



Annual Report 2019

Hull City Supporters Trust

History

Established legally on 15th December 1999, Tigers Co-operative is one of the oldest Supporters Trust in the English professional game. Like most Supporters Trusts it was set up by fans in a time of adversity, in our case during those dark days in the late 1990s. One objective being to raise funds to mount, or to support, a bid for the club.

Fast forward to 2014 when the Tigers Co-op had only a few dozen members but was still speaking out strongly against the proposed name change. The members voted to merge with the City Till We Die group, then Chaired by Mark Gretton, and with assistance from Supporters Direct Caseworker Jackie Forster, who sadly passed away in 2018, re-working and updating our Rules, Aims and Objectives.

In January 2015 the Tigers Co-operative was reborn but effectively under the new operating name of "Hull City Supporters Trust." It was open for business to continue the great work and build upon the firm foundation the Tigers Co-op had created.

Aims and Objectives

Our Aims and Objectives guide the fully democratically elected board who are governed by the Trust Rules. We are one of the largest membership groups representing Hull City supporters; fans who've joined their Supporters Trust as they recognise football fans need to have representation!

- (a) Being the democratic and representative voice of the supporters of Hull City AFC and strengthening the bonds between the Club and the communities which it serves;
- (b) Achieving the greatest possible supporter and community influence in the running and ownership of the Club;
- (c) Promoting responsible and constructive community engagement by present and future members of the communities served by Hull City and encouraging the Club to do the same;
- (d) Operating democratically, fairly, sustainably, transparently and with financial responsibility and encouraging the Club to do the same; and
- (e) Being a positive, inclusive and representative organisation, open and accessible to all supporters of the Club regardless of their age, income, ethnicity, gender, disability, sexuality or religious or moral beliefs.

The voice of the supporter

Short-term objectives

- 1 Encourage Hull City to engage in meaningful dialogue with Hull City Supporters in accordance with the Department of Digital Culture Media and Sport (DCMS) Guidelines and as directed by the EFL (Currently Regulation R118). Maintain a relationship with the club to consult on matters which are important to supporters and enable potential issues to be avoided with successful outcomes. The Aim is for Hull City to become a harmonious club again.
- 2 Through effective dialogue with FSA, EFL and the Club encourage the reintroduction of Disabled Concessions. Although a minority of other clubs have similar policies ensure Disabled fans are treated fairly in accordance with common practice.
- 3 Monitor and encourage the consistent use of only “Hull City”, “Hull City AFC” or “The Tigers” by the club. The use of incorrect names is something that we know angers supporters and needs to be remedied in order to move forward.

Medium-term objectives

- 4 Strengthen FA heritage rules. Engage with the FA to implement rules protecting the heritage of clubs to prevent future unwanted name change attempts or similar.
- 5 Support national supporter initiatives. This includes pressing for legislation to reform football and including supporter representation on club boards as well as the campaign for safe standing and the ‘Twenty’s Plenty’ ticket price initiative.
- 6 Anlaby Road Tribute Project. Develop a lasting tribute to the original Anlaby Road ground and potentially some of the players who played there.

Long-term objectives

- 7 Giving supporters a voice on the Board. In football things can change fast and we need to be ready. This isn’t about grabbing power for the sake of it, this is about ensuring that fans become positively involved with the Club and exert influence at the highest level.
- 8 Bringing benefits to the community, Hull City is more than just a football club, it is part of the community. It is part of the city’s soul, and in the Stadium, it is part of the city’s infrastructure. We want to explore how we can ensure supporters get a say in how these community assets are managed and developed in the future.

Review of 2019

Welcome

In the 20th Year of Tigers Cooperatives existence and the fifth year with Tigers Coop trading as Hull City Supporters Trust today is my fourth AGM as your Chairman. Yes, your Supporters Trust is one of the oldest in the Country at over 20 years old!

Club Dialogue

As I stated last year HCST have always been ready willing and more than able to engage in meaningful dialogue with our club. The key word there is “meaningful”. As reported last year the club advised us in writing in August 2018 that they would not engage formally with your Trust whilst I remained Chairman. This position has not changed and both I and your board have sought to return to be part of the Supporters Committee. Informal meetings have taken place during the last year between a senior club official and the Vice Chairman and Secretary and I have maintained contact on key issues with club officials informally.

