

1000BC Meeting Report – Monday 3rd April

In attendance

Ashley, Andrew, Paul, Oliver, Luke, Luke, Maurice, Matt, Bob

Family Day Debrief

- Good turnout from both the discounted family day offer (£20 for a family ticket instead of £25) and from the targeted promotions to Moorlands School and the Foundation (Kids free + £6 adult with flyer).
- In future we probably need more than one turnstile operator to cope.
- The footie inflatable was a big hit with kids before the match (although less so at halftime). It cost £200+VAT to hire, we may consider buying one if our programme of kid-centric events justifies the cost.
- We should have the bar open in Randall's serving with plastic glasses.
- Bladud was a hit with the kids, although perhaps needed a minder. Having players in there before the match was great as well.
- With more notice we can potentially get sponsors for all additional activity, including the inflatable.
- We should aim for a face painter next time with sufficient notice, with the aim of it being self-funding.
- Family Day to be on the annual calendar along with Community Day, Student Day, Non-League Day and Women at the Game.

School Programme

- After successful trial with Moorlands School, this to be rolled out across the city's schools – Jon to contact MB who initiated the Moorlands activity.
- Dates to be identified once fixtures announced

- We need to watch out for segregation at major matches and potential cup clashes
- Also avoid cold winter days for major pushes

Attendance Update

- We're at a League Average of 613 – marginally down on our baseline of 630
- We agreed not to pull any stunts to try to push over last year's average – it'd require 1600 in the last two games and isn't a necessary message. Also don't want to over-do free entry/offers
- Overall crowds are down -16% in League South, but only down -3% at BCFC – wider impact of loss of Maidstone crowds may skew this substantially.

Looking forward:

- 16/17 was hampered by so many games in August when people are on holiday, plus multiple Tuesday evening games.
- We'll promote the idea of Parent & Child evening game in summer Tuesday matches – bring your kid to an evening match without school in the morning
- Community Ownership angle – messaging to investors to “try out your new club”
- **Oliver/Luke** – Develop flyer for hotel concierges to encourage tourists to attend matches
- Jon to contact Tourism Plus about the possibility of selling tickets, and ensure we're in What's On Bath.

March to Match

- This was a disappointing result – too many conflicting calls on core people on the day.
- Agreed for future events to make sure it's a clear match, without other major Supporters Society or Supporters Club obligations
- It's less confusing if we just stick to one pub for each meetup – probably Bath Brewhouse next time – possibly present it more as a pre-match meetup than a march to the match
- The point is to use fan power to make the club more visible in the city centre, so fans are encouraged to wear stripes when they meet up.

Season Ticket Marketing

- **Oliver, Jon, Luke and Matt** to create messages
- Can we provide a “money can't buy” benefit for season ticket holders? Ideas included a prize draw, photos with team, “director for the day” draw, draw for HT “Shoot or bust”.
- **Ashley** to investigate what benefits other clubs offer season ticket holders

Universities

- **Luke and Matt** (from Bath Spa and Bath Uni respectively) to investigate stalls for Freshers Fair and organise material in universities' welcome pack

Improved Fan Experience

Round table suggestions included:

- High-standing tables in Charlie's
- Shorter queues at coffee shop
- More food choice / proper pub food in Charlie's
- Bar has no atmosphere

- Half time entertainment
- Better toilets

AOB

- Can the Golden Gate lotto be marketed to community shareholders? **Jon** to ask the Society.
- End of Season Awards to be presented on 29 April – **Jon and Oliver** to see if we can run a fan voted Goal of the Season, with showreel
- Can we show the FA Cup Final in Charlie's? **No go – already booked for a wedding reception**
- Andrew noted that the club had tried running its own events but typically attracted 70-80 people for the likes of cover bands and just covered costs. We may have better marketing channels now though.
- **Bath Chronicle Advertising** – since the meeting the club have booked eight quarter pages in the Chronicle to be used between now and the end of August. Initially these will drive at season ticket sales, then friendlies and new season. Having an anchor ad on the page should help consolidate editorial coverage as well.

Date of next meeting tbc after fixtures announced