



Bath City FC Supporters Society

2022 Annual General Meeting

7.00pm on Thursday 16th June 2022

Via Zoom

Confirmed minutes

Present: 33 members (in person and online)

1. Welcome

Christopher Flanagan, Chair of the Supporters Society, welcomed everyone to the meeting which was the first general meeting to be held in person since 2019.

2. Society Chair's report

CF outlined the Society's activities over the last 12 months. He started by offering the Society's sincere thanks to Joy Saunders who has stepped down as the Club's Community Director after making a major contribution to the Club and local community. He thanked Shane Morgan who has served the maximum of 12 consecutive years on the Society Committee and Sally Harris and Mark Taylor who are also stepping down from the Society Committee.

He drew particular attention to the following:

- A Club strategy had been developed and agreed between the Society and the Club Board. This sets out key objectives over a three-year period and is available on the Supporters Society website.
- A survey of Society members and community shareholders has been carried out (see details below)
- The Memorandum of Understanding had been agreed by both the Society Committee and the Club Board. This sets out the relationship between the two and establishes two joint meetings a year to review progress on strategy and work together on key issues.
- The Society had worked with the Club Board to appoint Peter Headington to the post of Commercial Director which had become vacant.
- A Club Board governance document had been drafted in partnership with the Club Board
- A strategy to increase the Society's membership has been agreed
- Monthly email updates to Society members had been initiated
- An induction pack had been drafted
- The Society had agreed to make a loan of £8,000 to the Club which will be paid back in kind (see below)
- The Society had continued to work on the Twerton Park redevelopment Group via membership of the Redevelopment Working Group

Steve Skinner asked about the extension of the Club's current debt, the size of the debt and whether May 2023 is now the final deadline for repayment. CF responded by saying that this would depend on all the creditors, not just the Society, and that the redevelopment was key to resolving this situation. The debt stands at about £1.3m and the situation must be



tackled. A lot of work is going on to resolve this and various options are being considered.

3. Club update including redevelopment

Club Chair Nick Blofeld reiterated that the Club Board and Society Committee are working closely together on the issues which CF highlighted. The redevelopment of Twerton Park is the key issue and significant progress has been made. Discussions have been held about future redevelopment options. The Club Board is to consider next steps shortly and that will then go to the Supporters Society Committee. The financial aspect is very tight given that student accommodation has been ruled out by BANES Council, but the redevelopment is now being given one final push.

4. Results of the supporters' survey 2022

Oliver Holtaway presented the results of a survey that the Society had recently carried out recently. This was largely based on the 2017 survey although it was specifically aimed at Supporters Society members and community shareholders rather than a wider audience of Bath City supporters. A total of 202 people had responded and some of the key findings were that:

- 65% had said that they would like to be involved in key issues but not everyday matters
- Progress towards goals set out in 2017 was generally recognised, particularly in relation to
 - 'engaging with the city and attracting new support' and
 - the Club being 'professionally run'
- The top three goals were reported to be
 - 'being financially sustainable in the long term'
 - 'playing attractive ambitious football' and
 - 'being responsive to its members and supporters'
- The top three changes that people would like to see over the next five years were
 - 'no longer loss-making'
 - 'upgraded stadium and matchday facilities' and
 - 'increased attendances'
- Respondents were asked what would be most important to them in weighing up a 'Plan B' in the event of the Club not being able to clear its debts through Plan A (ie through redevelopment). The biggest priority was 'financial sustainability' and the next two options 'staying at Twerton Park' and 'remaining democratic and community-owned' were neck and neck.

The full results of the survey are available on the Supporters Society website and will help to inform discussions and consultations on future options for the Club.

In discussion Chris Coles emphasised that community ownership had produced very positive results for the Club including greater engagement with local people and a very significant increase in matchday attendances. This should be celebrated and communicated more widely.

5. Society Treasurer's report

Al Lord reported that the 2021 Supporters Society accounts were about to be finalised and provided information on income and expenditure and the balance sheet. The Society had received £14,669 in income during the year and expenditure was £9,224,



giving an excess of £5,445. The largest item in both columns was a grant of £4,800 from the St John’s Foundation which had been spent on a feasibility study relating to the development of Twerton Park.

The total of capital and reserves of the Society was £565,634 of which £488,671 is the Society’s shareholding in Bath City FC Ltd and £74,302 in loans from the Society to the Club.

It was also reported that the Society is about to make a £8,000 loan to the Club which will be repaid in kind over a four-year period in the form of sponsorship/advertising facilities.

6. Re-appointment of auditors

The AGM agreed to re-appoint Blomfields (now trading as Charlton-Baker) as Supporters Society auditors (Proposed: Jon Blain, Seconded: William Heath).