In November the position came to a head and an extraordinary board meeting was called by two directors to discuss this position. The two directors decided they needed to resign following that meeting. This is covered in more detail on the Trust website and minutes of that meeting can be accessed from there.

Last month when an additional Supporters Committee meeting was called we were advised by the club “The position has not changed” and HCST could not attend.

As the Club have made the issue a personal one between myself and the owners, in November I wrote a personal letter to Assem Allam seeking clarity, calling for unity and repeating my apology for any disrespect they perceived over two “Allam Out” scarves I gave them on 14th December 2017. I also explained that if the only way HCST could regain a seat on the Supporters Committee was for me to step down as Chairman then I would consider that option in early 2020.

The Club Vice Chairman Ehab Allam replied on 12th December thanking me for writing, agreeing that unity of all was required throughout the club, repeated he and his father had made mistakes and apologised for those and crucially Ehab confirmed both he and his father have accepted my written apology.

Geoff Bielby, Chairman



The presentation of Neil Franklin's England Cap by Andy Davidson's family to Neil Franklin's son and daughter at the launch of Alfie Potts-Harmers' book "England's Greatest Defender: The untold story of Neil Franklin" at Waterstones in Hull.

Activity with National Supporters Bodies and the EFL

I retained my position as National Council member despite the merger of The FSF and SD to form The Football Supporters Association in January 2019 and I shall remain an FSA National Council Member until July 2021 representing Championship Clubs, providing Hull City remains a Championship Club!

This position allows me to network within the National Supporter movement but crucially has also meant that I've attended three Supporter Engagement meetings with the senior team of The EFL in London since my last Annual Report. This affords me the opportunity to take Hull City Supporters issues such as the ComSec Agents actions with fans, concessions and meaningful dialogue directly to the Chief Executive of the EFL and his team .

Review of 2019 (continued)

Successes in 2019

You will note we have introduced new Aims and Objectives in recent months. This is because after taking the Concessions protests to The Premier League in 2016, the EFL, and direct to the owners in 2017 finally true concession pricing has returned. The Hull City Supporters Trust may not have been allowed in the final meeting held with the clubs selected supporter representatives, but there is no doubt which fans group campaigned tirelessly for concessions to return, a new club Crest and the correct use of our clubs name Hull City and the nickname The Tigers!

Another success was that two years after I worked with Hull City Council, the three Lord Mayor's Centenary Plaques for Billy Bly, Raich Carter and Andy Davidson which were unveiled in September 2017, are now on display at the entrance to the West Stand reception. That was another attempt to appease fans late in 2019. Welcome but as many fans feel perhaps a little too late.



Working in the Community

We've had a busy year here with direct engagement with several local charities such as The Tigers Trust, Emmaus, Dementia Friendly East Riding, Mind Hull and East Yorkshire and a new Community Partner MindHEALTH. More specifics are available later in this report.

We have also maintained our regular contact with Hull City Council on club related issues such as stadium maintenance and our Asset of Community Value status, SMC ownership, club ownership and the original Anlaby Road Ground.

Potential sale

Sadly no great stories to share here, unlike last year having been involved in a bid for the club in October 2018. I have however been made aware of potential interest in the club. The club owners may maintain there is interest but I must report that's inactive at the current owners' valuation although I keep your board fully updated with all activity and will continue to do so. Be in no doubt your trust is recognised by potential investors as influential and I am confident any honest bidder will interact with Hull City Supporters Trust as those in the past have done.

Geoff Bielby, Chairman

Richard Gardham signing copies of his book "The Decade: Ten Years that transformed Hull City"



Thank you

It would be remiss of me not to take time to thank all of your board directors and especially for Jean Cannon stepping into the Secretary role this year. Jean has had a very hard act to follow after Rich Mathers who ran a very tight professional ship and had he not been in Australia I would have thanked him personally.

