

MEETING NOTES

Board Meeting 2016-05

Monday 5th September, 2016, 6:30pm

Attendees

Board Members Present

G Bielby (GB), Chairman
 R Richardson (RR), Vice Chairman
 C Dyson (CD)
 S Dyson (SD)
 S Pye (SP)
 P Walton (PW)
 G Whitaker (GW)
 R Mathers (RM), Secretary

Board Members Absent

A Hemingway (AH), Treasurer
 G Cannon (GC)
 P Fleming (PF)

Other absentees

None

Also in Attendance

None

1. Apologies

Apologies had been received from AH, GC and PF.

2. Minutes of the previous meeting

The minutes of the previous meeting held on 25th July 2016 were agreed as a true record.

3. Matters Arising

GB advised that there had been some changes to the FSF notes from the meeting with the Premier League in July.

ACTION: GB to forward on to board members.

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), A Hemingway (Treasurer), G Cannon, C Dyson, S Dyson, P Fleming, P Walton, G Whitaker (Co-opted), S Pye, (Co-opted)

Trust Secretary: R Mathers

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](#).**

4. Current Club Situation – HCST Approach

Following a general discussion on the topic by the board members present, a summary of findings were:

- The overall takeover situation is currently in limbo but the perceived imminent announcement would be welcomed
- The HCST board hopes for an opportunity for direct communication & dialogue with whoever the new owners are
- There is a presumption that new owners may appoint a Senior Executive to effectively run the club on a day-to-day basis and that this would be the person the HCST board should initially approach.
- Suitable announcements/press releases on behalf of the HCST have been prepared by RR once a takeover of the club is confirmed.
- The 'Asset of Community Value' attained on the K.Com stadium would also give HCST 6-months' notice of any ground sale
- It was accepted by the board members present that Rob Harmer was able to accompany GB & AH at the scheduled HCST meeting with Councillor Brady from the Hull City Council to discuss various initiatives inc the ART project.

5. Press & Media Activity

RM asked for clarity on who the authorised board members were to act as spokespersons for the Trust in line with Clause 40 of the Board Members & Conduct Policy. It was confirmed that:

- GB, RR & GC take the lead on TV & Radio requests
- GW takes the lead with Written Media requests

It was also agreed that online links to HCST related activity in National Press publications will be included via links on the weekly newsletter (**ACTION: GW - ongoing**)

6. Leicester Protest Activity Review

Following a general discussion on the topic by the board members present, a summary of findings were:

- The use of additional text on any future card protests will need careful consideration
- The national coverage attained through the written media and radio was positively acknowledged
- However, the national coverage attained through television was particularly pleasing especially:
 - BBC Match of the Day and the comments on the takeover situation by Alan Shearer
 - BT Sport and the support received from Jake Humphries (inc Interviews with GB)
 - BT Sport and the comments on the club situation by Rio Ferdinand during their live broadcast of the match
- Overall, the HCST related protest activity was deemed to be extremely successful and achieved the aim of raising the profile and awareness of the current issues between the club owners and the fans

7. HCST Merchandise

The current range and availability of HCST merchandise was reviewed and it was acknowledged that some items will need to be reduced in price to sell through.

SP gave an overview of the potential HCST merchandise options that he's been exploring in recent weeks. Ideas include Tulip shaped beer glasses, calendars, keyring bottle openers, beanie hats and scarves. **ACTION: SP to forward details of potential designs, costs and order quantities to board members once available for review.**

PF has raised a suggestion that HCST members are included in suggested designs for new t-shirts, with a potential shortlist of designs made available on the Trust website for members to vote on their favourites. **ACTION: SP to enquire as to what format would be required to for production prior to this suggestion being launched.**

8. HCST Website

RM raised the status of some of the current content on the Trust website as some items appear to be quite dated. The following actions were agreed:

- CAMPAIGNS
 - The 'Statue for Ebenezer' campaign is still active but the link should be 'hidden' until a further update is received **(ACTION: GW)**
 - 'Living Wage at Hull City' is still active but the Trust is still awaiting a response from the club and should remain
 - 'A.R.T' needs updating **(ACTION: GB/AH to forward to GW)**
 - 'Middle Child Theatre' appears to have an issue with funding and should be 'hidden' until a further update is received **(ACTION: GW)**
- PARTNERS
 - The William Gemmell link still refers to a meeting place for the England vs Slovakia game on June 20th and needs updating **(ACTION: GB)**
- RULES & POLICIES
 - RM has confirmed that the revised policies agreed in March 2016 need posting on the website but also need current board members updating. **(ACTION: RM to forward to GW)**

9. HCST Membership & Retention

Mike Scott had confirmed within the previous week that the current membership stands at 1101, *(inc 44 junior members)*

A sub-working group is to be formed to look at the communication to members of the benefits available to our existing business partners, how we can better promote the current business partners and also to establish opportunities for new business partners **(ACTION: Board members wishing to be involved to contact AH)**

HCST benefits and business partners will be a separate agenda item at the next board meeting with an action plan agreed. **(ACTION: RM)**

10. Connectivity

GW and SP have requested an update on HCST e-mail accounts being arranged for them. It is understood there may be a cost implication in further accounts being arranged, but equally there may be previous board members with accounts still active that can be re-deployed as GW and SP should be set up in their current roles. **(ACTION: GB to contact Mike Scott to attain current list of board e-mail accounts)**

RR has again offered to help any board member upon request, who is having technical issues in setting up their HCST e-mail accounts on phones, tablets, laptops etc **(ACTION: Board members to contact RR as required)**

11. HCST Action Plan 2015/16

Time constraints during the meeting, (and the absence of 3 board members), ensued that a review of the action plan was not conducted, but this will be a priority agenda item for the next board meeting **(ACTION: Board members to prepare updates in advance of the next meeting / RM to prioritise on the next meeting agenda)**

12. Board Updates

- Chairman – GB had covered all points earlier in the meeting
- Secretary – RM advised that his handover from Mike Scott was still in progress but the main topics to complete were membership administration, maintaining the HCST database and control of the general HCST e-mail account *(The current set up of the Trust bank mandate had been previously covered by AH at the last meeting)*



- Treasurer – AH will give an update at the next meeting
- Membership – See section 9 above
- Merchandise – See section 7 above

13. Other Items

RM enquired if a board member had replied to an e-mail from a member based in Wales who had kindly offered a flag for Trust use. **(ACTION: RM to follow up with the member directly)**

CD raised awareness of a potential request of support relating to a 'Street Life Museum' initiative being arranged by Les Motherby during the City of Culture programme in 2017

GB advised on an initiative available through the Premier League Fans Fund where grants are available to apply for in relation to projects that strengthen the relationships between the football clubs and their fans. There are 2 tiers of projects, (up to £5,000 and up to £20,000), and it was suggested that as a Trust Board we should consider projects that would benefit from a grant in the lower tier. **ACTION: GB to forward on to board members the e-mail he has received which should be reviewed and then added as an agenda for the next meeting.**

It was agreed that the next meeting would be once again held at the William Gemmell.

14. Date of next Board meetings

- > **Monday 7th November – 6.30pm**



HULL CITY SUPPORTERS' TRUST OBJECTIVES, AIMS and ACTIONS for 2016

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)
2. Through our participation in the FSF Heritage Working Group, engage with the FA to strengthen its heritage rules (led by Geoff Bielby)
3. Challenge, through our public statements and the local media, the "name-change by stealth" of Hull City AFC (led by Ryan Richardson)

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)
5. Represent the views of shareholders and the wider community at the Hull City Fans' Working Group (led by Geoff Bielby)

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

6. Support national initiatives pressing for legislation to reform football and include supporter representation on club boards (led by Geoff Bielby)
7. Develop ways to recruit members to the Trust (led by Sue Dyson)
8. Grow the Trust membership through recruiting Partners offering benefits to members (led by Alan Hemingway)
9. Grow the Trust membership through the development of merchandise attractive to members (led by Steve Pye)

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

10. 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 Greg Whitaker)
11. Develop the on-line Hull City museum (led by Martin Batchelor)
12. Engage with the City of Culture 2017 organisers to set up a heritage and Arts project (led by Sue Dyson)

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

13. Support and publicise national campaigns such as Safe Standing and Twenty's Plenty (led by Geoff Bielby)