**Questions and Answers for the Supporters Forum Meeting**

**13th March 2025 @ the CBS**

1. After the recent fall in the Family Zone area are the Club and CBS Owners considering adding safety rails in the steepest areas of each stand? (CCLSC) – Both the club and the CBS Arena operations team review all areas of the stadium after each game and take a risk based approach on any incidents. We will continue to add safety measures around the stadium where needed.
2. The P.A. System is still not working to the highest standard you would expect from a modern sports arena. Can the club provide an update on any improvements planned? (CCLSC) – Maintenance work has taken place on the PA system and output in some areas has improved but not in all areas . The system itself is old and approaching end of life and for a major improvement the system will ultimately need to be replaced. With the Arena approaching twenty years old, there are a number of infrastructure projects which need to be undertaken as a priority within the Arena such as the floodlights.

We know the PA quality in certain areas of the ground is not great and in time this will be addressed.

1. Will the club consider a Season Ticket holder discount for all purchases made on-line or in-store for the 2025-26 season? (CCLSC) We are in the process of constructing our offerings for next season in all aspects and will take all commercial aspects into account as that concludes.
2. Could there be a Season Ticket discount for bookings to use the Away Coaches in 2025-26? (CCLSC). The Coach travel is being operated this season by our partners at the CBS Arena and have seen numbers increase in the offering. Alongside everything else, we will look at this as part of our commercial planning for next season.
3. Potential Improvement ideas for the Club Shop for 2025-26 – DVDs of recent seasons, Cup runs, and Play Off finals. Photos of current Sky-Blue Players. Areial photos of the CBS Arena and the Old Highfield Road. Mugs with players photos on etc. Finally, more winter coats. (CCLSC) – DVD’s have seen a decline over the last 10 years in terms of popularity, we are looking at other digital solutions. Player posters are currently available with a supplier, and we are working on having this integrated with our platform. Imagery of stadiums and other photographic imagery is currently in the pipework as we are looking at suppliers and integrations. Player Mugs we are looking at print on demand for these. Winter coats was mentioned previously, outwear product has been reviewed for next season AW buy and we will see more options coming through.
4. Can Supporters have input into improving the current match day programme ahead of the 2025-26 season? Which areas need improving? The matchday programme production & content will be reviewed during the close season as per every year, we are always on the lookout for support on how we can continually improve the publication.
5. The current road closures after games continues to impact supporters leaving the stadium footprint. Those who park in Car Park’s A & C have experienced significantly long delays after a number of matches this season. Maybe have more car park staff available after the game to support safe egress out of the car parks? The free shuttle bus service has been a good success this season. Can more buses be available immediately after the game to get more fans back to the City Centre and train station in a timely manner? Will fans be able to contribute to any end-of season review of the current road closures and its impact on all fans both positive and negative? (CCLSC & Sky-Blue Talk) The shuttle bus, currently paid for by the club, has been well received and we are looking at expanding to help transport to and from the stadium on a matchday and how we continue to improve this service.

The road closure is being constantly reviewed by all parties to ensure the safety of supporters leaving the ground, the closure time has reduced since implementation and will continue to push to open as early as possible.

1. What is the Club’s position on the Football Governance Bill? What are the Club’s plans to comply? (CCLSC).

We support the Bill. We support light touch regulation but unfortunately given the lack of cohesion in particular in the Premier League, structural reforms are needed and these can only take place now through external review and oversight.

Moderately more of the PL income should flow to the Seventy-two League Clubs.

The parachute payment support from the PL to the Championship is so distorting that it creates a hugely unfair situation and stifles natural competition encouraging unsustainable behaviour in the Championship.

Those to me seem quite easy to fix and the new regulator will have the powers needed to do so and ensure a more robust pyramid for all involved.

1. Any plans from the train company serving the CBS to increase the service on match days and evenings? (Sky Blue Talk) The club have and will continue to push for an increased service on a matchday. There has been a small increase to a 3pm kick-off. We will continue to push.
2. Can more Former Players be interviewed pitch side during the half time interval? (CCLSC) We stopped the interview following supporters mentioning they cannot make out the interview at half time due to the PA system (as per question 2), we introduce the former player at the start of half time and have also bought back kick it for a ticket which is more of a visual experience.
3. The latest Club accounts have recently been published. Are there any plans for a meeting with Supporter Groups to discuss them? (CCLSC) The Club provided an in-depth summary of the latest accounts with extensive quotes from Doug. Can we get more details on this point and what areas / queries that require clarification.
4. Supporters Club Awards Presentations. With the Awards Dinner not being accessible for all supporters, will the club allow presentations to be made after the last home game against Middlesbrough? (CCLSC) – We will look to arrange these as in previous seasons, in principal, but will need to look at the logistics before confirming arrangements.
5. Season ticket pricing and Fan Engagement – Supporter Groups at other club’s such as Manchester City and Fulham, have called for a dialogue on season ticket prices under a “fans first” model. Will Coventry City commit to engaging with supporters on this issue through discussions or consultation? (CCLSC)

Championship clubs are all significantly loss making at an operational level. Matchday pricing and Season Ticket pricing are reflective of commercial decisions that take into account all aspects of community/affordability but also very importantly club sustainability. PL clubs are in a very different position given their broadcasting revenue dwarfing their ticketing revenue. So as always we try to find the right balance alongside enhanced experience of attending a game.