I would also like to repeat my thanks, given on Radio HumberSide SportsTalk before City played at Elland Road in December, to the two directors who resigned in December 2019. Debbie Johnson had worked tirelessly in her time as a board member but had become frustrated at some aspects and inactivity. David Batte too had proved a valuable addition in his shorter stint as a director than Debbie. David ran both the Last Man Standing competition as well as taking over the monthly newsletter and brought some historical knowledge of personalities and players to the board.

Secretary's report

Role as Secretary

The Secretary of the Trust has numerous administrative duties to fulfil, with new memberships and renewals, daily correspondence from two Trust related e-mail accounts, taking and producing minutes from Board meetings, producing annual returns for the Financial Conduct Authority and also feedback and returns for the Football Supporters Association.

The Secretary also effectively acts as 'policeman' for Board activity, ensuring that Directors remain compliant with the Trusts' documented Rules and Constitution, and that individual Board members are always aware of their roles and responsibilities.

Ultimately, the Board and Secretary volunteer their own time to act in the best interests of all our members, and where required, the wider Hull City fan base. At times decisions need to be made in a timely manner when dealing with matters on a local and national level, but we will endeavour to communicate with our members as quickly as we can through our various channels.

Review

First of all I would like to thank Richard Mathers for his hard work as Secretary for the past 4 years and his continued support.

I started in my role as Secretary of the Trust in September 2019. Since then there have been some changes within the Board, which has changed the dynamic slightly, however work continues.

As in previous years Hull City Supporters Trust is well represented on a national level. The present Chair, Geoff Bielby, remains on the National Council of the FSA, keeping the local Trusts profile high nationally.

We also have regular contact and meetings when necessary with Hull City Council as matters arise. Particularly concerning the stadium being an Asset of Community Value.

We are pleased that some progress has been made by the Club regarding the re-introduction of concessions and the new pricing structure, however we would encourage a review of disabled concessions.

Dialogue with club

Although the Trust is still not invited to Hull City Supporters Committee meetings, which is a great disappointment, contact remains between Senior Management at the club, with the knowledge of the owners, on an

Jean Cannon, Secretary

informal basis. The Trust is therefore able to have some dialogue and able to feed back their views and concerns. It is hoped that through these informal meetings the Trust will eventually be re-admitted to the Supporters Committee meetings, as the largest independent supporters' group should.

The Trust continue to have a good relationship with the local media, such as BBC Radio Humberside, Hull Kingston Radio and the Hull Daily Mail.

As is probably inevitable, with dropping match attendances, the Trust membership has declined. We are not complacent about this and would encourage members to renew and lapsed members to re-join, as well as encouraging new members. As we continue to be one of the largest Hull City Supporters Groups, we are still able to have some influence at the Club, even on an un-official basis. It is the only way our voice can be heard, through force of members numbers.

Collaboration with World Retro

A positive note has been our collaboration with World Retro (formerly Minster Shirts). The sales of the 'Bonus tiger stripe' replica shirts went well beyond our expectations. A percentage of each sale was given to the Trust and as a result we were able to hand over cheques to three local mental health charities. New shirt designs are in the pipeline and hopefully this association will continue to help us support local charities and the wider community.

We also have close links with Hull City Ladies as sponsors of player Emma Westmorland this season.

As in previous years, we would like to appeal for greater engagement from our members. Their opinions are always encouraged, if not always agreed with. We also encourage any suggestions as to how the trust can better serve its members needs. Please contact any Board member via any of the various communication channels (see page 34 for contact details).

So what may the forthcoming year bring?

The question of new owners will inevitably come up, but as in the past this may be pie in the sky. Whatever happens regarding ownership you can be sure that the Trust will be pressing the Club to re-build bridges with ourselves and their supporters. We will also continue to support the wider community, as we have in the past.

Governance

Membership of the Board

Hull City Supporters Trust is run by an elected Board on behalf of its members. The Board itself is elected at the Annual AGM by the membership. After serving for a period of 3 years existing Board members are required to stand down and apply for re-election if they wish to continue. A ballot is only required if there are more applications than vacancies on the Board.

The rules of the Trust, (points 57-68), state that the Board must comprise not less than 4, but no more than 10 Directors, (including a Chairman & Treasurer), plus a Secretary.

