
MEETING NOTES

Board Meeting 2017-08

Monday 11TH December 2017, 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)
 P Walton (PW)
 R Mathers (RM), Secretary

Board Members Absent

G Cannon (GC)
 P Johnson (PJ)

Others Present

Steve Armstrong & Dave Clarkson (Fans Bet) – *Point 4 below only*

1. Apologies

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

2. Minutes of the previous meeting

Due to other matters on the agenda, the minutes of the previous meeting held on 11th September 2017 were not reviewed. RM will follow up individual members on the action points documented.

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), Hemingway Bailey Ltd, Hornsea Town Walking Football, Leasing for Business, Nudge Websites, Photo Express, Rob McFadyen ADI, Ska & Soul, William Gemmell Social Club, Wine On-Line. **Full details can be found [here](#).**



3. Matters Arising

HCST have withdrawn support for the 'Hall of Fame' initiative with the club, due to the clubs insistence on marketing the event as 'Tigers Hall of Fame' and not the 'Hull City Hall of Fame' as had been originally indicated in the invitation to participate

GB represented HCST at a Supporters Committee meeting on November 22nd attended by representatives of Hull City Supporters Club, Senior Tigers, Stadium Stands fans reps, Assam & Ehab Allam and other club representatives. GB will again represent HCST at a follow-up meeting on December 14th.

HCST website domains and e-mail addresses have been renewed and the relevant fees paid

HCST contributed to the cost of a Les Mutrie memorial flag which has since been donated to the Mutrie family

HCST hosted the Yorkshire Football Supporters Federation, (FSF), meeting held on October 22nd

SP arranged a successful 'Black & Amber Friday' discount weekend in line with the now annual retail businesses event

Other matters, (*i.e. Supporters Committee meetings with the club owners*), are covered by agenda points below

4. Fans Bet Proposal

Steve Armstrong (SA) and Alan Clarkson (AC) from Fans Bet had been invited to present a proposal that AC had been discussing with GB on HCST promoting their service to generate income. Key points noted during their presentation were:

- Manchester United Supporters Trust have recently signed an agreement to promote Fans Bet following a period of legal review
- Fans Bet has been fully operational since May 2017 and is backed by the 'Rush Partnership' who include numerous wealthy businessmen who are all fanatical sports fans
- The business model is designed to 'give back' to the football community and promote 'enjoyable betting'
- 50% of the Net Profit of the model is paid back to the fans community, (*i.e. Football, Rugby League etc*) This is possible due to much lower operational & marketing costs compared to other betting organisations)
- Anyone wishing to use the service is offered a choice of which registered supporter's groups they would wish to donate to (*n.b. Should a significant number of Hull based customers indicate they would donate to HCST, there are potential branding opportunities to explore*)
- There are no administrative duties or operation responsibilities required from HCST as Fans Bet employees cover these areas.
- Other fans groups who have agreed to promote Fans bet include Sheffield United and a Tottenham Hotspur fanzine, with Liverpool, Everton and Glasgow Rangers showing potential interest.
- Fans Bet recently made a significant donation to the 'rail seating' to be installed by Shrewsbury Town as part of the 'Safe Standing' initiative.

HCST Board members raised numerous questions and some concerns to SA & AC in relation to their proposal, all of which received relevant answers or commitments. SA & AC then left the meeting.

It was then discussed by the Board members present that should the proposal offered be accepted, that any income generated would be for the sole use of HCST related community projects (*i.e. Anlaby Road Trust Project*). **ACTION – HCST Board to contact SA & AC in January with a decision as to pursue their proposal further or not**



5. Club Supporters Meeting

It was agreed that the follow-up meeting between the Club owners and the various fans representatives, (inc GB), scheduled for Thursday 14th December was potentially pivotal and would give a clear indication of the Club commitment levels in meaningful dialogue with the fans

It was noted that the Club had not responded to an offer of assistance from the FSF to legitimise the meetings although it is understood that the FSF were to contact the Club again with a repeat offer.

GB confirmed that he had been in contact with other supporter representatives who had attended the first meeting, with the Senior Tigers stating that there *'needed to be some movement at the next one'*

The key issues from the first meeting of the Club Membership scheme and Branding Guidelines are covered in points 6 & 7 below and general Board requirements and expectations from Thursday's meeting were discussed with GB

6. Ticket Pricing Model

PF presented a proposed Membership/Matchday ticket pricing model that would re-introduce concessionary ticket prices for junior & senior supporters as well as allowances for disabled supporters.

