
MEETING NOTES

Board Meeting 2018-01

Monday 22nd January 2018, 6:30pm

Attendees

Board Members Present

G Bielby (GB), Chairman
 R Richardson (RR), Vice Chairman
 P Fleming (PF), Treasurer
 G Cannon (GC)
 S Pye (SP)
 S Dyson (SD)
 I Bunton (IB)
 R Mathers (RM), Secretary

Board Members Absent

P Walton (PW)
 P Johnson (PJ)

1. Apologies

Apologies had been received from PJ (*illness*) and PW (*work commitment*) in advance of the meeting

2. Minutes of the previous meeting

The minutes of the previous meetings held on 16th October and 11th December 2017 were reviewed and accepted as a true record.

Outstanding actions are: (October) – GB to establish the mechanics of a potential HCST Partners offer from MIG

Hull City Supporters' Trust is the trading name of Tigers Co-operative Limited, a Community Benefit Society registration number 29021R.

The registered address is

HCST, Suite 2, 117-119 Walkergate, Beverley, HU17 9BP.

Elected Trust Board Members (10): G Bielby (Chairman), R Richardson (Vice Chairman), P Fleming (Treasurer), G Cannon, S Dyson, P Walton, G Whitaker, S Pye, P Johnson (Co-opted), I Bunton (Co-opted)

Trust Secretary: R Mathers

The Hull City Supporters' Trust Partners are:

Aspecs Opticians, Brookes Menswear, Circle 87 Café, Co-op Energy, Cross Solutions, Dinostar Experience, Essence Holistics, Finesse Internet, Frying Farmer Fish & Chips (Aldbrough), Harpers Fish & Chips (Beverley), Fudges Den (Filey), Hemingway Bailey Ltd, Hornsea Town Walking Football, Hull City Ladies FC, Leasing for Business, Nudge Websites, Photo Express, Rob McFadyen ADI, Ska & Soul, Skin Deep, Victoria Dock Animal Services, William Gemmell Social Club, Wine On-Line. **Full details can be found [here](#).**



3. Matters Arising

Dave Rose from the Football Supporters Federation, (FSF), has confirmed that there was no data available regarding the redemption rates from the Virgin Media away fans promotion over the Easter period in 2017.

RM forwarded all e-mailed requests from Trust members wishing to have personal wall plaques relocated from the Upper West Stand concourse at the K.Com stadium to Ann Holland at the club, who kindly arranged for them to be relocated. (Members should continue to forward requests to RM via secretary@hullcityst.com)

GC, PF & RM met Russell Anson on initial short-term use of the Trust name on 'Google Ad-Words' which is now being progressed

4. Hull City Brand Guidelines

The Board are grateful to all members that have e-mailed feedback on the HCST suggested brand guidelines.

The vast majority of feedback received via social media channels have also been extremely positive to the above

ACTION – HCST suggested Brand Guidelines are to be re-shared via the weekly newsletter and social media channels for final fans feedback prior to submission to the club in advance of the next Supporters Committee meetings. (Current date – 7/2/18) Members/fans feedback required by 31/1/18

5. HCST Pricing Model

Similar to the brand Guidelines, the Members/wider fan base feedback on this proposal has also been extremely positive.

ACTION – HCST proposed Pricing Model also to be re-shared for final feedback prior to submission to the club



6. Supporters Committee Meeting

The Board discussed minimum expectations from the forthcoming meeting with the Club owners and Senior Management scheduled for February 7th, which included a final decision or commitment from the Club on the Brand Guidelines and Pricing Model discussed at previous meetings. GB will again attend the meeting on behalf of HCST.

2 further requirements were approved. **ACTION – GB to raise all 4 HCST Board requirements as agenda items in advance of the meeting on the 7th.**

The Board wishes to engage Members and the wider fan base on the HCST approach to this meeting and request feedback from the by 31/1/18 **ACTION – GB to contact Matthew Frampton to request supporter's polls via his social media channels**

It was also noted by the Board that EFL Guidelines relating to meaningful dialogue between Clubs and their Fans have recently been issued

7. HCST Website

RR updated the Board on the recent decision to transfer the hosting of the HCST website to the locally based technology firm Blink. The process of transfer has already commenced and is not expected to be a prolonged process although the final timings are tbc.

