

CTWD Tuesday 24th September 2013. Halfway House, Spring Bank, Hull.

Groups represented

Amber Nectar, City Independent, City 'ulltras, Tigerlink, Tiger Chat, Tigers Co-operative, WHCR Fans Forum.

Attendees

F.Beill, M.Beill, C.Cooper, A.Dalton, K.Ellis, J.Ellis, P.Johnson, A.Medcalf, P.Mills, L.Motherby, K.Ogram, R.Skelton & I.Watsonson.

Brief introductions were made.

1. Why are we here

P.Mills introduced the purpose of the action group. The group is to oppose the decision to change the name of Hull City Association Football Club. There is no opposition to the Allams' ownership of the football club.

A.Medcalf asked if the group is only to achieve this single objective. P.Johnson and P.Mills both felt it could take on other issues after this one. It was felt that would be a way in the future though.

K.Ellis felt this group could eventually become a true independent Hull City supporters group.

2. Aims and Objectives

P.Mills proposed a follow-up meeting after the West Ham game on Saturday. A.Medcalf has organised the venue.

A.Medcalf felt the group should have a wide ranging representation to arrest any suspicion from fans who think it's a small secret band. C.Cooper said there are representatives of the 'ulltras who could make a Saturday meeting.

C.Cooper felt a public meeting should be a short-term goal to include the whole supporter base and to give those in favour of the rebrand the right to express their opinion. It was agreed that this is a sensible goal.

K.Ellis suggested inviting a City Independent contributor on Saturday to create a link to Tenfoot City magazine. I.Watsonson is to follow it up.

A.Medcalf asked if the Hull City Southern Supporters (HCSS) and the Official Supporters Club (HCOSC) are to be invited. It was debated at length whether they could officially join the campaign. K.Ogram suggested that there are individual members who would want to support the campaign. L.Motherby and P.Mills suggested that inviting individual members of HCSS and HCOSC could generate support from those groups.

P.Johnson suggested that even if these groups cannot formally join any campaign they could acknowledge and show awareness of it on behalf of the membership who oppose the rebrand.

L.Motherby suggested the HCSS and HCOSC be invited to meet and discuss the rebranding. K.Ellis suggested an open invite would show our fellow supporters that we are open and inclusive and only want the best for the club. C.Cooper suggested writing a letter to each group. This was agreed as an action. F.Beill suggested a carbon copy be issued to the local media. I.Watson will write the letter. P.Johnson will send it using his prior contacts.

P.Johnson asked for suggestions on how fans that live well outside of Hull can play a part in any campaign. This is to be discussed at the next meeting.

3. Establish a decision making process

P.Mills feels it important we remain “courteous and stick to the point” in all communication with the club. K.Ogram felt the previous jointly issued press release featured a little too much conjecture as to Dr. Allam’s reasons for the rebrand.

C.Cooper felt the group should establish “What do we want from this?” K.Ellis stressed that the initial focus for the group should be to stress that “Hull City” isn’t a brand, a football club or a business but a real community and to convince apathetic fans that it matters. K.Ellis added that Dr. Allam’s reason for buying Hull City was to give back to the community.

I.Watson felt that if compromise was necessary then it should be pointed out that we as a group have no issue with the club marketing the business side as whatever they want to. C.Cooper added that “The Tigers” is a strong brand in itself, is one of the oldest and best established nicknames in football and could be used to sell the club in other markets. L.Motherby supported marketing the club in foreign markets. C.Cooper felt the club has clouded the issue by releasing mixed messages regarding its intention to change the name and the name it intended to use.

K.Ellis was disappointed by Dr. Allam’s assertion that Hull City is a “lousy” identity. R.Skelton pointed out that Dr. Allam said people can call the club whatever they want which will appease some fans. C.Cooper expressed the need to stress the community value of “Hull City”. A.Medcalf added that we must convince people to care.

K.Ogram was keen that the group didn’t focus only on long-term support. K.Ellis emphasised that the name Hull City is the thread between supporters old and new.

