

## July meeting with Cardiff Blues management

Here is a summary of our latest meeting with Cardiff Blues management, attended by Richard Holland and Mike Brown of Cardiff Blues and Sarah Hopkins and David Elsmere of CBSC. The meeting was the latest of our regular meetings but brought forward due some concerns and questions in advance of the new season.

- Update on the redevelopment of Cardiff Arms Park
  - o Progress being made in this regard, more information would follow in August
  - o Working group to include Cardiff Blues, Cardiff RFC, Merthyr RFC, Pontypridd RFC, CAC, CBSC and CF10 would be arranged after that
- Pro 14
  - o Again, progress being made with discussions with the SA teams as has been reported in the press. Decision expected soon and fixtures would follow. CBSC communicated the frustrations of supporters in terms of planning this was understood.
- Future investments in our coaching set up and squad
  - o Investment in Head of Academy role recently announced which would provide structure
  - o No further squad additions to follow at this time
- Marketing and communication
  - o CBSC expressed concern at the lack of communications in the closed season – with the exception of the excellent coverage of Sam Warburton as Lions Captain. It appears that there was a problem with new e-zine which SH and DE had not been receiving but that was sent twice
- Merchandise
  - o Some new non Canterbury items this season ... to include plastic pint glasses, hats, scarves and long sleeves cotton jersey.

Pro 14 deal all but done- as per our meeting with MP. JD remains.

Marketing/info ezine has been sent to supporters approx twice a week in the off season. David and I not receiving it... they suspect there's a problem!

200 new ST holders and nearing 80% retention rate on existing.

Players family Bar being turned back into a public bar.

Food offerings to be improved with services in the former 'supporters village'