1. Playoff Final Ticketing (If applicable) – Last season’s Wembley semifinal ticketing process left many supporters unable to sit with their regular groups due to the way tickets were allocated. If we reach the Playoff Final, will the club consider selling tickets in loyalty point order, as done for away games? Additionally, if the club intends to reserve blocks again for internal use, could this be communicated in advance, as CCLSC members had tried to book seating in that area which the system would not allow, causing members being in small groups spread all around the Coventry City allocation for the game. (CCLSC) - Long way to go in the season but everything will be reviewed if applicable.
2. Will there be any further up-date regarding a new lease with Frasers beyond 2028 in the near future? Are there any issues that might preclude an agreement being signed beyond 2028? Are there any contingency plans being prepared in case a new deal cannot be reached? Furthermore, with the EFL’s suspended points deduction still in place, are the club confident that all necessary requirements will be met to avoid any sanctions? (Sky Blue Talk / CCLSC).

The suspended points deduction has now lapsed.

Given the Arena was built for the football club despite the football club never actually owning it, both parties are aware of the current relatively short term licensing arrangements. Both parties are aware that EFL rules require a longer License agreement to be in place by the end of the 2025 season or the club will be liable to be fined. Clearly therefore it would seem appropriate to conclude fair longer term arrangements.

If for some reason this is not part of the current owners plans then as always contingency plans must be considered with sufficient lead time.

From my perspective as I have always said that would make no sense at all.

1. What are the plans for up-grades at the CBS? What role does the Club have in seeing these to completion? (Sky Blue Talk) – The maintenance of and asset improvement within the bowl, the club has a remit to support. This includes therefore floodlights, turnstiles etc.

This season the club invested in several areas such as safe standing, branding such as the players tunnel, the matchday activity area and more. We have a number of plans to improve the overall experience for our supporters. In terms of delivery we work closely with the CBS team with the club being License holders and approval is required in all areas from the stadium owners, an example of the collaborative working between parties can be seen with the potential floodlight project for the 25/26 season which the club is funding and signing off on but working with the CBS team to deliver. The club has also recently agreed to take over the preparation and maintenance of the pitch itself to ensure optimum consistency with Ryton for future seasons.

1. Is the Club still planning on appointing a Director of Football? (Sky Blue Talk)

The club continually looks at optimum structures to support our success. This remains on the table fore the future but is not actively being pursued at this point.

1. Any possibility of changing facilities for people cycling to the game? And or Cycle Storage? (Sky Blue Talk) There are various cycle racks placed outside the arena already which are currently underutilised during match day. We will look at how we create awareness of the existing facilities which will then allow us to potentially grow the offering on a matchday.
2. Are there any plans to add a scoreboard at the North End of the Stadium for those in blocks 11,12 and 13? (Sky Blue Talk) – At present no plan, we are looking at focusing on other areas to invest but at some point this could be reviewed.
3. Will there be funds available in the summer for Frank Lampard to strengthen the team? Or will it be a case of selling to buy? (CCSWS)

No comment. As always our transfer plans are closely held.

1. Could the lyrics to we’ll live and die in these towns be put on the scoreboard to get everyone in the whole song? (CCSWS) We get mixed feedback on this point but the club wants to encourage inclusiveness in all areas and so into the end of the season we are actively considering this.
2. Before the appointment of Frank Lampard in the Fans Forum Doug mentioned whoever came in would have to work with the coaching staff. What was the reason for the change in this stance? (CCSWS).

The new Head Coach would have to work with the existing football staff however as in all change environments, Frank Lampard wanted to bring in two additional highly qualified coaches that I agreed to. As such George Boateng and ultimately Rhy Carr were let go. Overall the transition away from a football set up where a manager had been in situ for over seven years to this new structure was extremely smooth aided by the significant organizational changes that had been made over the preceding two years.

1. As previously mentioned by many supporter groups the bottle necks on the concourse for food and the toilets is not improving. Is this going to be looked at ahead of 2025-26? (CCSWS) and (Diamond Club) The CBS Arena are committed to offer the best possible service across the concourse and its facilities and this is always under review with both the venue and the football club. There has been Investment in infrastructure such as increased tills and units across the venue to help decrease the wait times and increase the serving frequency. We are always looking at ways we can improve and handle the high volume / short time like half time.
2. Has decision been made to use digital season tickets for 2025-26? Also, will all season ticket holders be able to use the current ticketing exchange for 2025-26? (CCSWS) – The plan for next season is to continue with current season tickets in physical form, we have digital offering for match my match purchases which has been a great success this season . We are currently reviewing the ticketing access system technology which will allow us to review / consider how season cards could work in the 26/27 season.
3. It has been pointed out that there is a lack of wheelchair access outside the retail outlets. Can this be looked at? (CCSWS) - Can further information to be supplied so our accessibility officer (Eamon Collins) can review and provide a solution.
4. The smoking area for the North Stand is getting very congested at half time. Can this be extended or an additional area be provided? (Diamond Club) – We continue to review as the safety of our fans and the integrity of the security operation on a match day is of upmost importance.