The Board also have the option of appointing 'Co-opted Directors' to fill casual vacancies, (although no more than a third of the Board structure). Hull City Supporters Trust has generally operated with the maximum 10 Director appointments.

As part of our Annual General Meeting, we complete an election process, which is overseen by an Election Management Group made up of 3 volunteer members of the Trust, supported by the Secretary and an independent non-member to oversee the process to ensure transparency.

At the last AGM Sue Dyson and Ryan Richardson did not stand for re-election. During the year Ian Bunton and Bobbi Hadgraft decided to stand down from the Board and following a Special Meeting held on 8 December 2019 David Batte and Deborah Johnson also decided to resign. We are very grateful for their time and contribution during their time as a Trust Director.

This year we have 3 Board Members to be elected. Steven Pye has served for 3 years so needs to seek re-election to continue in his role, whilst Michael Raynor and Matthew Frampton are both currently co-opted to fill Board vacancies and will need to stand for formal election to become a Trust Director.

Board positions are allocated at the first Board meeting after the AGM after a vote by the full Board.

Remuneration

No Director receives any income or remuneration from the Trust.

Rail fares and mileage (at 12p per mile) is reimbursed where Directors incur out of town travel on Trust business.

Jean Cannon, Secretary

Board meetings

The Trust Board meets up generally on a bi-monthly basis, where agenda items and any pre-reading is issued in advance, with meeting minutes produced and published within a week.

All Board Members are expected to attend meetings unless they have a reasonable reason not to, with the Membership & Conduct Policy stating that any Director missing 3 consecutive meetings should vacate their position.

In 2019/20 6 board meetings were held, plus 1 additional meeting to discuss concerns over the Trusts Leadership

The Board Meeting minutes can all be found on our website.

The attendance record of Directors at regular Board meetings since the last AGM is as follows:

Directors		Meetings attended	
Geoffrey Charles	Bielby	7/7	
Peter	Fleming	7/7	
Graham Sydney	Cannon	6/7	
Steven	Pye	7/7	
Russell	Anson	5/7	
Michael	Rayner	3/4	Co-opted
Matthew	Frampton	4/4	Co-opted
Deborah	Johnson	5/5	Resigned
Ian	Bunton	1/3	Resigned
Bobbi	Hadgraft	1/3	Resigned
David	Batte	5/5	Resigned
Secretary			
Jean	Cannon	5/5	
Richard	Mathers	3/3	Resigned

The Board

Geoff Bielby
Chairman



Geoff has been a City fan since the mid 60's although exiled from East Yorkshire for 30 of a 40 year career in Financial Services. Now semi retired, Geoff devotes his spare time to HCST. He's a National Council member of the Football Supporters Association and also a Trustee of MindHEALTH a local Charity .

Peter Fleming
Treasurer

Peter is a chartered accountant and tax practitioner who is on a career break whilst acting as a carer. He is also interested in non-league football and liaises between the trust and local sides. Peter reviews the financial position of both the Trust and the impact of the club's decisions on members and fans.



Jean Cannon
Secretary



Jean has always had an interest in Hull City as her local team growing up, however has only attended matches since 2013. As well as keeping secretarial matters up to date and acting as the Trusts 'policeman', she also lends a female viewpoint to proceedings.

Graham Cannon
Vice-Chairman

Graham has been a director of the trust since March 2016. He has probably the 'newest' City fan on the team, having only actively followed them since 2013. Graham's main area of responsibility is editing the bi-weekly Newsletter.



Your representatives

Steve Pye



Steve has been a director of the trust since June 2016 and fulfils the role of merchandise officer which involves designing and sourcing new products right through to posting orders to supporters.

Russell Anson

Russell has been a city fan since the 80s and sponsored Ken DeManges socks in the 88/89 season. He works in digital marketing and is helping the trust with the communications sub group.



Michael Raynor



Mike has been a City fan for over 22 years and his first game was a Division 3 match at home to Brighton on 25th October 1997 it was a 0-0 thriller....

Matthew Frampton

Matthew has been a City fan for almost thirty years and can often be heard on Hull Kingston Radio's weekly Hull City Fans Forum.



