

MEETING NOTES

Board Meeting 2017-04

Monday 5TH June, 2017, 6:30pm

Attendees

Board Members Present

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

Board Members Absent

S Dyson (SD)
 P Walton (PW)

Other absentees

None

Also in Attendance

Peter Johnson (PJ)
 Ian Bunton (IB)

1. Apologies

Apologies had been received from SD & PW in advance of the meeting

2. Minutes of the previous meeting

The minutes of the previous meeting held on 8th May 2017 were agreed as a true record.

3. Matters Arising

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. **UPDATE: GB has spoken to Amanda Jacks at the FSF over the clubs ticketing arrangements for these games, however she needs further evidence before investigating the matter further. UPDATE: GB wrote to Hull City to enquire how many supporters are registered on the clubs ticketing system and how this figure compared in a Premier**

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, Aspecs 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](#).**



League season to the previous season in the Championship. At the time of the meeting, the club have failed to respond.

UPDATE: GB contacted Dave Rose at the FSF to enquire about the redemption rate regarding the Virgin Media away fans ticket discount promotion in April. To date Dave is still awaiting the data from Virgin.

UPDATE: GB has received a response from Tommy Guthrie (TG) at the Premier League (PL) who confirmed that the disciplinary action against Hull City for failing to comply to the PL 'rule 8' on concessionary ticket prices would continue to a conclusion despite the club's recent relegation to the Championship.

TG is also happy for GB to share correspondence between the PL & HCST when the English Football League (EFL) are contacted about their own policy on concessionary ticket prices. ACTION: GB to contact John Nagle at the EFL about this matter.

UPDATE: GB has contacted Les Motherby in relation to the 'Tiger Rag' event as part of the City of Culture programme. Les has advised that he is happy to make HCST application forms available but is unable to sell merchandise items.

4. Co-opted Directors

GB introduced PJ & IB who have offered their time and services to the Board. Both gave a brief background on themselves:

PJ – 3rd generation Hull City fan who has been attending games since he was a small boy. Has previously worked with the HCOSC on their social media channels before setting up 'Tigerlink'. He also helped to set up the first CTWD meeting and assisted the group for a period and was a committee member during the transition to Trust status. He would like 'peace and tranquillity' at Hull City and longer term to see supporter presence on the club board.

IB – Author of the book '46 & Counting' the profits of which were donated to the Alzheimer's Society. IB was grateful to the HCST for the assistance in launching and publicising the book and is happy to support the board as requested.

There were no questions from the Board members present and it was unanimously agreed that PJ & IB could be co-opted to the Board in accordance with point 65 of the HCST Rules

5. Newsletter / Mail Chimp Issue

The Board discussed the recent issue with the Mail Chimp account which has prevented the weekly newsletter from being produced in the past month. Despite several attempts to contact Mail Chimp directly, they have not responded, (presumably as we were signed up to a 'free account?'), and therefore an alternative solution needs to be arranged.

GB gave an overview of a proposal from the Marketing Innovation Group (MIG) that had been issued to the Board as pre-read prior to the meeting. MIG are prepared to offer Email, SMS, Data Services & Marketing Consultancy to the HCST initially by way of a 'partner' basis, with a reference to MIG included on all Emails sent from HCST accounts.

GB declared that there is a family interest in MIG but this was not deemed to be an issue by the Board Members present and that the proposal offered seemed favourable to the Trust. It was agreed that MIG would be listed as an official 'HCST Partner' once an initial contract has been finalised.

ACTION: GB is to arrange for initial contact with GW and the relevant MIG employees to agree next steps, timescales etc



6. ART Project

GB met with Dave Coates from the Lonsdale Community Centre (LCC) and shared as pre-read to the meeting an update on plans for the Newington area and the 'railway triangle' where it is proposed to produce an eco-themed community space, including a garden project with allotments. There are also plans for new information boards to be produced.

