

MEETING NOTES

Board Meeting 2017-06

Monday 11TH September 2017, 7:00pm

Attendees

Board Members Present

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

Board Members Absent

G Whitaker (GW)
 G Cannon (GC)

1. Apologies

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

2. Minutes of the previous meeting

The minutes of the previous meeting held on 7th August 2017 were agreed as a true record.

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 still 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. Still awaiting a response **ACTION: GB to follow up with Dave Rose**

GB has written to the English Football League (EFL) about their own policy on concessionary ticket prices and has shared correspondence between HCST & the Premier League. **ACTION: Still awaiting response - GB to contact John**

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), P Fleming (Treasurer), G Cannon, S Dyson, P Walton, G Whitaker, S Pye, P Johnson (Co-opted), I Bunton (Co-opted)
Trust Secretary: R Mathers

The Hull City Supporters' Trust Partners are:

Aspecs Opticians, Brookes Menswear, Circle 87 Café, Co-op Energy, Cross Solutions, Dinostar Experience, Essence Holistics, Finesse Internet, Frying Farmer Fish & Chips (Aldbrough), Harpers Fish & Chips (Beverley), Hemingway Bailey Ltd, Hornsea Town Walking Football, Leasing for Business, Nudge Websites, Photo Express, Rob McFadyen ADI, Ska & Soul, William Gemmell Social Club, Wine On-Line. **Full details can be found [here](#).**



Nagle at the EFL again & include the HCST statement relating to the Premier League ruling re Hull City failing to comply with their 'Rule 8' on concessionary ticket prices. (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

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 (Date tbc)**

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)**

GW has apparently been encouraged to apply for permanent roles within the BBC following his recent placement with the organisation. **ACTION: GB to contact GW to gain clarity on his directorship with HCST**

The Board have expressed some initial concerns with potential involvement with Fans Bet 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. (Carried Forward)**

4. Club Ownership Situation

GB led a general discussion about the current ownership situation of the club and some recent information forwarded to him. There was no specific action captured from this debate although Board members are reminded to treat information shared in strict confidence

5. Protest Groups

GB, PJ & IB have attended some of the recent meetings held by the HCAFC (Hull City Action For Change) protest group in a personal capacity, *(i.e. not as representatives of HCST)*.

PJ informed the Board of some planned HCAFC protest activity at forthcoming fixtures he is aware of and that he has advised the group that they need to have a much stronger social media presence to raise awareness

IB gave an update on information he had received on the Grosschalks tribunal representation for the 2 groundsmen dismissed by the Stadium Management Company (SMC) earlier in the year. Provisional dates have been set for the tribunal hearing in October and the crowd funding appeal continues as the claimants are still short of their target fund relating to their case costs.

Board members are encouraged to raise awareness of the activity above via their individual social media accounts should they wish to do so

6. Weekly HCST Newsletter

The weekly readership stats were discussed re newsletter and it was agreed that it should continue to be produced on a weekly basis and published via e-mail direct to members who have opted-in to receive as well as via the HCST website and social media accounts

ACTION: GB to contact MIG to discuss solutions to a potential spam mail issue



ACTION: Board members to e-mail SP & GC with any suggested articles and content by Thursday 18:00 on a weekly basis

ACTION: GC to schedule the weekly e-mail to members for Fridays at 16:30

ACTION: Board members to promote the publication of the weekly newsletter through individual social media accounts

7. HCST Website Content

SP raised a concern on some website content in need of updating, (*i.e. Partner listings etc*). Only RR & SP have access to be able to update website content at the current time. **ACTION: RR & SP to review website sections and update as required. ACTION: RM to forward to SP an updated list of current HCST Partners**

8. Membership Drive

The Board discussed the current level of membership renewals which remains at a healthy rate.

Ideas are required to increase the HCST membership and RM, SP, PJ & IB are to form a sub-group to explore options.

ACTION: Sub-group to arrange an initial meeting prior to the next full board meeting

9. HCST Partners

RM gave an update on the current partner listing and potential amendments.

RM advised that future partners just need to supply via e-mail i) A business logo j-peg ii) Summary background of their business and services iii) Details of the discount / offer they would like made available to HCST members iv) Details on how the discount / offer can be applied (*i.e. Online discount code etc*) From there they can be added to the HCST website, weekly newsletter schedule and also footers on HCST letters.

