

Minutes of the Fan Advisory Board (FAB) Meeting with Fan Engagement Panel (FEP)

18:00hrs, 24<sup>th</sup> March 2026 - Captains Lounge, Cardiff City Stadium

PRESENT	POSITION
Steve Borley ( <b>SB</b> )	Nominated Board Level Representative
Philip Jenkins ( <b>PJ</b> )	Financial Director
Wayne Nash ( <b>WN</b> )	Head of Operations
Dawn Williamson ( <b>DW</b> )	Head of Human Resources
Zac Lyndon-Jones ( <b>ZLJ</b> )	Director of Cardiff City FC Foundation
Gavin Chesterfield ( <b>GC</b> )	Academy Manager
James Askey ( <b>JA</b> )	Head of CRM & Marketing
Mona Sabbuba ( <b>MS</b> )	Head of Ticketing
Mark Denham ( <b>MD</b> )	Head of Communications
Paul Corkrey ( <b>PC</b> )	FAB Secretary & Administrator
Keith Morgan ( <b>KM</b> )	Supporters’ Trust Representative
Jeremy Williams ( <b>JW</b> )	Supporters’ Trust Representative
Jane Ford ( <b>JF</b> )	Supporters’ Club Representative
Luke Summerfield ( <b>LS</b> )	Supporters’ Club Representative
Vince Alm ( <b>VA</b> )	Directly Elected FAB Representative
Jamie Anderson ( <b>JA</b> )	Directly Elected FAB Representative
Allyson Rees ( <b>AR</b> )	Directly Elected FAB Representative
Keiron Jones ( <b>KJ</b> )	Disabled Supporters Association

APOLOGIES	
Will Hale ( <b>WH</b> )	Head of Retail
Lee Southernwood ( <b>LS</b> )	Football Support Executive
Amy James ( <b>AJ</b> )	Head of Fan Experience
Michael Weedon ( <b>MW</b> )	Directly elected FAB Representative
Frazer Worth ( <b>FW</b> )	Directly elected FAB Representative

<b>1</b>	<b>Welcome</b> <b>SB</b> thanked everyone present for their attendance and began the meeting.
<b>2</b>	<b>Previous Meeting Minutes</b> All agreed that the minutes from the previous meeting were accurate.
<b>3</b>	<b>Matters arising previous meeting</b> <ol style="list-style-type: none"> <li>The Club has often said it was carrying out a review of the senior structure of the club following relegation and a full review of staff. Is this now not the case or simply being kept internal? <b>PJ</b> The football club is always under review, but nothing has changed since the last meeting.</li> </ol>

	<p>2. The Independent Football Regulator and new license requirements any more update on this?</p> <p><b>PJ</b> Nothing new but it's getting closer. The application window for provisional licences opens in November 2026 and closes in February 2027, with pilot schemes for selected clubs starting in summer 2026. We are thinking about volunteering to join the pilot scheme, but no decision has been made yet.</p> <p>3. Are there any further updates on the Emiliano Sala case?</p> <p><b>PJ</b> We are expecting a verdict from France on March 30th</p> <p>4. Any further information or progress on the proposed new training ground</p> <p><b>PJ</b> As we said last meeting, it's currently on hold and we will see where we are next year.</p>
4	<p><b>Club Matters</b></p> <p><b>Overview of the new accessibility function CCFC Website</b></p> <p><b>MD</b> The Club has installed a new widget on the website that will give greater accessibility to users, developed by a company called Userway. It offers many different features that cater to the requirements of individuals, including translation to several languages, including Welsh.</p> <p><b>KJ</b> on behalf of the Disabled Supporters' Association was delighted with the application and our work on the implementation. He told us that some supporters were already using the tools and found them to be transformative in their experience of enjoying our web output.</p> <p><b>Next year's Season Ticket prices</b></p> <p><b>PJ</b> Explained that there would be an increase in Season Ticket prices for next season and this would be kept to a minimum; it is due to cost of living and wage increases, including living wage, plus the higher national insurance payments. They should go on sale in April and there will be good deals for early bird purchase.</p> <p><b>VA</b> It is understandable that there will be a rise, everything is going up, thankfully ours are reasonable compared to other clubs.</p> <p><b>KJ</b> Will there be an option for monthly payments?</p> <p><b>MS</b> Yes, this will be over a 12-month period through V12 retail finance.</p> <p><b>Crowd issues at home games; discriminatory language</b></p> <p><b>WN</b> We normally deal with these issues at SLO meetings but due to the seriousness of the latest FA charges against us we need to discuss it here. The Club has been charged with misconduct for a breach of FA rule e21 in respect of the match against Chelsea on 16<sup>th</sup> December when homophobic chants were heard in the second minute of the match. Clubs are responsible for ensuring that their spectators/supporters refrain from improper, offensive, or abusive conduct, so the Club has to plead guilty and the case will be heard on March 27<sup>th</sup>. I have written to them a mitigation statement that includes our belief that whilst we did everything possible to prevent this happening, we respectfully submit that the imposition of an absolute standard in matters governed by human behaviour is, by its nature, unpredictable and no organisation can guarantee with absolute certainty [the behaviour] of all individuals at all times. The Club nonetheless acknowledges that the applicable FA Rules do not permit a due-diligence defence in cases involving conduct connected to a protected characteristic. Accordingly, while the charge is accepted on the basis that the incident did occur, the Club's extensive due-diligence efforts are advanced solely by way of mitigation. Hopefully the FA will accept our mitigation, fines can be very substantial in these cases.</p>

