

BLUES TRUST

Vision : To be an independent, democratic, representative and influential voice for all supporters of Birmingham City Football Club.

Minutes of the meeting of the Blues Trust Board held at 7.00pm on Thursday 25 September 2025 via Zoom video conference.

In attendance: Neil Cottrell (NC) (Chair), Pete Bull (PB)(part), Richard Docker (RD), Cliff Horrocks (CH) (Vice Chair), Bruce Kyte (BK), Linda Magner (LM) and Richard Stanley (RS) (Board Members).

Agenda Items

1. Welcome and Introductions

NC welcomed all present to the meeting.

2. Apologies for Absence

Karim Adab (KA), Luke John Davies (LD) and Fred Greaves (FG). Pete Bull joined the meeting later.

3. Minutes of Previous Meeting

The minutes of the previous meeting held on 7 August 2025 were noted and approved. There were no matters arising.

4. Away Ticket Prices

NC introduced this item and reminded the meeting that an article condemning the away supporters ticket prices being charged by Coventry City for the upcoming fixture had been published by the Trust. Whilst it was acknowledged that the article had been well received, it was agreed to do a follow up note encouraging Blues fans travelling to the game not to offer any further revenue to Coventry City by buying refreshments, merchandise etc at the ground. RD to action.

NC explained that he had contacted the FSA and Coventry City supporters trust about the issue and had received welcome support, including being invited to address Coventry City supporters via a zoom meeting. He reminded everyone that there had been an informal discussion at the recent FSA AGM about a voluntary £30 cap but it never got to a vote at the meeting. It was agreed that a campaign to persuade Championship clubs to adopt the measure was required before the next

EFL AGM with pressure being put on individual clubs. Agreed NC and CH to consider how best to do this.

5. Fan Rescue Ltd

NC introduced this matter following its deferral from the previous meeting. He asked if it was worth keeping it going in the light of the significantly improved ownership circumstances at the club? In discussion there was consensus that it was probably no longer required, and it was agreed to collapse it at the earliest opportunity with a view to re-establishing it if became necessary to do so. RS to action.

6. Club Updates

NC introduced this item and it was agreed that there was nothing to currently report on the specific matters of the OSC's, Blues Matters and the Open House although the need to continue close monitoring was also agreed.

However, with regard to the overarching question of fan engagement NC confirmed that he had recently held a telephone call with [REDACTED] at the club and [REDACTED]. [REDACTED] had indicated that the next Open House was going to happen in September although that date had now slipped into October. [REDACTED] had further indicated that, going forward, all Open House's would take place remotely.

OSC's were then discussed and [REDACTED] expressed the view that he thought feedback from them was quite effective. NC expressed concern that there was no consistency with follow up from them in terms of issues being identified, and any action taken by the club as a result. [REDACTED] confirmed that the club would start publishing outcomes and results in future, which has now begun to happen.

[REDACTED] expressed some concerns about fan behaviour at St. Andrew's in recent weeks, and also about the continued attendance of independent merchandise sellers outside the ground which was impacting on revenue generated through the club shop.

Discussion moved on to the introduction of Fan Advisory Boards, something that has already been adopted by many professional football clubs ahead of full implementation of recommendations flowing from the Football Governance Act. [REDACTED] acknowledged that the club's fan engagement strategy is based on the model being followed by

- (ii) AGM - RD reminded all present of the arrangements for the AGM which is being held on Wednesday 19 November 2025, and the timeline for the distribution of papers. It was agreed that it would be helpful to have a pre-meeting during w/c 10 November, and that the meeting could be combined with a full Board meeting. It was also suggested that [REDACTED] would be an excellent guest speaker for the open session once the AGM formalities had been concluded. NC, CH and RD were tasked with following this up.

11. Date of Next Meeting

The date of the next meeting is confirmed for Thursday 13 November 2025 at 7.00pm

The meeting finished at 8.20pm.