The model included consideration to:

- The decline in attendances since the current Membership scheme was introduced
- The impact of this decline on the sale of programmes, food, club merchandise and also pubs and food outlets in the local area on matchdays
- Online research into the number of available matchday seats
- An understanding that there are approximately 11600 in the current Membership scheme, (inc 800 corporate packages), with approximately 14% aged 18 or under
- The Club owners would potentially not accept any proposal that generated less income for the club than their current scheme
- The HCST pricing model is designed to generate increases in matchday attendances by enticing back supporters who have been negatively impacted by the current Membership scheme and prices
- The HCST pricing model is currently designed on a 3-zone structure as a direct comparison to the current club scheme, with a recommendation that the current zonal pricing policy is reviewed

It was agreed that an 'Executive Summary' sheet was required to support the financial predictions in the proposed pricing model **ACTION: PF & RR to meet and produce a summary sheet that is t be shared with Board members by noon on Wednesday 13th December for feedback and approval via the 'Slack' media channel. ACTION: GB to be issued with the final version by the end of that day in preparation for the Club meeting**



7. Hull City Branding Guidelines

The Board note with disappointment that the Club 'Branding Guidelines' had not been made available by the Club for review and suggested amendments prior to this Board meeting despite this being agreed at the Supporters meeting on November 22nd and subsequent direct e-mail request from GB to club contacts.

8. Membership Drive (Sub Group)

RM gave an update on the sub-group meeting attended by SP, PJ, IB & himself On 23rd October, at which many actions were agreed.

- Members signing up for 'Life Membership' in the future will offered a complimentary HCST pint glass or copy of the book '46 & Counting'
- The HCST membership application form has been amended by RM and shared with GC
- IB has kindly arranged 2 further 'Trust Partner' opportunities
- GB advised on a restaurant based in the Hull area that he has verbal commitment from re becoming a 'Trust Partner'
- The 40 businesses highlighted by RM as potential 'Partners' will be approached in writing during January 2018
- The 'Reasons to Join' social media push in December has so far generated 1 x Life and 3 x 1-year new members (Thanks to RR & GC for arranging social media postings to date)

The sub-group are planning to meet again in January to discuss the next phases of their campaign

9. FA Regulatory Changes (FSF)

The Board discussed an email from the FSF to its various Fans Group members requesting feedback on an opportunity to suggest a rule or legal change that needs amending to prevent problems with their parent club.

The Board agreed that there needs to be a clearly defined and documented rule relating to Concessionary ticket pricing and further an enforcing punishment for clubs that fail to comply **ACTION: RM to reply to the FSF with the Board suggestion by the deadline of Friday 15th December**

10. HCST Annual General Meeting (AGM)

RM advised the board as follows:

- The AGM has been provisionally scheduled for Saturday 24th February at the William Gemmell (Prior to the Sheffield United match but subject to change should the fixture be chosen for TV coverage)
- 3-4 members will need to volunteer to form an Election Management Group (EMG)
- RM has already drafted the Election Nominee forms for members wishing to stand for election to the board which need to be made available no later than Friday 29th December
- GB & RR will need to stand for re-election having served 3 years on the Board (As stated in the Rules of the Trust)
- IB & PJ will need to stand for election as they are currently co-opted board members
- The position vacated by Greg Whitaker during the summer is available for election.
- Should any current board member wish to give notice they wish to resign their role, RM requested that he is informed no later than Friday 29th December
- During the first board meeting scheduled post the AGM date above, formal positions on the board will be discussed and reviewed

PW indicated verbally that it his intention to resign from his role on the board at the next AGM due to other commitments

ACTION: RM to forward a communication to GC & SP relating to a request for EMG volunteers, the forthcoming election process and the Election Nomination form for inclusion in the weekly newsletter.



11. HCST Action Plan

The current plan and its actions has been updated by RM. *(As discussed in the October meeting, it was agreed that it was an evolving HCST strategy document that should be reviewed as part of the preparation for the next AGM).*

12. Board Updates

Chairman

-No further updates

Treasurer

- PF confirmed that there was £3800 currently in the HCST PayPal account and £3400 in the HCST main account.
- PF also advised that the donation to the Les Mutrie tribute flag, the Trust domain fees and annual membership fee to Supporters Direct have all been paid
- PF requested approximate HCST merchandise stock levels as part of the end of year accounting process

Merchandise

- SP confirmed that good stock levels remained for HCST scarves
- SP was happy with merchandise sales from the recent 'Black & Amber Friday' sale weekend

Secretary

- RM advised that there are currently 897HCST members, (98 x Lifetime / 491 x 3 year / 289 x 1 year / 19 x Junior) *(This is a net drop of 14 members since the previous meeting although the numbers include 153 members who have been e-mailed as their memberships are currently due for renewal)*
- RM advised further that since the formation of the Trust, 631 memberships had expired, of which only 159 ever renewed for more than their original year
- RM advised that all renewed memberships had been completed and posted out

13. – AOB

- No additional points were raised

14. Next meeting

Monday 22nd January – 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**