	<p>We also had to give our observations about incidents which occurred at the Lincoln match. A fan has come forward and admitted making an offensive gesture towards the Lincoln captain, who reported this to the referee. The fan is deeply ashamed and wants to apologise to the player and the club. The matter will be in the hands of the CPS who will decide what action is need. There were also articles thrown onto the pitch and these culprits were caught on camera; the footage was shown to the meeting.</p> <p><b>FAB</b> We need to highlight these incidents to our fans in the hope it prevents further problems in the future.</p> <p><b>WN</b> Next season, the Club are getting two high-spec panomera cameras to add to the existing ones. These state-of-the-art cameras can record and play back incidents and will be very effective in evidence gathering,</p>
5	<p><b>Foundation Presentation</b></p> <p><b>ZLJ</b> Zac reported that he has served in his current role since June last year, following Gavin Hawkey’s departure. He has now been approximately nine months in the position. Zac expects to learn next month whether his appointment will become permanent.</p> <p><b>Strategic Progress</b> The Community Foundation is presently following a five-year strategic plan, with three years completed. The central motto remains "changing lives, transforming communities." Zac regularly reminds the team that they represent the Club's public image through daily involvement in schools, communities, youth work and health initiatives.</p> <p><b>Community Engagement</b> Families attend matches on weekends and midweeks, but the Community Foundation's day-to-day outreach is crucial. Staff are privileged to wear the club badge and share its values throughout the community.</p> <p><b>Football Club Charities</b></p> <p><i>It was noted that every football club now has an associated charity, reflected in the adoption of the new name ‘Football Club Charities.’ The Community Foundation continues to base its work around the inspiration and influence of Cardiff City Football Club, including regular stadium tours for young people and children.</i></p> <p><i>The sensory room, previously supported by partners, is being used extensively, and additional funding from the Masonic Charitable Fund now allows schools and families to access it free of charge. All community activities aim to deliver health benefits, support education, and strengthen communities.</i></p> <p><i>A recent partnership with the Premier League Foundation, South Wales Police Crime Commissioner and South Wales Police has secured up to £90,000 in funding over 18 months for the Community Foundation to provide targeted interventions for young people involved with youth justice services and alternative school provision.</i></p> <p><i>The Club’s badge and resources help engage these young people more effectively than traditional authorities, offering opportunities to influence them positively.</i></p>

	<p><b>FAB</b> Could you go into more detail about the communities you serve?</p> <p><b>ZLJ</b> <i>We are currently operating within a five-year strategic plan, and this marks the conclusion of the second year. Over this period, we have expanded our presence across multiple venues, with the aim of establishing 15 community hubs by the end of 2028. At the close of last year, we were active in six hubs; a further three have since opened, bringing the total to nine and enabling us to engage with thousands of individuals annually.</i></p> <p><i>We are particularly proud of the progress made in increasing female participation and engagement from ethnic minority communities across our sessions. Our delivery spans South Wales, working across seven local authorities: Cardiff, Rhondda Cynon Taf, Vale of Glamorgan, Merthyr Tydfil, Blaenau Gwent, Bridgend, and Caerphilly. As part of Cardiff City FC Community Foundation, it is expected that a significant proportion of our activity—approximately 35%—takes place in Cardiff; however, we maintain a strong presence across all areas.</i></p> <p><i>Looking ahead, our ambition is to continue extending our reach. In terms of inclusivity, all primary and secondary school programmes, as well as community hubs, include disability-specific provision. In addition, dedicated disability sessions are delivered in Cardiff and Merthyr Tydfil to ensure greater accessibility and targeted support.</i></p> <p><i>Zac went through the grant application process and informed the meeting that a new Premier League Fans Fund is available for the next two seasons. The smaller fund (£15,000 across both seasons) focuses on family engagement, particularly activities in the family stand, with opportunities for joint delivery.</i></p> <p><i>The larger fund supports inclusive stadia, health and wellbeing, and engagement with underrepresented fan groups. The Foundation are seeking FAB input to help shape the application and ensure fan voices guide the partnership between the Foundation, the Club, and supporters. Applications for both funds are underway, with a tight deadline of 14 April.</i></p> <p><i>FAB members completed a short survey to gather ideas for funding priorities. Clubs can apply for up to £50,000 per season, which must be match-funded. Any potential sponsors or partner organisations able to contribute would help increase the overall funding and impact.</i></p> <p><i>Ideas included further development of the museum project and exploring the use of ‘Give Vision’ goggles, which allows fans with limited vision to watch matches. While there are significant engineering costs to enable stadium-wide use, this is an area of strong interest.</i></p> <p><b>FAB</b> thanked Zac for an excellent presentation.</p>
6	<p><b>Museum</b></p> <p>A plan was shown about where the proposed Museum will be situated and how it can be accessed and used. It is a work in progress, but the FAB expressed concern that it would not be ready for next year’s 100-year celebration of the 1927 FA Cup win.</p> <p><b>WN</b> Progress is being made and we will keep everyone updated.</p>
7	<p><b>FAB Questions:</b></p> <p><b>Is it a requirement under EFL or Premier League regulations to maintain a designated Family Stand? If not, could family discounts be made available across all stands? This approach would allow the existing Family Stand to be utilised by all supporters and may contribute to improving the atmosphere at CCS, which is currently lacking.</b></p>