7. Club Board and Society Committee election results

Paul Brotherton, Election Officer, reported that 123 Society members had voted in the elections, representing a turnout of 35%. There were elections for specific Club Board Director roles and for places on the Society Committee (the Board of the Supporters Society). Results were as follows:

Community Director on the Club Board (one place for three years):

Jane Jones	Yes	114 (elected)
	No	2

Marketing Director on the Club Board (one place for three years):

Jon Bickley	Yes	122 (elected)
	No	0

Supporters Society Committee (up to six places for two years each):

Jon Blain	Yes	109 (elected)
	No	4
Oliver Holtaway	Yes	115 (elected)
	No	3
Pete McCormack	Yes	113 (elected)
	No	1
Marc Thomas	Yes	106 (elected)
	No	6

PB congratulated all those elected and welcomed Jane Jones as a Society-appointed Director on the Club Board. He thanked Sally Harris for her input as Election Observer and everyone who took part in the election.



8. Debate on motions received

Two motions had been received. These can be discussed (and possible amendments made) at the AGM but voting on the motions would take place online/by post after the meeting. This enables all members to have their say.

Motion 1: "The Society should ensure that, where possible, Bath City FC has no direct association with or contract with any external gambling companies and does not promote gambling companies in any of the Club's official output. The Club should oppose or vote against similar relationships at League level, where possible".

Proposed: Dan Messom

Seconded: Michael Clayton

Michael Clayton opened by stating that following further discussions he and Dan Messom wish to withdraw the motion. This was due to the current wording being likely to prevent the Club gaining income from sources such as Goldline and the National Lottery. They would wish to re-word the motion (in consultation with others including the Commercial Director Peter Headington) and bring it back at a future date. There was some discussion on the subject of gambling and football in which a variety of different views were expressed. It was noted that some Clubs do already have a policy on the subject which Bath City could draw on. The point was also made that a wider issue of ethical decision-making should be considered. This should include ethical issues related to income and strategy on a range of matters including being clear what the Club stands for.

Motion 2: "The Society should, by 1st Oct 2022, publish a Succession Planning strategy incorporating policies and principles for the club's key roles to ensure continuity and consistency in the event of planned or unplanned leavers. This should be completed with the co-operation of and contributions from the club board to include but not be restricted to:

- *Identification of key roles (inc. definition of competencies required)*
- *Definition of process – including ownership and responsibilities*
- *Guiding Principles*
- *Provision for planned and unplanned departures*
- *Preparation steps*

Proposed: Michael Clayton

Seconded: Mike Nelson

Michael Clayton introduced the motion by saying that succession planning should be a key feature of any well-run organisation. There was discussion about what roles this motion should cover, and it was suggested that it should include Directors on the Club Board, Society Committee members and at least some members of staff. There were also issues about who is responsible for what and the overall responsibility of the Society to ensure that there is a balanced Club Board. The implementation of this motion (if agreed) should therefore be a joint responsibility between the Society Committee and the Club Board. It was felt that succession planning is particularly important in organisations that rely heavily on a small number of people to do key roles. There was also discussion about the realistic timescale for producing a policy.

After some discussion two amendments were proposed:

- Replace 'by 1st October' with 'by the date of the next Society IGM' - proposed by Oliver Holtaway.



- After 'key roles' insert '(Club Board, permanent salaried staff and Society Committee)' - proposed by Chris Coles.

In a show of hands both amendments were agreed by the AGM. The amended motion to be put to Society members* is therefore:

"The Society should, by the date of the next Society Interim General Meeting, publish a Succession Planning strategy incorporating policies and principles for the club's key roles (Club Board, permanent salaried staff and Society Committee) to ensure continuity and consistency in the event of planned or unplanned leavers. This should be completed with the co-operation of and contributions from the club board to include but not be restricted to:

- *Identification of key roles (inc. definition of competencies required)*
- *Definition of process – including ownership and responsibilities*
- *Guiding Principles*
- *Provision for planned and unplanned departures*
- *Preparation steps*

*Note. The result of subsequent voting on the amended motion 2 was:

FOR the motion: 105 votes

AGAINST the motion: 8 votes.

9. Any other business

Steve Skinner asked if the Club is working with the Council to investigate possible relocation options (such as sharing the Rec with Bath Rugby) in the event of a Twerton Park redevelopment proving unfeasible. CF replied that the Society Committee has carried out work on possible alternative scenarios in a broad sense. Chris Coles added that the Club is actively investigating possible alternative courses of action. The possible options are very sensitive and cannot be shared at this stage.

Paul Williams reported that he'd attended a meeting of the National League in which key dates for 2022/23 were discussed and possible increased revenue streams were outlined. He also confirmed that the Club is working to a break-even position for the season ahead. Season ticket sales have increased with over 300 being sold at the time of the AGM. Jon Bickley added that the community ownership has had a genuine impact and a younger profile of supporters was now coming to the Club.

Steve Skinner asked about communication between the Club Board and the Society Committee now that Shane Morgan had stepped down from the latter. CF replied that he as Society Chair (or a deputy) attends all Club Board meetings. There is also a new arrangement whereby the whole Society Committee meets with the Club Board twice a year to review progress.

10. Close of meeting

CF thanked everyone for attending both in person and online and closed the meeting.