

## Birmingham City Football Club Supporters Forum: August 2016

**Location:** International Suite (18:15)

**Chair:** David Boston – BCFC SLO

**Attendees:** Colin Tattum (BCFC), Margaret Decker (Blues Trust), Lynda Courts (Redditch Blues), Russell Dempsey (Joys and Sorrows), Bik Singh (Blues4All), Mick Singh (Blues4All), Paul Smith (Blues Collective), Adrian Howell (Blues Collective), Linda Goodman (Birmingham), Chris Sinclair (Northside Blues), Tony Routely (Central Blues Travel), Katie Alldrit-Rose, Sam Court, Paul Barber, Adam Pownall, Emma Willock, Clare Normanton, Brain Chapman, Andrew Orgill, Susan Smith, Ian Reddington (all unaffiliated attendees for 2016/17 season).

### Agenda:

1. Retail
2. Marketing
3. Parking Update
4. Match Days
5. AOB

### Retail:

Q. Why are there no replica shirt sizes over XXL+?

A. Wayne Cowen to attend next supporter's forum meeting (November) and provide more insight into the reasons for the current range of sizes and some background to the kit deal with adidas.

Q. Why is the home and away are different sizes?

A. Home and Away kits are two different adidas templates and provide different fits.

Q. Are the Club aware of issues with quality of replica and training kit?

A. The Club is aware that there has been some issues with sponsors logos peeling on replica shirts. Any affected supporters are encouraged to contact the Club Store who will advise supporters of how the issue can be resolved on a case by case basis.



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Q. It looks as though the away kit has an embroidered badge. Is it possible that the next, or future, batches of the home kit can have an embroidered badge too?

A. Request to be referred to Wayne Cowen for consideration when next season kits are ordered.

## Marketing:

Q. Do the Club plan to wipe our loyalty points each season and why this is done?

A. The points wipe occurs for two reasons; to encourage people to use their accumulated points and to help with Club accounting and financial reporting. The points wipe is a regular feature of the scheme having been actioned over the last 2 seasons and is due to take place again this season in June or July. Confirmation of the exact wipe date will be advertised in the coming months.

Q. If the point's wipe is going to be a regular thing could the season ticket deadline for renewing at the best price be left until the end of the season so those of us who want to redeem the whole of our points against a new season ticket can do so?

A. The 'Early Bird' and 'renewal STH' prices went on sale in March well in advance of this year's wipe in June allowing supporters plenty of time to use their points towards a season ticket purchase.

Q. Loyalty points for shirt purchases have not been added?

A. All Loyalty queries should be referred via email to [marketing@bcfc.com](mailto:marketing@bcfc.com) in the first instance. The Loyalty team are able to update your balance with proof of purchase (receipt) and consider any other queries or questions related to the scheme. The Club Store staff will be receiving further training about the Loyalty scheme and how to utilise the system better for supporters.

Q. Query of loyalty code at game – not available at Cardiff match?

A. The advertisement of a half time Loyalty code is currently under review and the Marketing team are considering new ways for supporters to earn points and interact.

## Parking Update

At the time of the meeting there had been no news from the Council and we are continuing business as usual – fans are encouraged to park as per usual arrangements until further notice. The Club is pursuing Birmingham City Council about a decision. We are considering a 'worst case scenario' and ways to mitigate impact on fans should the permitting scheme be implemented.

☎ 0121 772 0101 📠 0121 766 7866 ✉ [reception@bcfc.com](mailto:reception@bcfc.com) 🌐 [bcfc.com](http://bcfc.com)

Registered Office  
**Birmingham City Football Club plc, St. Andrew's Stadium, Birmingham B9 4RL**

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## Match Day

Q. Queues for refreshments - I tend to avoid getting drinks at half time (or get them 10 mins before half time) due to queues. Some form of pre-paying, have a voucher, so don't mess around handing over money at half time maybe would help?

A. Alternative payment methods one of several options to be under consideration by the Catering Manager & Rob Smith once the initial close-season changes are implemented and embedded. Again, this will be dependent upon available on budgets and what resources can invest to improve service.

Q. Cookhouse food availability at other kiosks - 40 minute wait for veggie food, counter staff totally unaware of it until opening - but they were fab and did their best.

A. There has been some teething issues and some issues ensuring that all of the new product ranges are available at the advertised outlets. This has been fed back to the Catering Manager and her team and these issues should be resolved at future matches.

Q. Mobile pie sellers on stairs during game obscuring view - what were sales like from these?

A. The food hawkers should be moving around the stand and going to all parts of the ground during match days. Feedback will be given to Catering manager Sharon Byrne. Early sales figures are good and we anticipate they will continue to improve as awareness of the service becomes more widespread throughout the season.

Q. I read that standing is perfectly acceptable so long there are assigned seats for supporters, and I guess it may be club policy to discourage standing so that people can see? So would it be possible to designate a standing block or two (just not with the free roam ability of past terraces)?

A. The Clubs position on persistent standing is clear. It is not allowed at St.Andrew's. No group or section of the ground has permission to do so and it is prohibited under the ground regulations. The current stadium licence and safety certificate is on basis that stadium is all-seater and is to be used as such. There are no plans to create a standing block at this time.

Q. What was the music at the start of the game?

A. The walk out music is 'I'm So Sorry' by Imagine Dragons which features on Peaky Blinders soundtrack. As ever, if not popular it s use will be reviewed and we will listen to feedback.



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## AOB:

I have requested that members of board and senior management team attend our next scheduled meeting in November bringing our supporters forum events in line with the new Government regulation on Supporter Engagement (Regulation 111). The meeting is likely to be held at St. Andrew's during the International break on a weeknight evening. Confirmation of the venue, time and date will be made in due course.

0121 772 0101 0121 766 7866 reception@bcfc.com [bcfc.com](http://bcfc.com)

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