

Committee Meeting held at 6.30pm on Thursday 7th March 2024

**Present:**

Phil Novis (President)(PN), Martin Sharpe (Chairman)(MS), Jane Roberts (Vice-Chairman)(JR), Kevin Sands (Secretary)(KS), Geoff Appleton (Treasurer)(GA), Solveig Haywood (SH), Chris Deverell (CD), Neil Larry (NL), Andy Barwell (AB),

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| **Item** | **Details** | **Action** | **Time** |
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| **1** | **Apologies** |  |  |
|  | Margaret Appleton (MA), Lesley Cornish (LC), Mel Grover (MG), Jilly Lane (JL) |  |  |
| **2** | **Minutes of the last meeting** |  |  |
|  | Accepted & signed by the Chairman. |  |  |
| **3** | **Matters Arising** |  |  |
|  | Item 7 – Card reader all set up and trialled at Bristol home game. No problems were experienced so good to go at next home game. It was agreed unanimously that Chris should purchase 3 further machines to cover all selling locations and in the office. Chris will set up the machines in time for next home game.  Item 9 – Need to look at old job descriptions that Jane has sent out and update where necessary.  Item to be included on agenda for next meeting to discuss in more detail.  Item 10f – Leave on agenda for next meeting. | **CD**  **GA, MA, KS, MG**  **KS** | **2 wks**  **2 wks** |
| **4** | **Correspondence** |  |  |
|  | None received. |  |  |
| **5** | **Treasurers Report** |  |  |
|  | Geoff presented the report indicating recent income and outgoings and the overall position of the bank balance. |  |  |
| **6** | **Membership & Outing Report** |  |  |
|  | **Membership**  Membership is now up to 121.  **Outings**  We will be taking 2 coaches to Cambridge. |  |  |
| **7** | **Marketing** |  |  |
|  | Jilly apologised for not attending. The following notes were presented by Jane on her behalf:-  Has been looking at Blues website – good that there’s a link to ours, but almost missed our section. Saw clearly “Friends of the Blues” but not ours. Perhaps need to change the title of ours to something more meaningful – “Followers Association” or “Away Travel” or similar? Speak to Club about how many click through’s they get from their site to ours?  Need to update Followers website – nothing major, just some tweaking. Looks a bit old fashioned – some of the fonts need updating in various places – they disrupt the eye.  Logo perhaps needs a bit of tweaking – is there anyone with the expertise to look at it?  Has been speaking to her neighbours who have two children aged 18 and 20 who regularly attend home games and enjoy them – will meet with them to see why they don’t go to away matches. Happy to do more market research.  Need to look at joining the dots with other areas of the Blues – look at links with different areas, eg Junior Blues.  From feedback received, time away coach leaves away ground may be a barrier to some people travelling – especially after a win, they would like to stay and enjoy the atmosphere. Something to be discussed.  What has changed so far is looking really good – Chris is doing a great job. |  |  |
| **8** | **Product – What Travelling Fans Want.** |  |  |
|  | Andy set out his 5 ‘P’s’. ‘People/Process/Price/ Promotion/ Product’.  The first 4 have already seen significant improvements but the ‘product’ needs some attention.   1. Offering a coach – is it the best option? 2. Food & Drink – Is it right to allow this or is it putting off others from coming. 3. What do fans actually want on away trips and why are they not coming on the coach.   Focus on asking existing members for reasons for not travelling on the coach. | **JL** |  |
| **9** | **Actions - Timescale** |  |  |
|  | There needs to be an agreed timescale for the actions identified in the minutes to be completed. An additional column is to be added to the minutes to indicate the timescale. Once actions are completed they can be reported back to Committee via our WhatsApp Group. |  |  |
| **10** | **AOB** |  |  |
| **a)** | Booking/Cancellation Policy. Do we have a policy and where is it? There is an old one in the Office and on the website which need updating. Jane will circulate the old policy for comments and updates before inclusion on the website. | **JR** | **1 wk** |
| **b)** | As the cost of away trips on the coach is now only £10 we need to make sure that the ‘No Refund’ policy is well known within the membership. |  |  |
| **10** | **Date of next meeting** |  |  |
|  | The next meeting will be on 4th April 2024 at 6.30pm in the SDC suite.  There being no further business the meeting was closed at 8pm. |  |  |