

# HULL CITY SUPPORTERS' TRUST

## 2015 ANNUAL REPORT

Registered as Tigers Co-operative Ltd. under the Industrial and Provident Societies Acts 1965 – 78

This annual report summarises the work of the Hull City Supporters' Trust during the year 2015.

It will be presented to the shareholders of the Trust at its Annual General Meeting on Saturday 12<sup>th</sup> March 2016, as well as being published on the Trust's website.

**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 (8):** G Bielby, R Harmer, A Hemingway (Treasurer), A Mills, M Scott (Secretary), R Richardson (Interim Chairman), R Skelton, C Smith.

**Co-opted Trust Board Member (1):** F Beill

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

Angel Beauty, Aspects Opticians, Brookes Menswear, Circle 87 Café, Co-op Energy, Cross Solutions, Dickens & Browne, Dinostar, EasyPeasyPrint, Essence Holistics, Finesse Internet, Grange Driving School, Harpers Fish & Chips (Beverley), Hemingway Bailey Ltd, Leasing for Business, Middle Child Theatre Company, Nudge Websites, One Stop Golf, Photo Express, Rob McFadyen ADI, TDN Automotive, Wine On-Line. **Full details can be found [here](#).**



## CHAIRMAN'S REPORT

The key task for the Trust during 2015 has been to stabilise its work and ready the Trust for a future positive role as a supporters' representative body. This is still work in progress with the football club continuing to communicate patchily with the Trust, and sometimes ignoring us on things that matter most to fans. Addressing this communication issue is a key task for 2016 - be it with the current owners, or new owners that we hope will seek more engagement with fans' groups like the Trust.

It is gratifying that the Football Association, the Premier League and the Football League all recently ratified the report of the Expert Working Group that examined supporter engagement within football. This was a ringing endorsement of the work of two organisations, the Football Supporters' Federation and Supporters Direct – HCST is a proud affiliate member of both organisations. Mandatory communications with supporters' trusts; a route for Trusts to acquire their clubs; new rules to protect badges and team locations – these are some of the key new commitments that professional clubs will comply with as a result of this initiative. These new commitments, coupled with the rigorous arrangements that already protect against clubs changing their name without supporter approval, are all great news for Hull City fans and the Supporters' Trust movement in general.

Our first chairman Mark Gretton stepped down from his role and left the Board during December 2015, and I have taken the role of Interim Chairman until the 2016 AGM. Mark was a driving force behind the formation of the Trust, as well as the work of City Till We Die that preceded. Mark was a regular contributor to local and national TV, radio and newspaper on matters relating to Hull City, speaking out on supporters' interest on behalf of the Trust. He led the presentation of our successful No To Hull Tigers submission to the FA sub-committee back in January 2014. He led the creation of the Trust's new board with skill, diplomacy and determination. For all of these reasons, he owes the supporters of Hull City nothing as he returns to a quieter life at the East Stand perch, munching on vegetarian pies.

We will also see three more Directors leave the Board at today's AGM – Rob Harmer, Rick Skelton and Mike Scott. All three have been a part of the City Till We Die campaign from the start and contributed massively to that cause. All three have continued to play important Board roles with the Trust over the last 12 months. Rob, Rick and Mike stepping down signals the departure of the last members of the CTWD committee from the HCST Board. The name change is over, the Trust must move on in its role to represent the wider concerns of supporters - these departures highlight that transition.

Finally, I should record our thanks to Frank Beill, the former Chairman of Tigers Co-op who has been a co-opted Board member for the last year. Frank's wisdom at both the strategic and practical levels has been invaluable as the new Board formed itself. We thank him for his input.

At least three new Board members will be elected today, maybe more, and the new Board that forms will meet in a couple of weeks' time to elect its new Chairman. I have been honoured to serve as interim chairman since December and will remain on the HCST Board to help continue the good work currently under way.

*Ryan Richardson, Interim HCST Chairman*



## SECRETARY'S REPORT

The last twelve months have been a busy time for the administration of the Trust. Tasks have included the creation of a new website, production, approval and publication of a new set of rules and policies, management of a bi-monthly Board meeting schedule, and tackling the various administrative tasks that the Financial Conduct Authority require from us.

But I am proud to say that the Trust is now in good shape, with a stable foundation on which to grow and move forward. The Trust contributed again to the name change debate, which was concluded by the FA Council in April 2015. The positive protection that has now been given to the name "Hull City" has been well received by practically all supporters of the club.

But that's the past, and today is more about the future. The Trust has ensured that the KC Stadium has an enhanced level of protection placed on it through its listing as an Asset of Community Value, which the Trust led on. The Trust is focusing its efforts and resources on the development of the ART (Anlaby Road Tribute) Project, which will create a lasting memory and recognition of the Anlaby Road stadium that was City's first home, and which now lies beneath the scrubland, railway line and car parks surrounding the Londesborough Street walkway connection to the East Stand concourse. Concurrently, the Trust has assisted the Middle Child Theatre Company in scoping and publicising its new production that will examine the trials and tribulations of being a Hull City fan, drawing upon the words and experiences of City fans themselves. We look forward to seeing the resulting production during 2016.

