



Bradford Park Avenue Community Football Club

OPEN MEETING 31st August 2016 at the Midland Hotel Bradford.

Attended by 6 directors and 51 supporters.

Gareth Roberts opened the meeting

DISCUSSIONS

An open discussion took place, and the following points were raised:

- * Draft Plans for our long term development of the Horsfall Stadium as a multi sports and activities 'community stadium' were shared with the audience which following the establishment of a favourable long term lease with the council (hopefully by the end of this calendar year) would see us develop the stadium in key stages utilising various matched funds from the football authorities and others, and where appropriate raising capital funds via community share issues. We are looking to develop and deliver a 5+ year plan for club, stadium and community development at Horsfall and we all need to be patient as these plans are formalised and necessary funds are secured for phased developments.
- * Phase 1 of the stadium development plan would see us erecting a security fence around the existing stadium perimeter, then replacing our grass pitch with a state of the art Fifa Pro 2 Star 3G pitch with crash pad to allow for both football, rugby and other sports to be accommodated at the stadium, along with necessary temporary accommodation to support 3G pitch activities, until other stadium stands infrastructure is built to service both the club and wider community use. All this will need the necessary planning permissions and this will be the focus of JM, our appointed stadium architects and other stakeholders moving forward.
- * We launch our BPA Academy in September in partnership with our local Grange Technical College taking an initial 20+ scholars in year 1, through a two year 6th Form Btech Sports course with our own coaching staff providing the football coaching components of the course. We see this as being a good demonstration of how we will look to work more closely with local schools and colleges and to generate more local involvement with the club and facilities at the stadium as the Academy builds and progresses in future years..
- * Communication with not just our CBS members but the fanbase in general needs to be improved and all channels of communication including not just WEBSITE and Social Media but email and where necessary pigeon post.

* We will be building a database of all our CBS members, and we will need to capture all missing personal details and also your 'preferred means of communication' with the club. We will circulate a data capture form later this month for this purpose

* A review of our Club Website is overdue and we will look to incorporate our New BPA Academy and other requirements going forward.

* More press coverage was needed. It is not easy to achieve this because we are volunteers, and have our own skills. It was suggested that we should employ Joe Cockburn to do full time PR, and the suggestion was noted but that would have to be funded. It was also pointed out that for a club of our size we did have reasonable press coverage.

* We have established a working partnership with Leeds Beckett University from this September with students taking their media and communications degree courses signing up for work placements to deliver a whole range of comms/media/pr support services for the club not just on match days, but also to provide ongoing material for more regular, daily/weekly publication on website, social media, other media outlets and the press at large

* BCB commentary is very important, and we are working with their management team to look to resume commentary and to also have regular news items broadcast from the club. Both these activities will require volunteer support and news contributions.

* There were calls from the audience to ramp up the clubs efforts to raise much needed sponsorship and other commercial support for the club. A meeting with our two commercial managers is scheduled for w/c 5th Sep to review and build a plan to seek and deliver this continuously rather than as a pre season push. BUT we can ALL through our workplaces and wider contacts look to gather interest and sponsorship for the club, and there have been some good initiatives already via members of the Supporters Club including a planned BPA promotional stand at Bfd Unis Freshers Week this month.

* We need to publicise the existence and promote membership of the CBS. A press campaign is due to go forward shortly.

* We need volunteers for all sorts of jobs, but it was pointed out the managing volunteers is a skilled task and needs somebody with the knowledge and experience to do it.

* We need a better match-day experience, and more involvement for young people, such as mascots and other chances to join in.

* We need to increase the usage of the bar. Events can take place, and those events we already have need more support. We can let the bar out for private functions.

* We need to let people know "Who's Who" within the club.

* We need to keep a proper record of all incidents of vandalism or other problems at the ground, as this can be important for funding applications for security.

* We need records of attendance at meetings such as this, as evidence of our activities (this does, in fact, already take place).

Community Benefit Society

The last AGM was in February. The next one will be sometime between now and next February, and the date will be set when the accounts are approved by the accountants. The next meeting will be the first AGM of the CBS, and one-third of the board will retire, but may stand for re-election. Other nominations will also be allowed, and members will be able to vote for the first time.

Membership cards are available for all existing members (and some were handed out at the end of the meeting). Membership cards can be collected at our home games at the Supporters Club desk in the clubroom.

Resolutions for the AGM will be able to be put forward by members, and information on how to go about this will be put forward in ample time before the meeting. These may include suggestions already made. Although the board of directors will take charge of day to day management, the members will appoint them, and the members will ultimately determine the future direction of the club.