The Board would like to place on record their gratitude to Ian Walters, (*a US based Lifetime Trust member*), for his personal expertise and commitment with hosting the website previously.

A follow up discussion, (*see October Board meeting minutes*), relating to the current content of the website was held. **ACTION – RR & SP to review and update website sections post the completion of the hosting transfer.**

The Board also discussed the need to replace the media & communication role previously completed by Greg Whitaker prior to his resignation from in Summer last year. It is hoped to attract a new Board member to fulfil the role in the current Election process due for completion at the AGM in March **ACTION – GB to follow up with local media outlets to enquire if they are aware of any potential suitors.**

8. Club Hall of Fame

GB confirmed that he had assisted the Club with contact details for families connected to entries to their Hall of Fame dinner.

The Board note with understanding but some sadness the current stance of previous club captains Ian Ashbee & Gareth Roberts in relation to the event, both of whom are popular and worthy candidates

9. Fans Bet

The Board discussed the proposal presented by the representatives of Fans Bet in relation to a partnership with HCST. It was felt that at the current time, (*and the current decline in match day attendances and supporter disengagement*), such an initiative would not be positively received. The Board have decided to defer a decision until later in the year. **ACTION: GB to contact Steve Armstrong & Alan Clarkson from Fans Bet to inform them of this decision**

10. Membership Sub-Group

RM has written to 40 'locally based' businesses highlighted previously to explore potential HCST Partnership opportunities.

GC stated that it was possible to arrange a mailshot to ex- Members who had not previously stated they did not wish to have further communication with the Trust. **ACTION: Sub-Group to discuss at next meeting**

The sub-Group of RM,IB,SP & PJ have not been able to agree a date for a follow up meeting to date in January but will do so during the next few weeks. **ACTION: Sub-Group to arrange meeting by February 24th.**

11. HCST Annual General Meeting (AGM)

RM advised the board as follows:

- The AGM has been re-scheduled for Saturday 11th March February at the William Gemmell, (*prior to the Norwich City*), as the original date had seen the match re-scheduled for Sky coverage
- 2 members, (*John Tindall & Tom Irvin*), volunteered to form an Election Management Group (EMG), which is being independently observed by Alison Branson who is a non-member of the Trust.
- The first EMG meeting has already been held and the Election process agreed as being the same as last year. (*i.e. Election Policy 33.2 - Votes cast either in advance of or during the AGM*)
- The 2nd EMG meeting has been scheduled for Monday 26th February to review Election Nomination forms submitted to RM
- The Election Nominee forms for members wishing to stand for election to the board has been available for the previous 3 weeks in the weekly newsletter and will continue to do so upto and including the newsletter scheduled for Friday 23rd February **ACTION: RR & GC to arrange for the form to be shared via social media channels to raise awareness of the 6 positions available for election.**
- GB & RR will need to stand for re-election and submit an Election Nomination form to RM having served 3 years on the Board (*As stated in the Rules of the Trust*)
- IB & PJ will need to stand for election and submit an Election Nomination form to RM as they are currently co-opted board members
- All Election Nomination forms from the above and other interested Trust Members need to be received by RM no later than Saturday 24th February. (*Any forms received post this date will not be included in the election process*)
- RM has requested written confirmation from PW regarding his verbally stated intention at the previous meeting to resign from the Trust Board.
- During the first board meeting scheduled post the AGM date above, formal positions on the board will be discussed and reviewed



12. HCST/Anlaby Road Trust (ART) Project

GB advised that 3 of the families of the former players recognised in the Hull City Council led Centenary Plaques initiative had expressed a desire for the plaques to be located on the outer of the K.Com stadium to ensure they are accessible to fans

There are other potential changes to the original project plan which will be clarified by GB once finalised

13. Supporters Direct (SD) National Election

GB left the meeting whilst the remaining Board members present discussed the 6 nominations, (*inc GB*), advised by SD were standing for 5 positions on their National Committee

The Board agreed which candidates they wished to vote for. **ACTION: RM to complete the nomination form & return to SD by the February 19th deadline**

14. Board Updates

Chairman

–No further updates

Treasurer

– PF confirmed that he was still working on finalising the HCST accounts for 2017 but expected the process to be completed over the next couple of weeks.

