

## MEETING NOTES

Board Meeting 2017-02

Monday 27<sup>th</sup> March, 2017, 6:30pm

### Attendees

#### Board Members Present

G Bielby (GB), Chairman  
 P Fleming (PF), Treasurer  
 S Dyson (SD)  
 S Pye (SP)  
 P Walton (PW)  
 R Mathers (RM), Secretary

#### Board Members Absent

G Whitaker (GW)  
 R Richardson (RR), Vice Chairman  
 G Cannon (GC)

#### Other absentees

None

#### Also in Attendance

None

### 1. Apologies

Apologies had been received in advance of the meeting from GW, RR & GC

### 2. Minutes of the previous meeting

The minutes of the previous meeting held on 9<sup>th</sup> January 2017 were agreed as a true record.

### 3. Matters Arising

RM has been receiving e-mail 'warning messages' regarding a Dropbox account set up for the Trust. **ACTION: RM to contact Andy Metcalfe for potential assistance or admin rights for the account**

GW & SP are now set up with Trust e-mail accounts but have been unable to configure to their smartphones. SD & PW are also still experiencing issues with e-mail account accessibility. **ACTION: RR to review and offer advice/guidance as required at the next meeting.**

A summary listing of "Allam Quotes" and reference points was produced for use in the Board campaign. **ACTION – Campaign now on hold**

**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](#).**



GB attended an open evening meeting hosted by the Newington Community Group on January 21<sup>st</sup> in relation to the proposed 'security gates' on the Argyle Street walkway **ACTION – GB to forward meeting notes, maps, photo's etc to Board members**

In the January board meeting, it was discussed if the HCST should have their own football kit for future matches and for events such as the annual Megan Pratt 6's tournament. **ACTION CARRIED FORWARD: RR to establish potential costs and advise the Board**

The Board wished to place on record their appreciation to RM for the recent organisation of the AGM, Annual Report and EMG required for the election process.

Outstanding action from the AGM relates to establishing the Football League rules on concessionary prices for young, senior and disabled supporters. **ACTION – RM to confirm and notify the Board**

PF was formally welcomed as the new Treasurer and SP, (*and GW in his absence*), as an elected member of the Board

#### 4. Fans United

GB advised that he had been contacted by the Charlton Athletic based organisation CARD, (*Coalition Against Roland Duchatelet*), about a supporter's action group called Fans United, who have been set up to consolidate concerns and protests against perceived 'poor owners' at clubs such as Blackpool, Charlton, Coventry City, Leyton Orient, Blackburn Rovers etc.

The group has set up social media accounts and a website, which following a direct request, GW has contributed an article to from an independent fans viewpoint

Fans United, (*with the backing of the FSF*), are organising a protest day in Blackpool on Saturday 6<sup>th</sup> May where supporters from all clubs are invited to attend. (*Further protest activity is also being planned*)

The Board acknowledge the existence of the Fans United group and will take an active interest through our affiliation with the FSF.

#### 5. Away Tickets

GB confirmed the recent contact he has had with Tom Rowell over the forthcoming away game at Stoke City and the potential of a discounted away fans ticket offer being sponsored by a national communications service provider.

GB has also liaised with the FSF over the mechanics of this offer and offered support directly to Tom Rowell at Hull City.

Tom Rowell has stated he felt that rather than a reduced ticket price offer, he would have preferred to see a scheme offering 'free coach travel'. The Board are confused by this stance as the sponsors offer has been clear since first proposed and if the club felt that 'free coach travel' was of a benefit to Hull City supporters for this game then they could have arranged this themselves.

Concerns were raised by SD over the infiltration of 'home supporters' into the away section for Hull City's recent matches at both Arsenal & Chelsea and the potential issue of crowd safety. **ACTION: GB to speak to Amanda Jacks at the FSF over the clubs ticketing arrangements for these games. ACTION: GB also to contact Hull City to enquire how many supporters are registered on the clubs ticketing system and how this figure compares in a Premier League season to last season in the Championship.**



## 6. Trust Merchandise

SP confirmed that there were good stocks of all HCST merchandise items apart from the CTWD scarves.

