

Questions For the Supporters Forum Meeting on the 24th July 2025 @ the CBS

1. Player contact with fans is being diluted on match days. Can we discuss this at the Forum at the meeting? Can the club explain why this important contact with fans is being diluted? (Ccfpa; Forum Chair)

Player contact with fans has not changed significantly. We have made a small change on matchdays whereby players are not to stop for photos and signings when entering and leaving the Arena. We want a more focused matchday for our players and to ensure matchday timings for players are adhered to as it is an important part of their preparation.

The players still meet and greet our mascots on arrival, engage with the fans in the stands and visit lounges after a fixture (alongside completing any other media duties). Outside of a matchday our players continue to attend fans forums, signing sessions, community events and magic moments with fans.

2. The P.A. System especially in the North Stand not being satisfactory has been raised at previous meetings? Has there been an up-date over the summer. (CCLSC)

Work was conducted on this last season by the Club to try and improve the current system. However, the system is now 20 years old and in need of a full replacement. Whilst the Club is a tenant, resolving this issue is out of our direct control. We will continue to raise this issue and get the best out of the current system.

The Club has this summer invested in replacing all turnstiles and floodlights at the Coventry Building Society Arena, both of which have been significant projects paid for by the Football Club.

3. Could the 5G & 4G signal be boosted at the CBS? It is currently poor or non-existent in some parts of the stadium. Could the telecoms companies put a signal booster in? (CCLSC)

This is something we will raise with the Arena.

4. With the season fast approaching, details of the sponsorship arrangements and associated benefits for Supporters Club have still to be finalised. Is there a reason for the delay? The lateness in completing these arrangements leaves the Supporters club in a difficult position with it's own members. (CCLSC)

The Club wanted to review packages thoroughly ahead of next season whilst also wishing to involve our new CBO, Nicola Ibbetson. We want to make necessary changes to packages which work for our Supporter Groups and their aims, and also rewards their dedication to the Club.

5. Can the club please provide an up-date regarding the lease at the CBS, and any negotiations in extending it? (CCSWSC & SkyBlue Talk)

DK to answer on night

6. Could the club clarify the reasons behind the unexpected increase in match day ticketing pricing? There are a lot of unhappy fans. (CCSWSC)

Match Ticket prices have been kept broadly the same for categories A, B and C, with increase of only £1/£2 to each despite the increasing costs that the Club faces each week and each matchday.

The Club has introduced an A+ category, which will apply for high demand/profile games each season. Adults here are £45, compared to £37 last year in Category A.

We have also introduced Category D, where Adult tickets will be only £20. This is a decrease of £5 compared to last year's Category C.

Match Tickets are important in generating revenue for the Football Club, so it is also important that fixtures which are expected to be popular and generate high demand are priced accordingly. The Club appreciates that supporters also face economic challenges, which is why it was important that Season Tickets remained excellent value and provided the best option for fans to support the team.

The vast majority of games as previous seasons will be Category A or B.

7. Could the club give any details of the sell on clauses involved regarding Gus Hamer and Victor Gyokores? (CCSWSC)

Transfer agreements are confidential.

8. Fans were looking forward to a pre-season away day similar to Darmstadt last season. Could the club provide the reason why this did not happen this year? (CCSWSC)

Pre-season schedule is created by the Football Department to conduct the best preparation for the new season. On this occasion, it did not include an overseas away fixture such as Darmstadt.

9. Any up-date regarding the chaos at half time with people queuing for food and drink and people trying to use the toilet facilities? Has a new solution been found for 2025/26? (CCSWSC)

This is something we can continue to raise with the Coventry Building Society Arena in terms of service speed and will monitor next season. However as attendances are higher and matches are busier, fans should expect the concourse to also be busier too.

10. Are there any more plans to enhance the training facilities, including moving to a site that can accommodate the Academy? (Sky Blue Talk)

DK to answer on night

11. What plans are in place to improve the fan experience for the coming season? (Sky Blue Talk)

We are extremely proud of the EFL Gold award we received for Fan Engagement for the 24/25 season, and we have plans to continue to improve this into the 25/26 season. We are making improvements and upgrades to the Family Zone concourse including branding and activities for our young fans. We wish to slowly extend this around the

concourse to other areas. We are also bringing new activities to the outside Activity Area.

We have taken on more Matchday Supporter Liaison Officers who will be taking on more responsibility on a matchday and will be available in different locations of the Arena.

The Arena have plans to bring in a wider variety of food and drink options in the concourse.

We will continue with our half-time entertainment of Kick it for a Ticket, and other activities at half-time, including competitions/quizzes, former players and highlighting community work.

We will continue our work to improve the overall experience, which has come on leaps and bounds over the last few years.

12. What is the current capacity at the CBS? (Sky Blue Talk)

The 'sell-out' capacity varies depending on multiple factors such as segregation required and lounge configuration (and also booking deadlines in certain lounges), plus also 'seat-kills' required for televised fixtures.

13. Can the Safety Advisory Group (SAG) minutes be shared with the Supporters Forum? (Sky Blue Talk)

This is a question which can be asked, however these are Coventry City Council ran meetings with multiple agencies and several topics discussed, some of which are confidential and are not related to CCFC.

Additional Questions for the Supporters Forum Meeting on the 24th July 2025

1. It is 20 years on from the installation of the remembrance bricks at the stadium, and since we have sadly lost a number of supporters. Is there a plan to do something similar again? Either inside or outside the stadium? If not, could this be explored? **(Coundon Supporters Club)**

There are no plans currently for additional Wall of Fames at the Arena, though these comments are noted.

2. Road closures – If these are to continue this season, are there plans to keep bars in the fan village open after the game? They were kept open as a trial last season, and it seemed to be popular? **(Coundon Supporters Club)**

Yes it will be open post-match and will be communicated ahead of the first game.

3. Match day Shuttle Buses – Frequency, Capacity & Routing – With no direct high-capacity rail service expected in the near future, fans are relying on the shuttle buses from Coventry Train Station. Can the following be taken into consideration:

- Improve the shuttle frequency (e.g. moving from every 30 minutes to 15 and 45 past the hour) to better align with train arrivals existing Arena train.

- Monitor and manage capacity more effectively – are drivers counting passengers to prevent overcrowding?

- Consider running separate buses from Coventry Train Station and White Street Car Park, rather than combining both stops, to improve flow? **(Proud Sky Blues)**

Following a successful trial, the Shuttle Bus will operate through the 25/26 season. This will be subsidised by the Club, with a small ticket cost to supporters. The existing route will continue as it is, as separate routes would increase costs – as previously, the service and feedback will be monitored.

Payment will be as supporters embark, which will support capacity management on the service.

4. Access to JSB Events for Non Coventry Residents

- Young JSB fans living outside City boundary face clashes with JSB events due to different school term dates. Is there any possibility to schedule event dates where both schools in Coventry and those outside the City perimeter are not in term. (understand the priority will be Coventry Schools) – **(Proud Sky Blues)**

Due to fixtures, training requirements, stadium availability and varying school holidays, the Club has always faced challenges in scheduling such events. We will always try to identify a date that will be suitable for as many fans as possible, but this may not always be achievable.