**WN**, We do not consider it an official requirement to have a designated family section area within the stadium. However, it is widely recognized as best practice to provide such an area. Observations show that the family section is often not heavily populated at many matches. Currently, access to tickets in this area is restricted based on specific criteria, which we are open to reviewing to improve accessibility and attendance.

**One of the main concerns from our fans is that, unlike most EFL clubs, we lack passionate home supporters near the away section. Many believe improving this would boost attendance, as some currently choose to stay in pubs where the atmosphere is better than in the ground.**

**WN** We will not permit large groups of fans to be located adjacent to the away supporters in the family section area. This arrangement has previously led to problems, including unrelenting anti-social behaviour and subsequently would substantially increase costs for the club. At present, most of our matches proceed without police presence, a situation made possible by our effective segregation policies and stadium layout. It is not necessary for home fans to be positioned next to away supporters to foster a lively atmosphere. The vast majority of stadiums across the leagues demonstrate that away fans can be situated opposite at an angle from the main home ends without diminishing the overall atmosphere. This includes EPL clubs (Manchester United, Liverpool Everton, Spurs, Arsenal, Aston Villa, Chelsea, Brentford, Fulham, Brighton, Sunderland, Newcastle, Bournemouth, Palace, Leeds, Forest and West Ham) and EFL Championship clubs (Coventry, Boro, Ipswich, Southampton, Derby, Watford, QPR, Norwich, Stoke, Bristol City, Birmingham, Preston, Sheff Utd, Charlton, Blackburn, WBA, Portsmouth, Leicester, Oxford and Sheff Wed).

**FAB** Could the club consider an area where a singing section could be created with like minded people. It could start to create a better atmosphere; many of the fans in the Canton are now older and a lot of the younger fans who create a great away atmosphere are not together at home games. There must be a desire from the club to do something, or it will never change.

**WN** It would have to be in the front of the Canton Stand or the corner of Canton/Ninian Stand but it would mean displacing other Season Ticket holders.

**The commemorative bricks at the Sloper Road entrance to CCS are currently in poor condition, with many names obscured due to accumulated dirt and a lack of regular cleaning. We respectfully request that these bricks be properly cleaned, as they honour Cardiff City supporters who are no longer with us and deserve to be treated with appropriate dignity and respect**

**WN** The stones have been in place for more than 17 years, and despite numerous jet washes and cleaning efforts, they have reached the end of their lifespan. The Club is considering constructing a new wall for commemorative stones and possibly creating ceramic versions. Fans will have the opportunity to purchase new stones and the commercial department is exploring this idea. The original stones will remain, and some fans have begun enhancing them on their own.

**Are there plans to improve food and drink at CCS? Supporters feel current quality and value are poor, everything is so expensive. Partnering with local vendors on a profit-share model could raise standards and enhance the matchday experience.**

**FEP** We're never going to compete with Greggs and McDonald's, but last year the club gave away their barrel profit to reduce the beer price here. So, the argument previously was always about

	<p>the beer price. The issue is down to the cost of living in general not just at the stadium food outlets.</p> <p><b>That may be the case, but this season at the visits to much smaller League One clubs we have seen more variety on sale compared to here .</b></p> <p><b>FEP</b> There is a lot of variety if you were to walk around the whole of the concourses and different outlets do appear. There is a new donut outlet opened for example this season and a chicken and chips offering. There is always review to see what's selling and what's not.</p> <p><b>On the basis we get promoted, will there be a substantial revenue made to bring in the necessary players to re-establish ourselves as a top Championship side?</b></p> <p><b>PJ</b> We got relegated and lost a lot of income which we offloaded by losing players and reducing players wages plus other cost cutting measures. If we get promoted, costs and players wages will increase so we are back to where we were. The manager worked with a relatively small squad this season and looks for quality rather than quantity and we are sure the Owner will be keen to support him. Sometimes the Club are made an offer for a player they can't turn down and then that money can also be used to improve the squad, but we are under no pressure to sell players unless it makes financial sense.</p> <p><b>If the club fails to get promotion this season, is there a plan in place?</b></p> <p><b>PJ</b> Yes, we have a plan for any scenario.</p>
8	<p><b>Any other business?</b> None</p>