SP explained some design ideas he had for a new scarf, but would need to explore copyright restrictions on colours, wording etc. **ACTION: SP to confirm any design restrictions and advise the Board. ACTION: SP also to explore the feasibility of Trust members suggesting scarf designs for production within any parameters set**

SP stated that he has had some frustration in establishing a reliable and cost effective supplier for some merchandise items. **ACTION: PF to forward details of the supplier used by the North Ferriby fanzine organisers for their merchandise items**

SP explained the mechanics and design of a bobble hat from the organisers of a charity organisation named Oddballs. Concerns were expressed over the potential design wording, the cost price of the hat and a commitment to purchase a minimum 100 units from the organisers. A decision on this item will be deferred until late summer.

The Board agreed that the current HCST product range, (*inc multi-buy offers such as the glass and key ring*), should be promoted more in the weekly newsletter. **ACTION: SP to forward details on a weekly basis to GW**

## 7. Trust Website

GB confirmed that the Trust website will continue to be facilitated to Ian Walters and that a nominal annual fee had been agreed for his services.

## 8. Partner Listing – HCST Documentation

RM questioned the relevance of updating the current HCST Partner listing on all Trust related documentation and suggested this listing was removed from Trust Rules and Policies that are hosted on the website, but continued to be shown on Membership Renewals, Board Meeting Minutes, AGM and official Trust correspondence. This was approved by the Board. **ACTION: RM to amend website documentation and forward revised PDF's to GW for uploading.**

## 9. HCST 2016/17 Action Plan

The HCST Action Plan was reviewed and amended as follows:

- Aim 3.3 RM will take over Partner recruitment and retention from Alan Hemingway following his recent resignation from the Board
- Aim 5.1 PW will work with GB on the support and publicity surrounding national campaigns

## 10. Board Updates

### Chairman

– No further points to update

### Treasurer

– PF explained that he has begun the handover process for the role with Alan Hemingway.

- The Trust accounts for 2016 were still being finalised but would be available soon.

- As part of this process, it was discovered that 7 cheques from renewal members had not been paid into the Trust bank account and were all at least 6-months old. **ACTION: RM to confirm current membership status of the payees and write to them explaining the situation and suggesting a mutual way to resolve the situation.**

- PF requested details of the current membership breakdown to assist with the accounting process for 3 year and Lifetime memberships. **ACTION: RM to forward information to PF from Membership database.**

### Secretary

– RM confirmed that there was currently 1130 Trust Members (713 x 1 year / 340 x 3 year / 77 x Lifetime)

- RM confirmed that 45 memberships had been renewed so far in March and that reminders had been issued to 65 other members, with April and August highlighted as peak times for membership renewals to be processed



- RM requested additional car stickers and badges to process forthcoming 3 year and Lifetime memberships **ACTION: SP to order additional stocks from supplier**
- RM stated that smaller envelopes will be used to process 1-year new memberships and renewals to reduce postage costs

## 11. AOB

SP suggested that HCST increased their profile on fans forums and message boards. Following a board discussion, it was decided that there were already adequate ways for fans to contact and engage with HCST

An e-mail received from an organisation DKMS who are running a 'Football versus Blood Cancer scheme has been acknowledged. **ACTION: GB to forward to Tom Rowell at Hull City to gauge club interest with scheme involvement**

RM reminded board members of the forthcoming nomination process for election to the Supporters Direct board

A decision was required on HCST submitting a team to the Hartlepool Supporters Trust 6-a-Side football tournament on Saturday 29<sup>th</sup> July. (£150 entry per team of 10 players. Travel costs also need consideration). **ACTION: RM to include as an agenda item for next Board meeting.**

## 12. Next meeting

**Monday 8<sup>th</sup> May – 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) **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 Richard Mathers) **Progressing (inc Promoting of 2 partners per week in weekly newsletters. Action – RM to contact remaining 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 & Phil Walton) **Progressing through FSF & Supporters Direct meetings**