A.Medcalf felt it important that we ask the club to provide evidence to support their argument that a rebrand opens up marketing opportunities.

Several members of the group expressed their disappointment with Hull City Managing director Nick Thompson after he gave assurances at the last FLAG meeting that the name change would only apply to the “business side” of the club.

It was agreed that the group should aim to meet the owners to work on a solution to the issue.

4. Plan of action

C.Cooper said we need to get other fans on our side. “We can’t start a war, we don’t have an army”.

K.Ellis suggested a gathering before the West Ham game with speakers establishing the point of the protest and a march to the ground. It was felt there is no appetite for such a protest at this point.

A.Dalton explained that Amber Nectar have ordered 2000 "Say No To Hull Tigers" badges thanks to donations from Amber Nectar forum members. It was felt that these should be given out for free to like-minded supporters.

I.Watson added that City Independent forum members have raised £250. C.Cooper produced £250 from the City 'ulltras group. A.Dalton to use this money to have up to 10,000 flyers printed. A.Dalton suggested we hand out leaflets on Saturday before the West Ham game and speak to fans personally to engage those who don't use the internet regularly.

C.Cooper added that Football Focus are at the KC Stadium on Saturday and we may be able to arrange an interview.

It was agreed that a social media campaign will be started to encourage volunteers to meet at West Park gates on Saturday at 1:45pm. They will then be dispersed to the various access points to engage fellow fans. (Top of the footbridge, West Park walkways, Between Walton Street Car Park and North-West corner and under the flyover behind the South Stand.)

A.Dalton will arrange for some leaflets and badges to be passed to other attendees before Saturday so that they can be handed out in the pub beforehand.

A vote was taken and the group decided there should be nothing that could be construed as a protest march on Saturday.

A draft flyer produced by Amber Nectar was discussed, amended slightly and agreed on. It was agreed that the "community" message should be emphasised in the flyer.

I.Watson passed on an idea that "City till I die" be sung 19:04 into the game on Saturday. It was felt that this is a good idea but it's too short notice to publicise it.

C.Cooper suggested an idea to produce scarves. L.Motherby felt they should be Black and Amber. K.Ellis suggested an amber "CITY TILL I DIE" on a black scarf. The group agreed with this idea. Scarves will be sold for £5 with any profit used to further fund the campaign.

5. Agree roles and responsibilities

An interim spokesperson was requested. A.Dalton and K.Ogram were selected to deal with any media engagements. This will be further debated at the next meeting.

R.Skelton suggested a press release to publicise the canvassing of opinion on Saturday. L.Motherby and R.Skelton to write this release.

A "press club" was established to deal with future press releases without the need for everyone in the group to agree avoiding potential hold ups. L.Motherby, R.Skelton, P.Johnson, K.Ogram and I.Watson are to take on this task.

A "social media" section was established to handle the website, Facebook page, Twitter account and mailing list. A.Beill, M.Scott, A.Medcalf and J.Greenwood are to take on this task.

A.Medcalf is to set up an email address that will forward to all group members.

L.Motherby and A.Medcalf to look into a "City till we die" web domain.

6. Football Focus at the KC

This was previously addressed.

7. Finances

A.Dalton will be the group's treasurer.

K.Ellis felt that minutes of group meetings and finances should be made public as we have nothing to hide. This was agreed.

C.Cooper feels that care should be taken to ensure any money spent is spent locally, especially in Hull if possible, even if it means paying slightly more.

8. Action points

Three key objectives were established during the course of the meeting.

#1 – To stress the value of Hull City to the community.

#2 – To engage the wider football audience, the Football Association and the Premier League and to stress that fan consultation has not been undertaken.

#3 – To disprove the argument that rebranding has financial benefits for the club.

8a. Recap

K.Ellis suggested inviting a City Independent contributor on Saturday to create a link to Tenfoot City magazine. I.Watson is to follow it up.

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8b. Date of next meeting

Saturday 28th September 2013. Hull. 5-30pm.