Looking further ahead, the Trust is eager to develop new projects and initiatives that match our objectives to raise the profile of supporters' issues with the club. This will, we hope, culminate in seeking representation around the table when the club makes strategic decisions that affect the interest of Hull City supporters. Such representation from a truly independent body will undoubtedly improve the decision making process at the club, which has been a flawed process on more than a few occasions in the last three years. We are ready to help.

What is it we should be doing as a Trust? This is a key question that we want to ask of the AGM today. We have some ideas, our new Board members will throw in their thoughts, but ultimately it's you the shareholders that matter most – help us to shape the Trust's future.

Finally, I shall be stepping down as Secretary of the Trust, once a ~~hapless victim~~ willing volunteer has stepped forward to fulfil the role and a period of transition has been completed. I will pass on the Trust's administrative assets in good shape, to a person that I hope will continue to provide an independent check and balance on the Board. The Secretary's role is to ensure that delivering the rules of the Trust, the objectives of the Trust and – crucially – the needs of our shareholders are always paramount. It's been a pleasure to serve you.

*Mike Scott, HCST Secretary*



## FINANCIAL REPORT

These figures relate to the first year of the newly formed Hull City Supporters' Trust (HCST), which came about after the bringing together of the long established Tigers Co-Operative and the City Till We Die group. This merger happened because supporters wanted to have more of a voice in the running of the club after the first successful defence of the name change campaign.

Throughout this period it has been the policy of the board of HCST to keep the funds from the Tigers Co-Operative separate from the HCST funds for the first 12 months, these ring-fenced funds were still managed by the old Tigers Co-operative committee. This policy ensured that these funds could be used as seen fit by the old group and as can be seen from the figures below, £18,000 was given back to the local community in Hull & East Yorkshire.

It is important to highlight the organisations who benefited from the old Tigers Co-Operative's funds:

- Hull Boys Sunday League - £6,000
- East Riding Electric Eels - £2,000
- Teenage Cancer Trust - £6,000
- East Riding Pan Disability League - £2,000
- KIDS Charity - £2,000

Excluding these large donations, HCST had an income after costs of £169.

Total income received was £6,431 which was made up of memberships (£4,456), interest (£181) and merchandise sales of £1,794. Costs relating to merchandise were £1,513.

Costs were kept under control and significant costs were membership cards of £453 and PayPal charges of £369, using Paypal is the most efficient way of collecting membership fees and merchandise payments. Also within the costs is £108 for software, which was for accounting software that was paid to my company, Hemingway Bailey. This was at cost from the provider and no profit was made.

The other two costs to comment on are player sponsorship and the A.R.T. Project. As a Trust we want to be involved in our community and also to provide support to Hull City AFC where we can, so we decided to sponsor Sone Aluko for the 2015-16 season. Even though the name change did not go away during the year we wanted to show that we can support and work with the club through such actions.

As a Trust we want to bring the club and fans together and so we have embarked on the very ambitious Anlaby Road Tribute ( A.R.T. ) Project, with the aim of developing a significant piece of public art to commemorate the original ground that is located at the back of the South Stand on the patch of wasteland just off the walkway to the stadium. We want this to be something that Hull City supporters , football fans and the wider general public will want to visit and the aim is to complete it for the start of the 2017-18 season. We have engaged an experienced arts consultant, the sole cost so far relate to the A.R.T. Project.

At the end of December 2015 we had £11,121 in the combined bank accounts with just £804 of creditors to pay leaving a net position of £10,317.

*Alan Hemingway, HCST Treasurer*



<b>HULL CITY SUPPORTERS' TRUST, Financial Statement, 2015</b>			
	Tigers Co-Op	HCST	Total HCST
<b>Income</b>			
Membership		4,456	4,456
Merchandise Sales		1,794	1,794
Interest Received	181		181
<b>Income Received</b>	<b>181</b>	<b>6,250</b>	<b>6,431</b>
Merchandise Costs		1,513	1,513
<b>Costs</b>	<b>181</b>	<b>4,736</b>	<b>4,918</b>
<b>Costs</b>			
Membership Cards		453	453
Website Costs		153	153
Venue Hire		40	40
Software		108	108
Paypal Charges		369	369
Postage		199	199
Stationary		106	106
Supporters Direct Subscriptions	100	100	200
FCA Costs		60	60
Sundries	43	68	111
Player Sponsorship		1,200	1,200
A.R.T. Project		1,750	1,750
<b>Costs</b>	<b>143</b>	<b>4,606</b>	<b>4,748</b>
<b>Net Income Before Exceptionals</b>	<b>38</b>	<b>131</b>	<b>169</b>
Community Giving	18,000		18,000
<b>Net Income</b>	<b>(17,962)</b>	<b>131</b>	<b>(17,831)</b>
Cash & Bank Balance 31/12/15	8,142	2,979	11,121
Debtors	0	0	0
Creditors	0	(804)	(804)
<b>Assets Less Liabilities 31/12/15</b>	<b>8,142</b>	<b>2,175</b>	<b>10,317</b>