

## MEETING NOTES

Board Meeting 2018-06

Monday 10<sup>th</sup> September, 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)  
 D Johnson (DJ)  
 R Mathers (RM), Secretary

#### Board Members Absent

G Cannon (GC)  
 I Bunton (IB)

#### Guests Present

R Anson (RA)  
 D Batte (DB)  
 K Batte (KB)

### 1. Apologies

Apologies had been received from GC (*holidays*) and IB (*work commitment*) in advance of the meeting. Minutes of the previous meeting

### 2. Guests Welcome

GB welcomed and introduced Russell Anson & David Batte who had been invited to attend the meeting as prospective co-opted Directors having expressed an interest in assisting the Board with their respective areas of expertise and business contacts. Kathryn Batte was also attending following her recent offer to provide Blogs and content for the HCST newsletter and communication channels

### 3. Minutes of the previous meeting

The minutes of the previous meetings held on 23<sup>rd</sup> July 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 – CARRIED FORWARD**

GB suggested that HCST should look to produce their own branded plastic glasses and beer mats which could include the William Gemmill and possibly sponsorship opportunities for Trust partners. The idea was agreed by the Board. **ACTION – DJ**

**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, 280 Ings Road, Hull East Yorkshire HU8 0LZ

**Elected Trust Board Members (8):** G Bielby (Chairman), R Richardson (Vice Chairman), P Fleming (Treasurer), G Cannon, S Dyson, S Pye, I Bunton, D Johnson **Co-opted Board Members (2):** R Anson, D Batte  
**Trust Secretary:** R Mathers

#### The Hull City Supporters' Trust Partners are:

Aspecs Opticians, Brookes Menswear, Co-op Energy, Cross Solutions, Dinostar Experience, Dutton Moore, Essence Holistics, Felicity Hats, Finesse Internet, Frank Pullan Butchers (Cottingham), Frying Farmer Fish & Chips (Aldbrough), Fudges Den (Filey), Hemingway Bailey Ltd, Hornsea Town Walking Football, Hull City Ladies FC, Hull Kingston Radio, IT Forward, Leasing for Business, Nudge Websites, Photo Express, Rob McFadyen ADI, Ska & Soul, Skin Deep, Wags & Whiskers, William Gemmill Social Club, Wine On-Line. **Full details can be found at [www.hullcityst.com](http://www.hullcityst.com)**



to enquire with a drinks industry contact to establish potential costings – **CARRIED FORWARD ACTION – SD**  
to forward to DJ the costs she had acquired for the beer mats organised by the Rochdale Supporters Trust

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 – IB is now in direct contact with Richard Garden on potential launch dates which is now likely to be in 2019. Potential launch night with ex-players at the William Gemmill being explored.**

A 'Timeline' of key Club statements, (website, press, social media etc), is to collated **ACTION – GC to collate (Ascertaining if any bespoke software solutions are available) – CARRIED FORWARD**

A fan has contacted HCST in relation to the current level of wheelchair space availability at the K.Com Stadium since the closure of the Upper West stand. His concerns relate to congestion in some of the allocated viewing areas for wheelchair users. **ACTION - RM has written to Peter Curry (Safety & Emergency Planning Manager – Hull City Council), to request advice and ascertain if any concerns have been raised formally and also if Hull City's documented policy on children under 2 years of age is in place for Hull FC matches and other events held at the K.Com stadium. Out of office message received stating Mr Curry is on holiday until 17/09/18**

HCST policy on data retention as part of the revised General Data Protection Regulations has been updated by RM & GC **ACTION – Revised policy needs adding to HCST website (RR to arrange) – CARRIED FORWARD**

#### **4. Matters Arising**

All to be covered in agenda items below

#### **5. Club Situation**

RM shared with the Board members present and guests an update on the meetings, e-mails and phone calls he's had primarily with Vicky Beercock, (Head of Marketing & Communications – Hull City), over recent months.