The Board

Former directors

The year saw a number of changes on the Trust Board with 4 directors and the secretary deciding to stand down. All of these people made valuable contributions to the Trust over the years for which we are very grateful..

Brief details of the retiring Directors and Secretary are noted below:

Richard Mathers Secretary

Richard has been a City fan for over 40 years. He's a Loss Prevention Manager by profession and joined the Trust as Secretary in June 2016

Ian Bunton

Ian became a Director following a close working relationship between himself and the Trust when writing his book '46 and Counting', during the 15/16 season. This motivated Ian to get more involved with the Trust to try and help effect the change so badly needed at the Club.

Debbie Johnson

Debbie has been supporting Hull City since 1986 with her first game against Plymouth Argyle. Most weekends revolve around planning trips to both home and away matches!

David Batte

Hull City fan since 1972. Favourite player - Keith Edwards. Best match seen Sheff Wed 2 City 4 Biggest thrill ? Going to an Hull City open day in the early 80s with Edwards & Bannister.

Passionate supporter for an inclusive football club that works with its and in the best interests of its fans. Met Mr Allam twice & ate 4 of his Lindt chocolates.

Bobbi Hadgraft

Bobbi is well known for her contributions on Hull City matters on TV and radio. She was elected to the Board at the last AGM but decided to stand down when she secured a place at university in Manchester.

Join the Board!

There are currently vacancies for the Board which we are looking to fill. If you are interested in possibly working with us please feel free to contact us to discuss the role.

Sub-committees

Sub-committees

As you are aware, the Trust Board members are all volunteers, and conduct all HCST duties in their own time.

This can vary from bi-monthly Board meetings, to attending meetings of the Football Supporters Association representing and raising the profile of HCST on matters affecting all fans at a national level.

However, there are also numerous operational requirements and projects at a more local level, that has seen responsibilities delegated to different Board members and the formation of sub-Groups to share the workload.

Each sub-Group has the autonomy to make decisions relating to their areas of responsibility or project, but are required to document their objectives, action plans and update the rest of the Board at full meetings.

Sub committees membership

Director	Finance	Membership	Communication	Community
G Bielby	•			•
G Cannon		•	•	
P Fleming	•			•
J Cannon	•	•	•	•
S Pye		•	•	
R Anson		•	•	
M Raynor				
M Frampton				

Accounts

Income and expenditure account	2019 £	2018 £
Income		
Membership fees	2,011	3,273
Merchandise Sales	96	224
Donations	<u>0</u>	<u>11</u>
	2,107	3,508
Expenditure		
Cost of Merchandise	666	452
Finance costs	167	289
Communication costs	1,040	1,370
Membership and administration costs	401	255
Community sponsorship	500	575
External subscriptions	0	67
Miscellaneous Expenses	<u>62</u>	<u>20</u>
	2,837	3,028
(Deficit)/Surplus in Year	<u><u>(730)</u></u>	<u><u>480</u></u>

Membership fees are for the current year only. Where multiple year subscriptions are taken the income is spread over the appropriate number of years. For 3 year membership this £4/£3/£3 ; for lifetime membership it is spread £4 per year over 10 years. Fees deferred to future years are shown as a non-current liability in the Balance Sheet as Members Deferred Income Reserve.

Key items of cost are noted in italics in the appropriate section later in this report.

Adjustment in respect of earlier years

In previous years costs have been written off when they have been occurred. This year in order to comply fully with accounting standards stocks of merchandise and items such as membership cards which are purchased in bulk have been included at the appropriate value. The effect of this has been to reduce the deficit in 2019 by £513 and reduce the surplus of 2018

