>
<p>12</p>	<p>Questions from FAB</p>	

We are playing in a lower league tournament [Vertu Trophy] and low crowds are expected for these games. Have ticket prices been looked at for Newport and Arsenal U21s? Ideally, we would like to see Season Ticket holders for £5 & kids for a quid in Family, Canton, and Ninian stands.

MS We have to agree prices with opposing teams but looking at what Exeter intend charging our fans for a similar game down there we will probably keep to our first round Carabao Cup price structure. We are looking at ST holders for £10, general public £12 and then juniors £3 ST holder.

WN Newport home and a very good Arsenal Under 21 team maybe attract a decent crowd.

FAB Hospitality prices have been very affordable too for these games so that has been appreciated.

FAB If Vincent Tan is not visiting before Christmas, is it possible to have a video of him saying to the fans that his support and investment to the club is continuing? We would prefer if he could attend in person, but dialogue is very important from the Owner to the supporters and it's not been happening.

FEP We have no problem with this and it is something that could be spoken about at the fans' parliament.

FAB From a fan experience perspective: is the trial of beer inside the bowl in view of the pitch still happening?

WN Trials have begun at the Women's Super League fixtures and there will be further trials, but we think we are still a long way before we get to it to happen.

FAB Are there plans to roll out further safe standing?

WN We have sufficient rails here now to be compliant with SGSA, but we will probably still add another two rows to the back of the Canton and gradually add more. Of course, if we got to the Premier League then there would be an expectation from them for us to completely fill the Canton end with the safe standing rails.

- History and heritage

FAB Has the museum progressed? VA offered to support but we didn't hear back.

FEP Due to relegation we are on essential spends only so we are not looking to go into any capital expenditure spending at the moment; but hopefully we can get promoted and invest in projects like this.

VA It's one thing that really annoys me and many other fans: the lack of things to do when visiting the stadium on non-match days, it's totally wasted where it could become a community hub and place fans can feel attached to even when no games are taking place. A museum and other amenities would have been a great start, because at the moment there is nothing to attract fans here.

SB It basically goes back to the finances, time and situation we were in when we started building the new stadium and its footprint for a 60,000-seater stadium; a lot of compromises had to happen otherwise we would have had to go back to planning. We had to make difficult decisions and some of the retail outlets which help fund the stadium should really have been incorporated into the build; but for financial reasons they were not and our options were limited.

WN There are plans for some development in the Ninian stand which will be coming soon.

	<p>FEP For clarity, the museum is on hold at the moment but very much something we want to happen.</p> <p>FAB We have had some complaints that the sound system in the stadium is muffled in certain areas of ground.</p> <p>WN We recently had the whole system serviced and a new certificate granted; we are always monitoring it because it's important not just for communication but also safety of supporters at games.</p> <p>FAB would it be possible to have food & drink promotions at the stadium to attract fans to come early for 3pm kick offs when there is a televised Premier league game at 12.30?</p> <p>WN We are happy to trial this in one section of the ground to see if demand is there. We will use the grandstand bar area (Eddie May bar) where fans can access from 12.15 am; this will be advertised with the logistics explained and trialled at the Bradford City game on 20th September: (Everton v Liverpool live on TV at 12.30) and on 4th October: Leyton Orient Home when Leeds take on Spurs live on TV at 12.30.*</p> <p><i>* After investigation into its feasibility, it has been determined that it will not be possible to allow early entry to the Stadium to facilitate viewing of the 12:30pm Premier League kick offs.</i></p>	
13	<p>Any other business?</p> <p>MW Asked about impact from Independent Regulator.</p> <p>SB and PJ explained that they have met them and look forward to seeing what will be agreed with the EPL and EFL clubs.</p> <p>SB thinks it will be a while before anything comes out of this. You have the fans and government looking at ownership, club heritage etc; then you have EFL clubs looking to see how they can get more money from the Premier league who are looking to see how they can prevent giving more money to the pyramid.</p>	
12	<p>Meeting was closed at 8pm</p>	