The Board are very disappointed that the Club failed to respond to the HCST letter sent on 15/8/18 which raised valid concerns on behalf of Trust members and the wider Hull City fan base.

The Board were unsurprised by the e-mail received from Vicky Beercock on 17/8/18 that states the Club's 'Senior Management' only wished to deal with RM on an informal basis going forward, (*n.b. Pending a preferred outcome for the Club to an ongoing issue that the HCST Board wishes to remain private at the current time*).

RM & GB have since escalated the issue referred to above to Dave Rose, (Football Supporters Federation - FSF), Deborah Dilworth, (Supporters Direct - SDr), as well as John Nagle and Andy Pomfret (English Football League - EFL) as the HCST Board saw no benefit in continuing to seek a mutually satisfactory solution to the issue above when the Club were being inflexible in their approach.

Guidance and advice has been received by RM from Both Dave & Deborah and it is understood that Andy Pomfret has tried to contact the Club to raise HCST Board concerns. **ACTION – RM to contact Andy Pomfret for an update**

The Board are currently waiting for a response from Dave Rose on the FSF releasing a statement post their previous meeting with the Club and also any proposed next steps. **ACTION – GB to contact Dave Rose directly for an update.**

Dave Rose has offered for the FSF to host a survey to all Hull City supporters to gauge feedback and understanding on what they see as the key issues affecting the relationship between the Club owners and the fan base, and suggestions for the situation to improve. HCST Board are happy to promote the survey, (*and will call on other Hull City Fans Groups to do the same*) but are equally comfortable the survey is hosted by the FSF. **ACTION – Board members are to propose questions for the FSF**



survey via the Directors channel on Slack by 6pm – Friday 14<sup>th</sup> September. **ACTION - GB to contact Dave Rose to agree next steps/requirements for the survey to be published.**

## 6. Accounts & Development Document

PF issued a copy of HCST accounts and balance sheet YTD for 2018

PF also stated he will be completing some detailed analysis on Hull City accounts soon **ACTION – Board Members to feedback to PF as requested on an ongoing basis**

PF also intends to complete some analysis on the pricing models (inc concessions) for other Championship Clubs and account activity excluding income generated by player sales

PF has also commenced work on a HCST Development document **ACTION – PF to share once further content has been inputted ACTION - Board Members to feedback to PF as requested on an ongoing basis**

## 7. Membership Sub-Group

RM gave an update of the sub-group activity post their latest meeting on which had been held on 13/8/18

Main recent updates were:

- IB has contacted Hull Boys Sunday League to request that some of the money previously donated by the Tigers Co-operative is put to good use, (i.e. sponsoring a league or cup competition), with HCST branding.
- HCST are again sponsoring Amy Hallorhan (*Hull City Ladies goalkeeper*) for the 2018/19 season. RM is following up with Hull City Ladies support team on the receipt of sponsors passes and the previously promised shirt from last season
- RM advised that there are 2 new partners being progressed currently (*a local dry-cleaning business and a removals firm*). **ACTION – RM to confirm details and forward onto RR for inclusion on website**
- The sub-group wish to propose that Junior members, (*aged 16 or under*), are offered HCST membership rates of '£1' (i.e. 'Kids for a Quid'), for the length of an adult taking out a 1-year or 3-year membership. **The proposal was accepted by the Board. ACTION – RR to advise once the Junior membership price has been amended and functionality tested on the HCST website. ACTION – Sub-group to arrange communication and publicity for the campaign once amended payment can be received**
- RM suggested that a Junior specific membership card be produced and also that he is now using the last box of current stocks of the HCST membership cards handed over by the previous Secretary. **ACTION – SP to establish costs and minimum order quantities for a Junior specific membership card**

The membership sub-group will meet again prior to the next Board meeting

## 8. Website Sub-Group

SD gave an update:

- The sub-group had still not managed to meet up since the previous Board meeting due to personal and work commitments, however, it was acknowledged that some changes had been made to Partner listings.
- SD had begun a critique of the website purely from a fans/user perspective and had noted much of the content was dated, too 'busy' and not particularly engaging
- SD had also begun to compare other websites, (*inc Football club Trusts*), to review their content and layout for ideas to improve
- RA suggested the site needed simplifying and tailored towards why members/fans would visit the site
- **ACTION – SD to share her documented findings and opinions with RR, GC & RA ACTION – Sub-group to review and agree list of actions that can be completed using HCST resource/expertise**



**ACTION – RR to establish potential requirements and costs for support from Blink ACTION – RA to be added to sub-Group due to his area of expertise**

## 9. Centenary Plaques / ART Project Update

GB gave an update to the attending guests of the background to HCST's involvement in Hull City Councils 'Centenary Plaques' initiative and the 3 Hull City nominees of Billy Bly, Raich Carter & Andy 'Jock' Davidson.

GB & IB recently attended a meeting with Emma Hardy MP to discuss this initiative

## 10. Board Updates

### Chairman

- No further updates

### Treasurer

- No further update to the information shared in section 6 above

### Merchandise

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

- It was suggested that a campaign to promote HCST scarves, (*i.e. Offer price of £4*), should be considered given the forthcoming changes to more autumnal weather **ACTION – SP to arrange communication of the campaign**

- GB & RM both confirmed they still holding stocks of some HCST merchandise as and when it was required

### Secretary

-RM advised that there are currently 904 HCST members, (128 x Lifetime / 588 x 3 year / 172 x 1 year / 16 x Junior) This represents an increase of 2 members since the previous Board meeting and an increase of 168 members year to date.

- RM pointed out that post the previous Board meeting, 68 x 1 year memberships had been marked as 'expired' as their renewals were overdue by at least 2 months, but that following an e-mail campaign organised by RM & GC, (*plus the recent HCST statement organised by SP*), 52 of these members had then renewed, with 18 new members joining in the previous 6-weeks

-RM advised that all new & renewed memberships had been completed and posted out

## 11. AOB

- Following the Club announcement of changes to the ticketing arrangements for the U-23 Development team fixtures, contact has already been received from other Supporters Trusts as to how this would affect travelling family members and supporters from their teams in attending these matches **ACTION – RM to write again to the Club (David Beeby – Secretary & Ticketing Manager), and request a revised and reasonable period of time for Hull City fans to sign up for a Match Card at no cost and also for the Club to clarify the position on visiting supporters, family members etc attending Development fixtures ACTION – GB to contact Adam Lowthorpe at the East Riding County Football Association (ERCFA) to establish if any of the ticketing arrangement changes are as a result of a request from the ERCFA as one of their venues are now hosting Development fixtures for Hull City**

- It was discussed that the Club were inviting individual nominations for 8 representatives of the 4 stands in use at the K.Com stadium on matchdays, to apply for a position on the Supporters Committee for the 2018/19 season. **ACTION – Individual Board and HCST members are encouraged to apply should they wish to do so** (*Formal HCST involvement is currently TBC but will be influenced by FSF, SDr & EFL interjection and feedback as mentioned in section 5 of these minutes*)

- RR asked if anyone had an update list of Partner information and logo's as there had been some inconsistency with some recent postings **ACTION – GC to confirm the partner listing and information currently retains.**

- SD gave an overview on a piece she had recently read on former manager Peter Taylor and how much he had enjoyed his time in Hull and the surrounding area. SD also commented he had previously been well received at a Supporters Club hosted event.



It was noted that Peter Taylor could be an excellent guest for a future HCST hosted event with consideration for the potential book launch for Richard Garden in 2019

- RA & DB both expressed an interest in helping and supporting the Board in an initially co-opted Director capacity **Their offers were accepted by the Board members present.** **ACTION – RR to arrange HCST e-mails for RA & DB**  
**ACTION – RR to add RA, DB & KB to the Slack communication tool initially on the 'General' channel**

#### **Next meeting**

**Monday 12<sup>th</sup> November – 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 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.