Peter Fleming, Treasurer

Balance sheet	2019	2018
	£	£
Stock	1,550	1,039
Paypal	3,309	3,454
Bank accounts	8,470	9,675
Cash	<u>0</u>	<u>8</u>
Current Assets	13,328	14,176
Trade Creditors	<u>294</u>	<u>338</u>
Current Liabilities	294	338
Net Assets Less Current Liabilities	13,035	13,838
Total assets less current liabilities	<u>13,035</u>	<u>13,838</u>
Represented By :		
Unredeemable Shares	27,726	27,350
Ordinary £1 Shares	<u>599</u>	<u>931</u>
Share capital	28,325	28,281
General Reserves b/f	(19,927)	(21,527)
Adjustment in respect of earlier years	<u> </u>	<u>1,120</u>
	(19,927)	(20,407)
(Deficit)/Surplus in Year	(730)	480
Members Deferred Income Reserve	<u>5,367</u>	<u>5,484</u>
Reserves and Non-current Liabilities	(15,290)	(14,443)
	<u>13,035</u>	<u>13,838</u>

Stocks are valued at the lower of cost or net resale value.

Ordinary share capital represents £1 share for each adult member of the Trust. Any shares which a forfeit are included within unredeemable shares.

Finance

Audit	<p>The Trust accounts have not been audited in the past In order to keep our operating costs to a minimum. If we are to continue to remain unaudited then it is necessary to obtain approval from our members at the AGM. A vote will be taken as part of the ordinary business at the meeting and at meetings thereafter.</p>
Pricing model	<p>In previous years the Trust has expended considerable effort in producing pricing proposals for the Club's membership scheme. These have been ignored by the club. As most members are aware, during the year a sub-group of the supporters committee produced proposed changes to the membership pricing and matchday prices which were agreed by the club.</p> <p>Due to the ongoing relationship with the owners the Trust was frozen out of these discussions. The re-introduction of concessions, something which we have been advocating since their removal was warmly welcomed, but we are disappointed that disabled concessions are still omitted.</p> <p>The matchday pricing however, still appears to be problematic judging by recent attendance figures. The multi-match bundles are innovative but the single walk up price still seems to be too high.</p>
Club accounts	<p>As in earlier years a detailed review of the accounts of the Football Club and the Stadium Management Company and their interaction with the larger business empire of the owners.</p> <p>These reviews have not been made public but have been used to brief the Directors of the Trust in order that they can make informed comments, particularly with the potential ongoing sale of the club.</p>
Independent opinion	<p>As a Trust we are always willing to listen and take onboard the opinions of others. The field of football finance is complex and so it is important to get expert advice.</p> <p>Where needed we do have communications with a leading expert on football finance and work to develop our relationship with academics and other professionals.</p>

Affordable and sustainable football

Potential sale of the club

We are told that the club remains for sale and periodically there are rumours of activity and potential buyers being in contact. Unlike last year it would appear that none of these deals have had enough traction to reach even the due diligence stage.

In 2018 we carried out a valuation exercise and concluded that the selling price quoted did not represent value to a prospective purchaser and nothing has changed this opinion since. Should the club be relegated to League 1 the value of the club will reduce significantly due to reduced TV and solidarity payments. In this case we will make a further detailed view of the Club's financial position.

Benchmarking

We were disappointed not to be directly involved with the pricing work carried out by the club during the year with the Supporters Committee. We were delighted at the progress made with the reintroduction of concessions and the reduction in monthly membership fees which now are amongst the most competitive in the league.

However, there is disappointment that attendances have not increased substantially on the back of this. Once prices for 2020/1 are announced by clubs we will be carrying out a benchmarking review to determine the value for money of matchday prices.

We also intend to carry out a benchmark review comparison to clubs who represent our peer group.

Trust income

The Trust 's current activities are sustainable with a membership of around 900. During the year a number of members who had signed up on a three year membership failed to renew last year. This was one of the reasons the membership fell to 620. The Trust holds sufficient reserves to absorb the deficit for the last year but clearly longer term we need membership numbers to increase. Pleasingly the 2020 has started well with strong renewals numbers and new members joining.

It is important that for the longer term we need to secure additional income streams alongside membership fees, not least because life membership is offered for only 10 years of fees and this is becoming a increasingly popular choice.

Membership

Aims

This sub-groups mission statement is to 'To grow HCST Membership numbers across all age groups by promoting the benefits of being a HCST member and expanding the range of business partnerships to enhance the perception of value from the membership fee'

The sub-group has met on a bi-monthly basis in 2019 and will continue to do so in the coming year.

