

Women's (WSL) Inaugural meeting - 14th November 2023 12pm to 12.30pm – representatives from the Fan Advisory Board and BHAFC

Attendees

BHAFC – Zoe Johnson, Jonathan Woodhouse, Sarah Gould, Jenny Gower

FAB – Nigel Summers, Jo Davis

Location: Teams Meeting

WSL Season Ticket renewals 2023

There are no plans to revert to last year's plans and the original seats, but fans will have the right to renew their 23/24 seats in to 24/25 or they can opt to move seats next year as to what's available.

Printed Programmes

There are no plans to revert to a printed programme as the Club are conscious of the sustainability issues with printed items. Jo asked if the teams could be put on the scoreboard at Crawley as is done at the Amex as there is no easy visibility of the teams and squad numbers.

Action: Jonathan to ask Crawley if this is possible

Redz Bar opening times

There is no licence at Crawley to open before 12pm and wherever possible, the kick off times will be moved to 2pm. Leicester has already been moved to a 2pm kick off. This match will also be supporting the Rainbow Laces campaign.

The aim is to announce any changes to kick off times, 6 weeks in advance.

Action: Zoe will ensure kick off times are at 2pm wherever possible

Replica Kit availability

Due to the unexpected demand, both the mens and women's replica kits sold out very quickly. Jo pointed out that she was unaware of a pop-up shop at Crawley and asked for more and clearer signage to the shop. On matchdays it's located next to the Redz bar in the main stand. The location of the shop on a previous visit is shown here encircled.



Action: Jenny to confirm if more kit and merchandise will be available both at the Amex and at Crawley

Update: Hopefully new stock will arrive February/March

Action: Jonathan to review increased signage

Food & Drink outlets

This had been a problem last season when only one serving area had been open resulting in long queues and therefore missing critical game time. To date, this has much improved but some variations of what's on offer to eat and drink would be welcomed.

Action: Jonathan to liaise with Crawley on menu choices

New Women's Stadium

Nigel asked whether we would need a 2nd "Bring the Albion Home" campaign to gather support for the new stadium as we had quite a lot of experience of this!

As it was only at the early stages of the process and with the current Councils support, a campaign wasn't needed at this stage!

How can the FAB group help?

Keep encouraging people to get to Crawley and support the team. The Arsenal game on Sunday was almost sold out so the fan base is already growing. Jo said that our target will be to sell out every game at Crawley.

Sarah has been working with various local women's groups and we will work together to bring those groups along to experience a women's game. CITYGIRLS for example has over 30,000 followers on Facebook.

Action: Jo and Sarah to liaise on future events

Fans Forum

Jo asked about the possibility of having a Women's Fan Forum in the same way the Club do but on a smaller scale.

The Club are supportive of this and asked the FAB group to follow up on it.

Action: Jo and Nigel

Communications

Jo asked for increased communications from the Club regarding the women's games especially with the recent increase of the fan base and potential sell outs on match days. For example, the Club shop location, opening hours of all the outlets, travel support, etc.

Jenny stated that a new person will be starting in the role very shortly.

Sundays WSL game v Manchester City

Jo mentioned that it was disappointing that the lounges at the Amex weren't showing the closing minutes of our women's game v Manchester City. They had shown the game before the men's game kicked off but was not on the screens at the half time break.

The meeting closed at 12.35pm with a view for future meetings to be held as and when required. Meanwhile, the FAB will continue working with the Club with regular updates as usual.