

MEETING NOTES

Board Meeting 2018-04

Wednesday 9th May, 6:30pm

Attendees

Board Members Present

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

Board Members Absent

G Cannon (GC)
 P Johnson (PJ)

1. Apologies

Apologies had been received from GC (*work commitments*) and PJ (*via IB - sickness*) in advance of the meeting. **ACTION – GB to contact PJ to establish potential return date**

2. Minutes of the previous meeting

The minutes of the previous meetings held on 16th April were reviewed and accepted as a true record.

Outstanding actions are: **GB still waiting to hear from local media contacts in relation to a candidate for a media & communication role to support the Board**

RM to invite Simon Wilson (Neil Hudgell Solicitors) to Membership sub-Group meeting on 4th June

RM & PF to complete FCA return for HCST (PF to forward financial input to RM by 11/5/18).

RM to continue exploring options for a change of registered address for HCST

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 (9): G Bielby (Chairman), R Richardson (Vice Chairman), P Fleming (Treasurer), G Cannon, S Dyson, S Pye, I Bunton, P Johnson, D Johnson

Trust Secretary: R Mathers

The Hull City Supporters' Trust Partners are:

Aspects Opticians, Brookes Menswear, Circle 87 Café, Co-op Energy, Cross Solutions, Dinostar Experience, Essence Holistics, Finesse Internet, Frank Pullan Butchers (Cottingham), 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, Wags & Whiskers, William Gemmell Social Club, Wine On-Line. **Full details can be found [here](#).**



3. Club Situation

The Board discussed the Club statement on the 2nd aborted ballot relating to the ticketing pricing model of 2018/19. It was agreed that the statement had given HCST some great publicity and a subsequent rise in new members.

It was noted that the HCST Board response had been received extremely positively by the wider fan base

The Board understands that the Football Supporters Federation (FSF) are following up directly with the Club vice-Chairman following the publicised offer to liaise with them on the ticketing model.

The Board expressed disappointment that the future of the Supporters Committee remains unclear due to the lack of contact from the Club to HCST and other members of the Committee.

4. FSF & Supporters Direct (SDr)

GB & SD gave an overview of the SDr & FSF meetings they attended on behalf of the Trust in London on Thursday 3rd May.

Both feedback that numerous clubs with 'ownership issues' were represented at both meetings.

Agenda items at both meetings included the organisations remaining independent of each other or potentially merging, with a vote on this proposal being held at an AGM on Saturday 28th July.

SD has registered for a webinar hosted by SDr on Thursday 10th May relating to 'Top Tips' for Trusts in using social media

ACTION – SD to forward link to other Board members should they wish to register

SD is to be filmed at the forthcoming SDr Members Day in Birmingham on May 20th to explain the HCST approach to local business partners.

GB also gave an overview of the National Council meeting he attended on Tuesday 8th May, (*the first since his recent election to the Council*), and the depth of experience of the other Council members and the wide range of topics being reviewed and progressed, several which are confidential to that group.

ACTION – GB & RM to attend FSF & SDr AGM's on Saturday 28th July

5. HCST Aims & Objectives 2018

IB raised a question on how the revised HCST Aims & Objectives could be better publicised. **ACTION – Aims & Objectives to be included in the next weekly newsletter and shared via social media channels**

6. Membership Growth Sub-Group

RM gave an overview of the sub-group meeting on Monday 23rd April where several proposed ideas have been documented for exploration.

The Board discussed the feasibility of a form of 'free non-voting memberships' being made available. **ACTION – Sub-group to explore pros/cons at next meeting. ACTION – PF to provide sub-group with an estimated minimum income projection for the Trust to function operationally and allow local sponsorships etc**

ACTION – RR/SP to send out weekly social media posts to promote 2 HCST partners and how members can maximise value from their membership cards

ACTION – RM to arrange a meeting with the management of Hull City Ladies to discuss opportunities to expand the working relationship with HCST.

RM advised that Hull City Ladies are looking for sponsors for their awards evening next month **ACTION – RM to establish which awards are still available to sponsor. ACTION – PF to arrange payment once established**



Sub-Group are to meet up again on Monday 4th June at the Humber Dock Tavern. **ACTION – Sub-group to advise the Board on actions agreed**

7. HCST Website Sub-Group

No progress to date. **ACTION – Sub-group to meet up prior to the next Board meeting. ACTION – RR to contact 'Bling' re SDr logo being placed on the home page of the HCST website.**

8. ART Project Update

GB advised that no further progress has been made relating to the Player Plaques being erected outside the K.Com Stadium.