The LCC are still keen to work with and involved HCST in this project. **ACTION: GB to inform Tom Rowell at Hull City of HCST involvement with the project out of courtesy.**

7. Back O' The Net

GB advised that he had been in contact with Nora Jones, (*local poet & playwright*), who was looking to for support on a production of her play 'Back O' The Net' but the idea is now on hold until further notice

8. Plaques Project Update

GB has been invited to a meeting on June 7th by Mary Glew from the Hull City Council Centenary Plaques committee, who are looking to acknowledge 100 famous Hullensians with plaques located across the city.

6 former Rugby League players, (3 from Hull FC & Hull KR each), have been nominated already, but despite approaches to Hull City for nominees, the club have failed to respond to date

Suggested former Hull City players discussed for GB to nominate were Billy Bly, Raich Carter & Andy 'Jock' Davidson, although GB also intends to suggest that fans are involved in these choices.

ACTION: GB to update the Board on developments post the HCC meeting on June 7th

9. Hull City Hall of Fame

GB has been contacted by Matthew Rudd from Amber Nectar to discuss the possibility of launching a 'Hall of Fame' for previous Hull City players, as the club does not currently acknowledge iconic previous players with such a facility.

Ideas included an initial list of players from the late 60's/early 70's who could be celebrated at a launch dinner, with the intention of such an event becoming an annual date. **ACTION: GB to write to Tom Rowell at Hull City to gauge initial interest from the club**

10. Hartlepool Supporters Trust 6-a-side Tournament

The Board discussed the upcoming tournament on July 29th as well as the associated costs and logistics of submitting a team to play in it. It was decided that there were other priorities to focus on at the current time and therefore the invitation to participate will be rejected. **ACTION: RM to write to the event organisers to inform them of this decision.**

11. HCST 2016/17 Action Plan

The HCST Action Plan was reviewed and current progress against each point discussed **UPDATE: GB has contacted Councillor Stephen Brady to arrange a follow up meeting but this request is on hold until the General Election process is completed.**

12. 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 (AH) and that a meeting had been scheduled on 8th July to finalise the 2016 accounts

-Banking forms have been submitted for PF inclusion as currently all expenditure still needs to be approved by AH

-PF advised that there is still a sum of money being held in a separate bank account relating to the Megan Pratt Memorial Fund. **ACTION: GB to contact Adrian Mitchell to ascertain where this money should be allocated to**



Secretary

- RM advised that there are currently 1133 HCST members, (89 x Lifetime / 418 x 3 year / 581 x 1 year / 45 x Junior)
- RM also advised that there were still 161 renewal requests outstanding from memberships expiring at the end of April although there was a further e-mail reminder notification scheduled for these members
- RM raised the contact received directly from some Hull City 'Founder Club' members who are upset with their treatment relating to recent zone changes to the club membership scheme. **ACTION: GB to raise at the next Supporters Committee meeting**
- RM asked for an update on the previously raised issue of memorial wall plaques located in the Upper West concourse of the K.Com stadium and if they were to be relocated as fans previously sitting in this area were being moved to other parts of the ground as part of the changes to the club membership scheme. **ACTION: GB to write to the club and seek clarity on how they intend to resolve the situation**
- RM raised the need to complete the annual return to the Financial Conduct Authority. **ACTION: RM to draft the return document and forward to PF and AH for the accounts data to be inputted**

Merchandise

- The new scarf design has been approved by the board. **ACTION: SP to contact the supplier early July to ascertain confirmed production dates with view to a product launch in August**
- SP stated he was still keen to offer a multi-buy offer with the current HCST product range, but has been unable to promote due to the recent issue with the Newsletter. **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. (Carried forward from previous meeting)**

13. – AOB

- There was a general discussion on a potential change in concessionary ticket prices at Ipswich Town for the 2017/18 season. It was agreed that further research was required prior to direct contact with the Ipswich Town Supporters Trust
- GB stated he had contacted Andy Medcalf (AM) re the issue of a HCST domain ownership. AM has stated he is happy to transfer this over and offer technical support as requested. **ACTION: GB to supply GC with contact details for AM**
ACTION: GC to contact AM to discuss handover process.

14. Next meeting

Monday 7th August – 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) **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.**
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**

