

MEETING NOTES

Board Meeting 2017-03

Monday 8TH May, 2017, 6:30pm

Attendees

Board Members Present

G Bielby (GB), Chairman
 R Richardson (RR), Vice Chairman
 P Fleming (PF), Treasurer
 S Dyson (SD)
 G Whitaker (GW)
 G Cannon (GC)
 S Pye (SP)
 P Walton (PW)
 R Mathers (RM), Secretary

Board Members Absent

None

Other absentees

None

Also in Attendance

None

1. Apologies

No apologies had been received in advance of the meeting

2. Minutes of the previous meeting

The minutes of the previous meeting held on 27th March 2017 were agreed as a true record.

3. Matters Arising

GB attended an open evening meeting hosted by the Newington Community Group on January 21st 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 (Carried forward)**

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

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](#).**



and how this figure compares in a Premier League season to last season in the Championship. (Carried forward)

ACTION: GB to follow up with the FSF & Virgin Media on the redemption levels of the recent away fans ticket discount promotion

4. Premier League Fans & Supporters Committee Meetings

GB gave an update on the recent meetings he had attended with the Premier League Fans group, (25th April), and the newly formed Hull City Supporters Committee (26th April)

The board welcomed the specific reference to the current concessionary pricing issue with Hull City at the Premier League (PL) meeting.

GB confirmed that Richard Scudamore, (PL Chief Executive), had apologised verbally in the meeting stating they had taken their 'foot off the gas' with this issue earlier in the season

It is understood that the PL wish to complete the formal process taken against Hull City before looking to re-word their existing Rule 8 in relation to concessionary ticket pricing arrangements for junior & senior supporters.

Disabled supporters ticket prices is being dealt with separately but the policy of most clubs appears to be offering free tickets to carers

ACTION: GB to write to Bill Bush (PL) to ensure that the Rule 8 amendment process continues, even if Hull City are relegated at the end of the season to protect the junior and senior fans of current and future PL clubs.

The board then agreed the need for a blog to be produced and published as a point of reference for our wider fan base in relation to HCST's stance with the PL on concessionary tickets. **ACTION: GW/SP to draft communication for approval and publish by Friday 12 May.**

The board acknowledges the response received by RM from the English Football League, (EFL), following an enquiry into their specific rules on concessionary tickets. **ACTION: GB to establish EFL contact to follow up on potential request to clarify wording for EFL concession ticket pricing rules.**

The board welcomes the introduction of the Hull City Supporters Committee and the opportunity given to HCST to participate.

The board acknowledges the minutes published from the Supporters Committee meeting and encouraged that issues raised previously by HCST, (i.e. concessionary ticket prices, membership removal of the upper West Stand, the lack of the use of the words 'Hull City' in club marketing, the removal of the club name on the badge etc), had been concerns shared by other fans members of the Committee

The board looks forward to seeing the progress made by the senior representatives of Hull City in their actions to resolve the issues that were raised and documented by the next meeting in July

5. HCST Membership

GB challenged the board members on how the HCST membership could be grown, as continued growth was key to the future aspirations of the Trust.

RM confirmed that at the time of the meeting, there was 1134 members, (Lifetime x 87 / 3 years x 388 / 1 year x 614 / Junior x 45)



RM confirmed that 24 memberships that had elapsed at the end of March were outstanding and would be followed up with a final reminder e-mail by Friday 12th May, along with the 2nd reminder e-mails to memberships expiring at the end of April.

The board agreed that a link to the weekly HCST Newsletter should be made available via social media, (*Twitter & Facebook accounts*), to raise the profile of the work and actions being completed by the Trust

It was agreed that the newsletter would continue to be published until the end of the season prior to a potential Summer break, although a weekly decision will still be made by the board on additional weekly newsletters dependant on activity within the club

It was also agreed that other routes to raise the wider profile of the HCST should be explored, (*i.e. regular features in the local press and regular guest appearances on local radio station phone-ins etc*)

6. Trust Merchandise

SP confirmed that there were good stocks of all HCST merchandise items, (*apart from the CTWD scarves*), although sales had been slow in recent weeks.

SP explained that advise had been sought on what could be used in the new scarf design, which has now been approved by the board for production later in the year. **ACTION: SP to update the board on final production costs of the new scarf and potential launch plan**

SP stated he was still keen to offer a multi-buy offer with the current HCST product range, although free postage was not cost effective. **ACTION: SP to forward details of any merchandise offers on a weekly basis to GW for inclusion in the newsletter. Social media accounts should also be used to promote the HCST merchandise range.**

SP advised that the 'Circle 87' cafeteria on Anlaby Road has offered to sell HCST merchandise items on matchdays. **ACTION: SP to arrange for delivery of stock and agree payment collection process with business owner.**

SP is awaiting delivery of a new 'tax disc' sized car sticker which will be issued to partners with a request to display, (*and potential give away to 'life members'*), with the wording "Supporter – Member – Partner" surrounding the HCST logo. **ACTION: SP to advise RM once stocks are received ACTION: RM to forward on to Trust partners and Life Members with a supporting letter**