9. Weekly Newsletter

It was agreed that Friday 11th will be the final regular newsletter of the 2017/18 season but that further issues will be produced approximately every 3 weeks through the close season period.

GB requested that HCST social media channels remained active and raise the Trust profile during the close season period **ACTION – RR/GC/SP to post messages as appropriate**

10. Board Updates

Chairman

– GB advised he was following up on a couple of partnership opportunities with the Trust and will advise when appropriate
- GB produced a plastic glass used in the pubs around Brentford that incorporated the logo of the Brentford Supporters Trust & the local pubs. GB suggested that HCST should look to produce their own version which could include the William Gemmill and possibly sponsorship opportunities for Trust partners. The idea was agreed by the Board. **ACTION – DJ to enquire with a drinks industry contact to establish potential costings**

Treasurer

- PF advised that the named contacts on the Trust PayPal account needed to be updated. **ACTION – To establish process and arrange whatever is required**
- PF also advised that the current balances for Trust accounts were: £5,705.45 (PayPal) and £6,834.83 (Unity Trust)

Merchandise

- SP confirmed that good stock levels remained for all merchandise items

Secretary

-RM advised that there are currently 879 HCST members, (116 x Lifetime / 551 x 3 year / 197 x 1 year / 15 x Junior) This represents an increase of 63 members since the previous Board meeting, (*mainly post the Club statement on May 3rd*), and an increase of 143 members year to date.

- 59 new members had joined in the previous week (1 x Lifetime / 18 x 3 year / 27 x 1 year & 5 x Junior). There has also been 16 membership renewals during the same time. RM advised that all new & renewed memberships had been completed and posted out

- RM advised that he had discussed with GC the need to allow HCST members to 'opt-in' to continue receiving newsletters and communications as part of the requirements for the revised General Data Protection Regulations that are being implemented from May 25th **ACTION – RM/GC to agree wording and arrange for e-mails to all current members**

11. – AOB

- RM advised that the Hartlepool Supporters Trust had sent out an invite for HCST to participate in a 6-a-side tournament on June 16th. (Cost £150 + travel). It was decided that not enough notice had been given for a team to be arranged. **ACTION – RM to contact organisers to decline invitation.**
- PF to meet up with GB & SD prior to Hull City Ladies games on Sunday 13th May to produce some short videos for the Trust YouTube channel on the recent FSF & SDr meetings



- GB advised that Richard Garden (Southern City Supporters group) was working on a book about the Club and was looking for financial support from local businesses. **ACTION – Trust Board to explore opportunities**

12. Next meeting

Monday 23rd July – 6.30 pm start (William Gemmell Social Club)



HULL CITY SUPPORTERS TRUST AIMS & OBJECTIVES 2018/19

Short-term objectives

(1) Bring about the return of concession tickets for the young, old and disabled Campaign to bring back proper concessions with no restrictions and fair prices across the board. This will be a big step towards Hull City becoming a happy club again and in the long-term could make a huge difference to the club's future support.

(2) Restore the use of the club's proper name. Push for the consistent use of only Hull City, Hull City AFC or The Tigers by the club. The use of incorrect names is something that we know angers supporters and needs to be remedied in order to move forward.

(3) Engage in continued meaningful with dialogue with Hull City. Maintain a relationship with the club to consult on matters which affect supporters. This can prevent major, disruptive issues such as the concessions situation and associated fallout, but also quickly address more minor issues in calmer times.

Medium-term objectives

(4) Strengthen FA heritage rules Engage with the FA to implement rules protecting the heritage of clubs to prevent future unwanted name change attempts or similar.

(5) Support national supporter initiatives This includes pressing for legislation to reform football and including supporter representation on club boards as well as the campaign for safe standing and the 'Twenty's Plenty' ticket price initiative.

(6) Anlaby Road Tribute Project Develop a lasting tribute to the original Anlaby Road ground and potentially some of the players who played there.

Long-term objectives

(7) Giving supporters a voice on the Board In football things can change fast and we need to be ready. This isn't about grabbing power for the sake of it, this is about ensuring that fans become positively involved with the Club and exert influence at the highest level.

(8) Bringing benefits to community assets Hull City is more than a football club, it is part of the community. It is part of the city's soul, and in the Stadium, it is part of the city's infrastructure. We want to explore how we can ensure supporters get a say in how these community assets are managed and developed in the future.