Merchandise

- SP confirmed that good stock levels remained for HCST scarves and all other merchandise items
- SP stated his focus was selling more of the current stock levels of existing products before exploring further new lines

Secretary

- RM advised that there are currently 742 HCST members, (98 x Lifetime / 496 x 3 year / 139 x 1 year / 9 x Junior)
- RM advised that all renewed memberships had been completed and posted out

15. – AOB

- Chris Smith's picture shared of him handing over the part HCST funded banner in memory of Les Mutrie to his family is to be included in this weeks newsletter.
- RM to forward all offers of memorabilia loans for the Senior Tigers event on February 8th to David Jackson and Barbara Wilkinson

16. Next meeting

Monday 12th March – 6.30 pm start (William Gemmell Social Club)



HULL CITY SUPPORTERS' TRUST OBJECTIVES, AIMS and ACTIONS for 2017

Trust Objectives

Short term – establish our independent offer

1. Influencing the direction of Hull City
2. Broadening our appeal
3. Exploring the opportunities that being a Trust gives us

Long term - to reflect that Hull City is part of a community, not just a business

4. Giving supporters a voice on the Board
5. Bringing benefits to community assets
6. Developing productive relationships with other supporter groups

Trust Aims and Actions

Aim 1: Preserving, protecting and developing the identity and community of Hull City AFC, embodying ambition with tradition

1. Continue pressing the FA to strengthen the rules concerning club owners & heritage (led by Geoff Bielby) **Progressing through FSF & Supporters Direct meetings**
2. Through our participation in the FSF Heritage Working Group, engage with the FA to strengthen its heritage rules (led by Geoff Bielby) **Progressing**
3. Challenge, through our public statements and the local media, the “name-change by stealth” of Hull City AFC (led by Ryan Richardson) **Progressing**

Aim 2: Leading and facilitating partnership working with Hull City AFC, Hull City Council and other stakeholders

4. Continue the dialogue with Hull City Council about the role the Trust can play (led by Geoff Bielby) **Further meeting with Councillor Stephen Brady & Matt Dukes scheduled for Tuesday 12th September. GB & PF attending on behalf of HCST**
5. Represent the views of shareholders and the wider community at the Hull City Supporters Committee (led by Geoff Bielby) **GB or nominated Board member representing HCST at the quarterly Committee meetings arranged by the club.**

Aim 3: Acquiring a stake in Hull City and attaining representation on its board in order to exert real supporter influence on the governance of the Club

1. Support national initiatives pressing for legislation to reform football and include supporter representation on club boards (led by Geoff Bielby) **Progressing through FSF & Supporters Direct meetings**
2. Develop ways to recruit members to HCST (led by sub-working group of Richard Mathers, Steve Pye, Ian Bunton & Peter Johnson) **Progressing (Action being produced)**
3. Grow the HCST membership through recruiting Partners offering benefits to members (led by Richard Mathers) **Progressing (inc Promoting of 2 partners per week in weekly newsletters.**
4. Development of Trust merchandise attractive to members (led by Steve Pye) **Progressing**

Aim 4: Promoting the development of the Club through supporter involvement, initiating and leading supporter-based social and community initiatives that engender that involvement

1. Develop the content of the Trust's website and social media platforms to provide up-to-date information about the Trust and the club (led by Ryan Richardson & Steve Pye) **Progressing (Content review currently being conducted)**
2. Develop the on-line Hull City museum (led by Martin Batchelor) **Progressing and content ready for publication**
3. Engage with the City of Culture 2017 organisers to set up a heritage and Arts project (led by Sue Dyson) **Progressing (Through Les Motherby's Tiger Rag initiative and potential Hull City Plaques launch in October 2017)**

Aim 5: Actively campaigning at local and national levels on issues that impact on our shareholders and the wider supporter base

4. Support and publicise national campaigns such as Safe Standing and Twenty's Plenty (led by Geoff Bielby & Phil Walton) **Progressing through FSF & Supporters Direct meetings**