RM is also exploring the possibility of a partnership deal with the Hull City Ladies football team following our recent sponsorship of their goalkeeper Amy Halloran. **ACTION: RM to update the Board on any agreements post a meeting with the team manager on Thursday 14th September**

IB indicated he may be able to arrange for a couple of new partners and will advise once he has contacted them **ACTION: IB to advise as appropriate**

GB to establish the mechanics of a potential HCST membership offer from MIG **ACTION: GB to update the Board on any suggested offers by MIG**

10. ART Project / Hull City Plaques

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. GB is attending the next Plaques committee meeting on Wednesday 13th September. **ACTION: GB to update the Board where relevant**

The sub-working group of GB, GC & PJ will update on the ART project once next steps have been agreed

11. FSF / SD Meetings

GB advised that Chris Smith had attended the SD organised 'Fans Not Numbers' meeting in Darlington last week, (*1 of 5 meetings being held in locations across England in September*). No specific feedback on the event has been forwarded to date although the turnout for the meeting was apparently low.

GB & PW are to attend an FSF Championship Trusts meeting in London next Monday, (*18/9*), and will feedback as appropriate



12. 2016/17 HCST Action Plan

The individual points on the Action Plan were updated and can be found on the final page of these minutes

13. Board Updates

Chairman

– GB advised that Russell Anson, (*famous for flying a Hull City flag at the top of Mount Kilimanjaro*), was on his latest climbing venture but before leaving had suggested HCST explore revenue opportunities via ‘Google Ad-Words’ **ACTION: GB to establish further details and feedback to the Board**

- GB has contacted Alan & Carol Thomas, (*Carol being the most capped England Ladies captain in history and now residing in Aldborough*), who are producing an article on Carol’s career and the growth of Women’s football)

Treasurer

- PF explained that he now has full control of the HCST bank account
- PF advised that the account holding funds for the Megan Pratt memorial has now been cleared in line with the trustees requests
- PF advised that the player sponsorship money for Amy Halloran, (*Hull City Ladies*), has been paid
- PF also advised that the supplier invoice for the initial production of the new HCST scarves has also been paid

Merchandise

- SP confirmed that more than half the initial order of HCST scarves had already been sold
- Potential opportunities were discussed with the HCAFC protest group considering the lettering embroidered into one end of the scarf
- GB asked the Board to acknowledge the excellent work SP has produced in relation to the new scarf, recent promotions of HCST merchandise on the weekly newsletter and also the high level of customer service to a member who had been unsuccessful in obtaining a now deleted CTWD scarf but received a new design once stocks were received

Secretary

- RM advised that there are currently 979 HCST members, (95 x Lifetime / 471 x 3 year / 382 x 1 year / 31 x Junior)
- RM has emailed 112 members whose memberships have recently expired and is due to send out a ‘first reminder’ to 178 members whose memberships expired at the end of August.
- RM also advised that all renewed memberships had been completed and posted out



14. – AOB

- PF offered to set up a HCST YouTube channel which could be used for video interviews and articles and also promoting footage from matches and forthcoming games for Hull City's U18 and U23 teams **ACTION: PF to set up the channel and advise/request Board involvement as required**
- The next meeting of the Hull City Supporters Committee, (HCSC), is yet to be announced by the club but the Board agreed that a statement should be prepared in advance should recent concerns highlighted not have been rectified **ACTION: RR & SP to draft a statement and forward to the Board for feedback & input**
- PJ requested that the Board acknowledged the ongoing effort and commitment levels to the HCST cause by GB, especially given some difficult personal circumstances he has needed to deal with in recent months

15. Next meeting

Monday 9th October – 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 & Matt Dukes scheduled for Tuesday 12th September. GB & PF attending on behalf of HCST**
5. Represent the views of shareholders and the wider community at the Hull City Supporters Committee (led by Geoff Bielby) **GB or nominated Board member representing HCST at the quarterly Committee meetings arranged by the club.**

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 HCST (led by sub-working group of Richard Mathers, Steve Pye, Ian Bunton & Peter Johnson) **Progressing (Action being produced)**
3. Grow the HCST 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**

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 Ryan Richardson & Steve Pye) **Progressing (Content review currently being conducted)**
2. Develop the on-line Hull City museum (led by Martin Batchelor) **Progressing and content ready for publication**
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 and potential Hull City Plaques launch in October 2017)**

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**