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## MEETING NOTES

Board Meeting 2017-05

Monday 7<sup>TH</sup> August 2017, 6:30pm

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### Attendees

#### Board Members Present

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

#### Board Members Absent

G Whitaker (GW)  
 Ian Bunton

### 1. Apologies

Apologies had been received from GW (*sabbatical*) and IB in advance of the meeting

### 2. Minutes of the previous meeting

The minutes of the previous meeting held on 6<sup>th</sup> June 2017 were agreed as a true record.

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**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

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#### 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](#).**

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### 3. Matters Arising

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 League season to the previous season in the Championship. At the time of the meeting, the club have failed to respond. **UPDATE: Still awaiting a response from the club**

GB contacted Dave Rose at the FSF to enquire about the redemption rate regarding the Virgin Media away fans ticket discount promotion in April. **ACTION: GB to follow up with Dave Rose**

Tommy Guthrie (Premier League) is 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. (Carried forward)**

GB contacted Tom Rowell at Hull City re the 'Hall of Fame' proposal and response was shared with Board members. **ACTION: GB to contact HCOSC, Senior Tigers and the Funders Club to suggest/gauge interest in them partnering HCST to progress the idea**

GB contacted Adrian Mitchell to ascertain where the funds being held relating to the Mega Pratt Memorial Fund should be allocated. **UPDATE: GB is awaiting written confirmation from Adrian**

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 (Carried Forward)**

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 (Carried Forward)**

### 4. Board Functionality

There was a general discussion on the overall operation of the Trust board, with an acknowledgement that even considering the recent issues with the weekly newsletter, the level of communication with Trust members throughout the summer had not been at an acceptable standard.

GB is to have the 'final decision' on matters debated needing conclusion

RR is to continue with publications through social media platforms but has requested support with some *content (PJ has kindly offered to supply content for both social media and the weekly newsletter)*

All board members have been requested to be more proactive in 'retweeting' and 'sharing' on Facebook HCST related news feeds and articles

**ACTION: RR to provide a 'user guide' for posting articles onto the HCST website**

**ACTION: RR & GW to continue to update website content under the 'Trust' name as well as the details of any member prepared to write articles following requests through our 'Budding Journalist' section**

### 5. Club Ownership Situation

GB led a general discussion about the current ownership situation of the club and the perception of transfer activity so far. There was no specific action captured from this debate.



## 6. Protest Groups

The board discussed and acknowledged that there is an increasing demand from some members and the wider support base for more direct and visible protest activity against the club's current owners and the continued lack of concessionary prices, correct use of the club playing name etc. The conclusion was that the board fully understands these frustrations but HCST should not be actively involved in the suggested protest activity at the current time and will never endorse any activity that could be construed as being illegal.

Personal invites have been sent to some board members to attend a meeting by a group wishing to discuss potential protest activity. Those wishing to attend may do so in a 'personal' capacity but not under the banner of representing HCST and update the board post the meeting.

## 7. Fans Liaison Meeting

GC attended the recent Fans Liaison meeting arranged by the Club on 26<sup>th</sup> July and feedback as follows:

- The meeting felt more like a 'round table' chat at times
- The agenda issued was 'roughly' adhered to
- There was a lack of progress against the actions from the first meeting held
- The Club has no plans to 're-introduce' concessionary ticket pricing
- The Club denies it is 're-branding' the club name in any way

The HCST board were very disappointed that at the time of our meeting, the Club had still not issued the minutes from the Fans Liaison meeting held 2 weeks previously. **ACTION: GC to e-mail Tom Rowell to request when the minutes will be available**

**ACTION: GC to produce a bullet point summary of the meeting for RR to post on both the HCST website and social media platforms**



## 8. HCST Weekly Newsletter

Following an issue going back to the 3<sup>rd</sup> week of May, the weekly newsletter was finally published again to all registered members last Friday (4<sup>th</sup> August)

There is an awareness that some e-mail accounts receiving the communication may have diverted it to the account holders 'spam' file

GC is to continue to produce the e-mail in the absence of GW, with a weekly target publication time of 12 noon each Friday

All board members who wish to have content included are to forward it via 'word' or e-mail to GC by Thursday 5pm.

The MailChimp account is to remain 'active' as a back-up should issues be encountered with our new platform with MIG.

## 9. Fans Bet

GB has been contacted the FSF to gauge interest in becoming part of an affiliated group of other supporter's associations that would receive a commission based income payment for profits generated by the site in return for promoting the site.

The Board have expressed some initial concerns at such involvement until further details can be established. **ACTION: GB to ask the FSF for draft documentation, legislation etc as well as the other associated supporters groups who are promoting this site.**

## 10. ART Project / Plaques Update

GB confirmed that Hull City Council are keen on plaques being produced for the previously nominated former players, (*Billy Bly, Raich Carter and Andy 'Jock' Davidson*). There has been a further suggestion made for a plaque commemorating Alan Hardaker.

The Council plan to officially launch the plaques at a future event in liaison with the Tiger Rag display at the Street Life Museum. GB is now a member of the steering group for this initiative.

The ART project continues to be discussed with Mary Glue, with Councillor Alan Clark also aware of the project as it is within his area of jurisdiction

Should the SMC planning request for the recently installed 'security gates' be approved, then this will affect non-matchday access to the ART project development.

Next steps for the ART project need to be agreed and actions proposed. **ACTION: GB, GC and PJ to form a sub-working group for the project and feedback to the Board as appropriate.**

## 11. Board Updates

### Chairman

– No further points to update

### Treasurer

– PF explained that he has now been included on the HCST banking mandate.

- PF intends to produce half-year accounts for the next Board meeting

### Merchandise

- SP confirmed that he had received the supplier costs for quantities of 100, 300 & 500 of the previously agreed HCST scarf. The lead time for production is apparently 10-14 days. **ACTION: SP to order an initial quantity of 100**

- SP expressed a desire to introduce a 'special offer' for the HCST merchandise range to be publicised via the weekly newsletter and website. **ACTION: SP to forward details to GC & RR every 2 weeks**

- SP also advised he will be delivering stocks of HCST merchandise to be sold at the Circle 87 café on Friday 11<sup>th</sup> August



### Secretary

- RM advised that there are currently 969 HCST members, (94 x Lifetime / 442 x 3 year / 402 x 1 year / 31 x Junior)
- RM has emailed 117 members whose memberships have recently expired with a reminder on how to renew and also 167 members whose memberships expired in March/April to explain how active the Trust continues to be at both local and national level on behalf of its members.
- RM also advised that 202 memberships were due for renewal at the end of August
- RM has received a communication from the FSF on behalf of Ipswich Town who are looking to agree a reciprocal deal for ticket prices for other Championship teams which needs a template to be completed by supporters to their own club owners. **RM to forward to GC for inclusion in this week's newsletter and posting on the Trust website**
- RM has also received a communication from the FSF where members can purchase the annual Sky Sports Football Yearbook at a discounted price. **RM to forward to GC for inclusion in this week's newsletter**
- RM has also been contacted by the organisers of a 'Eurofanz' football tournament to be held in Lviv, (Ukraine), during the summer of 2018 to ask if a fans representative team from Hull City would be interested in competing. **ACTION: RM to reply stating that this is not something of interest to HCST currently.**

### 12. – AOB

- RR requested that all Board members don't hold back with communications and that some ongoing matters raised should be discussed and resolved in between Board meetings. This was agreed by the Board members present

### 13. Next meeting

**Monday 4<sup>th</sup> September – 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**