Review of the year

The membership sub group meets every 2-3 months in between regular full board meetings. The aim of the group is to retain and attract new members to the Trust and to manage member benefits such as those available through our commercial partners.

Keeping membership numbers high has proved difficult due to the steep decline in attendances over the past few years and the general apathy surrounding the club. We do however have 620 members which roughly translates to 8% of the home attendance which is the level we have usually been at.

We have recently relaunched the newsletter, initially on a bi-weekly basis as a way of being more visible and interactive with our members and the wider supporter base. This allows us to keep everyone up-to-date with the work the Trust is doing, not just directly related to club, but also our numerous community activities. With our current relationship with the club not being productive projects such as the 1992/93 charity shirt, sponsoring Hull City Ladies and other charitable activities have been important showing the Trust plays a big role in the local football community.

We are disappointed in the fall in membership numbers in 2019 and will be making a concerted effort to recover to at least former levels.

As always we would ask expiring members to renew when the time comes so we can continue with the above activities. Also, if every member could recommend one other person to join it would make a huge difference and allow us to pursue further good initiatives!

Working for members and partners

Membership subscriptions

Annual subscription rates are £4 for adults and £1 for juniors. Adults can also subscribe for multiple years; three year membership is £10 and lifetime is £40.

All adult members must subscribe to a single £1 share when joining the trust. This share is forfeit if membership ceases.

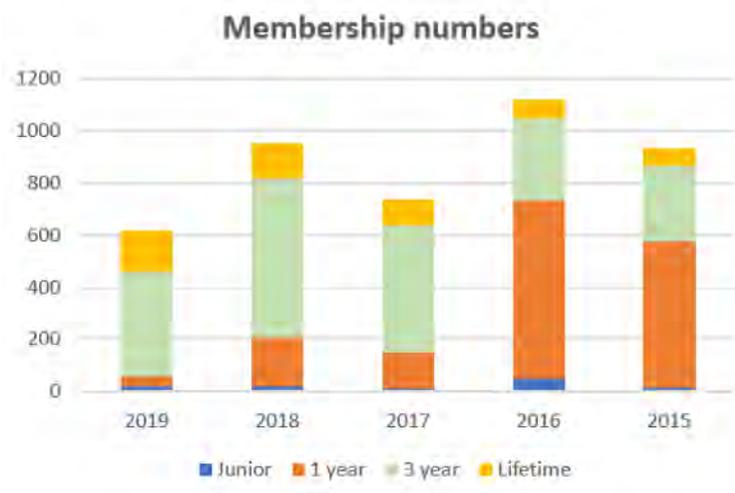
Our 3-year membership continues to be the most popular with our members and whilst we hope to see another year of membership growth at all levels in 2020, we are particularly keen to see a rise in our Junior ranks, at a time when there is a risk that a generation of fans are being lost having been impacted by the Club's membership scheme and current pricing policy.

Junior membership

To encourage greater engagement and participation with younger supporters, who are the club's future, the proposal of a 'one off' fee of £1 of Junior memberships which would be valid until the members 16th birthday was passed at the last AGM.

Number of members

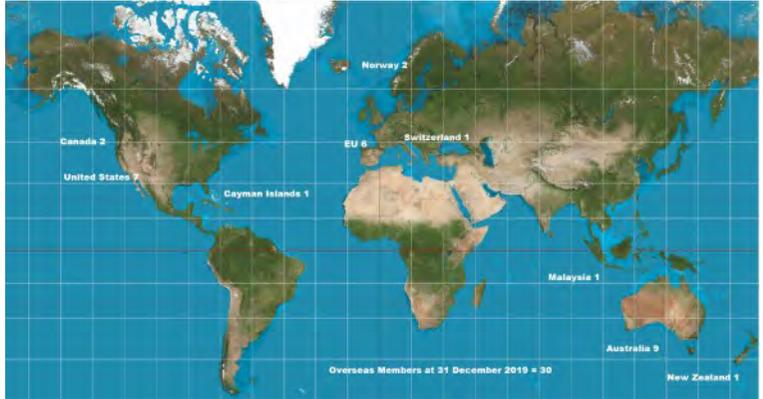
The number of members by category for the last five year ends is as follows



Membership (continued)

Worldwide

Trust members can now be found all over the globe.



