



Club update

This update is, focused on developments within the club since the last report. Further questions from CUSG groups at the meeting 18 May 2026 will be detailed in the minutes.

Issue	Reference/Comments	Status
<p><b>Atmosphere</b> Singing Section was a huge success for Brackley and Boreham Wood. This will now become a permanent fixture in Section 4 of the Pioneer Food Stand. Season tickets can be bought for this area.</p>		<b>Done</b>
<p><b>Club, Marketing &amp; Media</b></p> <p>Season ticket campaign launched, over 2,000 sales already.</p> <p>Working on website layout and usability improvements.</p> <p>Continuing fan story telling video pieces.</p> <p>Kit PR and promotional videos are being planned.</p> <p>Pre-match content for final two games of the season received well by fans and players alike. Painting the pictures in a professional light and connecting fans and players together.</p> <p>Academy coverage has improved with a dedicated resource at most end of season matchdays.</p> <p>Reviewing seasonal media performance but initial signs are good - Output has improved significantly, with posts up <b>197%</b>, impressions up <b>105%</b>, shares up <b>152%</b> and reactions/likes up <b>35.8%</b>, showing a major increase in both content volume and audience engagement.</p>		<b>Ongoing</b>
<p><b>KITS 2026/27</b> We have received the final samples and are very pleased with the kits for next season. We are working on the PR to announce new kit suppliers shortly.</p> <p>Kit launch date to be confirmed once delivery is finalised.</p>		<b>MAY 2026</b>



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<p><b>Games</b> Average attendance for the 2025/26 season was 7,342 with average of 7,078 home fans and 264 away fans The club is very grateful for its ongoing support.</p> <p>Season tickets are now on sale with sales currently at 2,700. The 10-month direct debit payment option continues to be popular with supporters.</p> <p>We are currently awaiting a date for the NL fixture release for the 2026/27 season, but we do know the season will start on Saturday 8<sup>th</sup> August 2026.</p>		<p><b>Ongoing</b></p>
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Issue	Reference/Comments	Status
<p><b>Supporters</b> Season 2025/26 saw the lowest number of matchday issues in many years.</p> <p>Fan behaviour has improved.</p> <p>We will continue to be pro-active in our approach to dealing with supporter behaviour.</p>	<p>No issues to report. Continued thanks.</p> <p>Any fans using vapes in the stadium risk confiscation and sanction in line with the Sanctioning Policy. We appeal to fans not to vape in the stadium and stop if told to. Any fans doing so, risks the club facing FA action including fines and will be sanctioned in accordance with the Club’s Sanctioning Policy.</p>	<p><b>Information</b></p> <p><b>Information</b></p>
<p><b>Key investment projects</b> 1. <b>Sheepmount</b>- Use of the facility is growing steadily. It is now the usual location for most training and games for Academy U18-U19. With longer days we will see CST and Ladies start to use the facility as well.</p>	<p>No change. Work is ongoing with Cumberland Council, GLL and other site stakeholders for a long term tenure on the site. Feedback on the pre-planning application is awaited.</p>	<p><b>Inform</b></p> <p><b>ation</b></p>
<p><b>2. Bike facilities</b> – The Club has been awarded a grant by Travel Actively to install two secure bike shelters and a repair station and undertake a project to encourage active bike travel to games.</p>	<p>Installation work now to start in next month</p>	<p><b>May 2026</b></p>
<p><b>CUSG QUESTIONS</b></p> <ul style="list-style-type: none"> <li>• What stage is the CEO recruitment at? – Progressing with the ownership</li> <li>• Given there is no concerts at BP this summer to delay pitch renovations, are we looking to line up at least one home pre -season friendly against EFL opposition? When will the pre-season schedule be revealed? The football department are working hard on the pre-season schedule – once this is finalised it will be publicised.</li> <li>• Will away fans be in the Waterworks end next season and if so, will any</li> </ul>		



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<p>roofing/cover be provided? The Paddock North toilets are then used by away fans leaving home fans in that area to use the completely unsatisfactory toilets adjacent to McVitties bar, that only have brick wall urinals and no hand washing facilities. Will these be upgraded? As things stand we plan to house away fans in the waterworks end again this coming season, subject to any rule changes in the NL. All capex is being considered in line with budgets.</p> <ul style="list-style-type: none"> <li>• Is there to be a permanent singing section in the east stand and if so, are season tickets available? – Yes, as point 1 above.</li> <li>• Are the dug outs going to be upgraded in the pre season? Not this year</li> <li>• Can the fan zone offer a pie and pasty option?. Seems strange that Claires bakers does a roaring trade selling these pre match. I will forward to catering team</li> <li>• The former study centre is now known as ‘The Mixer’. What is it used for during the week and how will it be utilised on a matchday? This will be a player/staff area through the week. We are currently considering commercial options for match days.</li> <li>• Will there be a family community day at BP in the summer? TBC – we are finalising World Cup Detail</li> <li>• is the academy funding safe for the foreseeable future as we are in NL . This is a parental concern – Yes, funding is secure for the 26/27 season</li> </ul>		
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