

MEETING NOTES

Board Meeting 2016-06

Monday 7th November, 2016, 6:30pm

Attendees

Board Members Present

G Bielby (GB), Chairman
 R Richardson (RR), Vice Chairman
 A Hemingway (AH), Treasurer
 G Cannon (GC)
 S Dyson (SD)
 S Pye (SP)
 P Walton (PW)
 R Mathers (RM), Secretary

Board Members Absent

P Fleming (PF)
 C Dyson (CD)
 G Whitaker (GW)

Other absentees

None

Also in Attendance

Phil Ascough (PR Consultant)
 Ian Bunton (46 & Counting author – section 3 only)

1. Apologies

Apologies had been received from GW, CD and PF.

2. Minutes of the previous meeting

The minutes of the previous meeting held on 5th September 2016 were agreed as a true record.

3. Matters Arising

GB introduced Ian Bunton & Phil Ascough as invited guests – Ian is looking for support from the Trust board in promoting his forthcoming book '46 & Counting', (see below), whilst Phil has offered his services and expertise in Media & Public Relations as a partner to the Trust.

Ian gave the board background information to his forthcoming book which should be available for launch around 23rd November, with any profits raised from the book sales being donated to charities supporting Alzheimer's research. (Selling price £10). The Trust board have approved potential support for the book launch as follows:

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](#).**



- Making a link available on the 'Shop (Products)' section of the HCST website for the book to be purchased
- Actively raise awareness of the book through communication channels, (*inc weekly newsletter, social media formats etc*)
- GB has also offered to explore the possibility of arranging a book launch/signing evening in the function room of the William Gemmell, (*inc potential Guest Q&A session*), and also use existing contacts at Radio Humberside to explore any studio guest appearance opportunities to promote the book. (**lan then left the meeting**)

Trust e-mail accounts still outstanding for GW & SP. **ACTION: GB to arrange with Mike Scott.**

4. Current Club Situation – HCST Approach

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

- It is understood that one of the current interested consortiums have withdrawn from the process leaving 3 parties reportedly remaining interested
- Despite initial contact being established with Tom Rowell, (*recently appointed Marketing Manager at Hull City*), a meeting request from GB has yet to be finalised
- There is clearly an increasing level of unrest amongst HCST members and the wider supporters base in relation to the current lack of open communication by the club and the uncertainty over potential bids from interested consortiums. (*n.b. As an example, GB explained that the Tottenham Hotspur Supporters Trust have meetings scheduled with their club board 3 times per year to address supporters concerns and how the club and Trust can continue to work together productively*)
- There have been calls for the HCST to arrange 'protests' with several activities suggested.
- A communication/press release will be made available:
 - Reminding supporters of the constitution of the HCST, why it exists and what the ultimate aims of the Trust remain
 - That HCST cannot condone supporter pitch invasions or throwing objects onto the playing area during matches to disrupt games as such actions are illegal and subject to Football Banning Orders.
 - A plan of action is being formulated to address supporters' concerns
 - **ACTION – Communication to be made available for release by Thursday 10th November (GB/RR)**
- It is now almost 6 years since the current owners took control of the club, during which time numerous quotes on their original intentions and approach have been publicly reported via local, national and international media organisations
- A sub-group of board members will convene to agree a targeted strategy and action plan to increase public awareness of the current concerns of Hull City supporters in relation to the current club ownership situation
- The sub-group will make their suggested actions available for review and approval by the remaining members of the Trust board
- As a precautionary measure, legal advice may be sought on actions proposed. **ACTION – GB to approach a suggested contact to establish potential support**
- Potential opportunities for 3rd party funding support for media advertising and awareness will be explored



5. Megan Pratt Dream Fund

GB gave background information into the approach by the fund-raising group connected to the Megan Pratt memorial fund requesting support from HCST in holding some of the funds raised in a separate bank account.

HCST are entering 2 teams into the forthcoming 6-a-side football tournament taking place at the Airco Arena (*Sunday 13th November 1pm – 5pm*)

It was approved by the Board that a donation of £100 should be made by HCST to the fund to cover the entry costs and sponsorship of the 2 teams entered for the above.