7. Back O' The Net

GB advised that he had been contacted by Nora 'Nodge' Jones, (*local poet & playwright*), who is looking to for support on a production of her play 'Back O' The Net'

GB proposed that HCST looked to 'support and advertise' a potential production in the concert room at the WG, (*subject to approval*), with a potential pre-season date of early August. **ACTION: GB to ascertain the availability of the WG, potential dates with Nora Jones and also a possible 'host' for the evening**

8. William Gemmell – Management Change

The board are aware that the previous landlord has now left the WG and that a temporary manager is looking after the venue until a permanent appointment is made. **ACTION: GB to contact temporary manager, (Mel?), to advise her**



of the current HCST arrangement with the WG, (inc affiliated membership, next meeting date etc), and propose this is continued.

9. HCST Football Team

The Board discussed the current costs associated with providing a football team, which RR advised were approximately £50 per game.

It was agreed that such costs were not sustainable unless the players were able to offset the cost with the payment of subscriptions or donations. **ACTION: RR to ascertain the commitment current players to agree to this request**

The Board also agreed that matches should be arranged by invitation and not scheduled on a monthly basis as has recently been the case

10. Les Motherby 'Tiger Rag' Initiative (Street Life Museum – City of Culture Event)

The Board discussed the upcoming 'Tiger Rag' event being arranged by Les Motherby as part of the City of Culture programme during July – September. **ACTION: GB & SD to be the points of contact with Les Motherby on behalf of the Trust ACTION: GB to enquire if it is possible to sell Trust merchandise during the event, as well as copies of the '46 & Counting' book written by Ian Bunton ACTION: GB to arrange for a delivery of HCST Membership application forms to Les as previously agreed.**

11. HCST Accounts – 2016

RM advised that the Trust accounts for 2016 needed to be completed as the annual return to the Financial Conduct Authority needed to be submitted. **ACTION: PF to finalise accounting process with Alan Hemingway and advise RM when completed.**

12. HCST 2016/17 Action Plan

The HCST Action Plan was reviewed and current progress against each point discussed **ACTION: GB to contact Councillor Stephen Brady to arrange a follow up meeting. The board member to accompany GB at the meeting will be agreed nearer the date.**

13. Board Updates

Chairman

– No further points to update

Treasurer

– PF explained that he has continued with the handover process for the role with Alan Hemingway and that completion was expected in the coming weeks.

Secretary

– RM asked for clarity that postage costs would not be charged for international membership renewals, which was agreed by the board

- RM advised he would require additional car stickers and badges to process forthcoming 3 year and Lifetime memberships by the end of April. **ACTION: SP/RM to arrange handover of car stickers once received from supplier. ACTION: Board members with stocks of badges to inform RM**



14. AOB

PF advised that he was still looking at ways of working together with Hall Road Rangers and would advise the Board when appropriate

PF has offered to produce video interviews with Board members, Trust initiatives etc for publication of the HCST website and social media accounts

The Board agreed that the Trust should explore opportunities to generate closer links with the East Riding County Football Association

RR has suggested the use of 'Slack' as an alternative and more productive way for the Board to communicate with each other on daily/weekly issues **ACTION: RR to set up 'Slack' accounts against HCST Board e-mail accounts and advise each user of installation requirements, user guide etc**

GB advised that he has discussed co-opted Director opportunities with Peter Johnson (*Tigerlink*) and Ian Bunton (*46 & Counting*) who have confirmed interest if/when their services are required.

GB advised that he had received a tentative enquiry from a member based in Dubai looking to set up contact with other members/Hull City supporters in the area. **ACTION: RM to confirm to the Board the numbers and locations of HCST members based outside of the UK**

GB advised there was an opportunity for Board members to attend the FSF/Supporters Direct summit being held at St Georges Park on July 1st & 2nd. **ACTION: Board members to contact GB if they wished to attend.**

RM advised that he had received an invitation from the organisers of 'Women At The Game' to their launch party on Thursday 25th May at the National Football Museum in Manchester. **ACTION: RM to forward invitation to Board members who are to register their interest directly if attending.**

RM has received an e-mail from the organisers of a 'Football Pie' survey. **ACTION: RM to forward to GW for inclusion in the weekly newsletter.**

GC raised the issue of a change of domain ownership being required to enable the Board to have total control of the Trust e-mail accounts and settings **ACTION: GC to contact Andy Metcalf to discuss handover process.**

15. Next meeting

Monday 5th June – 6.30 pm start (William Gemmell Social Club – subject to confirmation)



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 being requested**
5. Represent the views of shareholders and the wider community at the Hull City Fans' Working Group (led by Geoff Bielby) **GB representing HCST on the Supporters Committee arranged by Hull City.**

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. (Further failures to respond will see the partner details removed)**
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**