6. Trust Merchandise

SP then gave an update on the new items of HCST merchandise, (*inc costs and lead times*), that he has been exploring with potential suppliers. The following was agreed

- The design of a 'new' T-shirt was approved with initial order quantities approved **ACTION – SP to order with supplier**
- Due to time constraints, HCST calendar designs have been put on hold until next year
- SP to forward final designs and costs for a Conical shaped pint glass to the Trust Board for approval
- SP to forward final designs and costs for a new HCST scarf, (*with black strands at each end*), to the Trust Board for approval
- SP to forward final designs and lead times for a new HCST winter hat to the Trust Board (*n.b. Should lead times for a timely winter release prove prohibitive then designs for a HCST baseball cap should be explored for a Spring 2017 launch*)
- SP to forward final designs and costs for a HCST branded bottle opener/key ring to the Trust Board for approval
- SP to forward final designs and costs for a HCST branded drinks bottle to the Trust Board for approval
- A proposed HCST mouse mat was rejected
- SP has requested details of the current producer of the HCST car sticker so that alternative designs can be considered. **ACTION: GB to establish and forward details to SP**

SP also gave an update on the current stockholding of current HCST merchandise items.

7. 2017 Plaques Project

The board discussed the requested level of HCST support from the organisers of this project. It was agreed that any support would purely be for Hull City related plaques and further that the Trust would be unable to fund or supply resource to manage the project. **ACTION: GB to contact the project organisers to discuss**

8. AGM / 2017 Board Elections

RM raised the need of Board consideration for an AGM date and the associated election process of board members.

- A potential date of Saturday 25th February, (*subject to a fixture change of the Burnley home game*), was agreed for the AGM
- The function room of the William Gemmell was agreed as a potential venue **ACTION: GB to establish room availability with Gary Rowan from the WG**
- RM to review Election process and feedback any requirements from Board members

9. 2015/16 HCST Action Plan

Board members gave an update on their individual actions. (*Please refer to comments on the final page of this document*)



10. 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 they were meeting with the intention of completing before the West Brom game on November 25th.
- Treasurer – AH advised that the Trust funds currently stands at £15,377 (*Excluding the funds being temporarily held for the Megan Pratt fund – see section 5 above*)
- Membership – There are currently 1100 HCST members
- Merchandise – See section 6 above

11. Any Other Business

RR raised a request from a Trust member for a design of sticker(s) are produced as part of the sub-Group compiling a plan of action relating to the current club ownership situation. (*See point 4 above*)

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.**

GB has recently been actively involved locally with “Blokes United” who are a Hull and Hornsea based Mens Discussion and Football Group established to support Mens Mental Health. He would like HCST to embrace this organisation and actively support it with publicity etc. This was approved by the board members present.

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

12. Date of next Board meetings

- > **Action Plan sub-Group - tbc**
- > **Pre-HCST event evening (See Section 3 above)**
- > **Monday 9th January 2017 – 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) **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) **Direct meetings with Councillor Stephen Brady**
5. Represent the views of shareholders and the wider community at the Hull City Fans' Working Group (led by Geoff Bielby) **Outstanding meeting requests with Tom Rowell**

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 the Trust (led by Sue Dyson) **Progressing (Action plan in place)**
3. Grow the Trust membership through recruiting Partners offering benefits to members (led by Alan Hemingway) **Progressing (Plan to promote 2 partners per week in forthcoming weekly newsletters. Action – AH to contact listed partners to ensure published HCST member offers remain as stated prior to newsletter promotion)**
4. Development of Trust merchandise attractive to members (led by Steve Pye) **Progressing (See section 6 above)**

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 Greg Whitaker) **Progressing (Regular local and national media exposure)**
2. Develop the on-line Hull City museum (led by Martin Batchelor) **Progressing**
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)**

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) **Progressing through FSF & Supporters Direct meetings**