Partners

We continue to partner with local organisations for mutual benefits.

We link up with businesses looking to support the local economy and obtain discounts and other benefits for our members.

We are also forging links with local charities and local branches of national charities who support the community we serve.

Details of work we have done with Hull City Ladies, MindHEY, Dementia Friendly Hull & East Riding, MindHealth and Emmaus can be found in the following pages.

Merchandise

As part of its benefits to members, and the wider Hull City supporter base, the Trust offers a range of merchandise for sale. All merchandise is available on the HCST website and on match days before kick-off at the William Gemmell club. Periodic offers will also be available on selected items which are published in our newsletter to members and shared with all supporters via our Facebook and Twitter channels. We also hold an annual 'black and amber Friday' sale with offers on all products.

Working for members and partners

Merchandise

The objective of selling merchandise is not purely fund raising focused. Many of our items are sold at a small margin, providing a good quality product at a fair price to supporters. The merchandise also plays an important role in raising the profile of the trust with popular products being our enamel badges and HCAFC/HCST scarves, both promoting the HCST name. The products also fill a gap for those wanting to wear something in support of Hull City but who don't want to spend money at the club shop due to the current ownership situation.

We are always happy to look at new products so please get in touch with us via contact@hullcityst.com if you think you have a good idea!



We are always happy to look at new products so please get in touch with us via contact@hullcityst.com if you think you have a good idea!

Merchandise price list

Mug	£6.00 + P&P
Glass	£6.50 + P&P
Mug and badge bundle	£7.00 + P&P
Scarf	£5.00 + P&P
Badge	£3.00 + P&P
Glass, bottle opener keyring bundle	£9.00 + P&P
Bottle opener keyring	£4.00 + P&P
46 and counting	£10.00 + P&P

Membership (continued)

Replica shirts

For some time we have been looking to introduce more merchandise options for our members, and supporters in general. Replicas of vintage kits was suggested as the originals of iconic shirts of the past are often expensive of eBay.

The initial concept

Minster Village Sportswear presented to the HCST Board in July 2019 and to work together to produce a striking replica Hull City shirt in an initial effort to mark the 20th anniversary of The Tigers Cooperative, our legal entity, which was established in December 1999.

Three designs were considered with the majority of directors choosing the 1992/93 iconic Tiger Stripes shirt. It is often included in polls of worst football shirts, but it remains surprisingly popular and is certainly bold! During the design stage it was decided to replace the club crest with the HCST logo, partly because we did not want to run any risk of breaching copyright with the club, club crests are be considered copyrighted to the club, but also because this shirt was a HCST homage to the 92/93 shirt, not an exact facsimile.

Charity Involvement

At the design origination the sleeve patches were removed which would have left them plain black. Then the idea of raising awareness for two of the Trust's Community Partners was suggested and in doing so raise the important subject of Mental Health awareness and Dementia which are huge topics of discussion nationally as well as locally.

We offered to help raise awareness by adding the logos, at no cost, of two local Charities. Dementia Friendly East Riding, is a charity we've supported since Ian Bunton a former HCST director raised awareness and significant funds with his book 46 and Counting. The second charity is MindHEALTH, a new charity supporting both men and women locally with two chat groups, #BlokesUnited and #MindfulWomen. On 26th November we announced shirts were available to order at a cost of £35, a payment for each shirt sold is made to HCST and the board decided to make donations to the charities from the funds received.

Working for members and partners

Charity contribution

By 22 January almost 200 shirts were sold enabling the Board to agree to make donations of £500 to each charity plus make an additional donation of £500 to Mind Hull and East Yorkshire who are another HCST Community

Ian Bunton receives a cheque for £500 on behalf of Dementia Friendly East Riding from Geoff and Jean from the Trust and John Uttley of Chablais Sport



Chablais Sport



Graham models the 1947 shirt while Jean is wearing the 1992/3 one.

Chablais Sports, the parent company of Minster Village, have been delighted with the response from Hull City supporters and value the partnership with HCST. They have now announced we will become ambassadors of their newly acquired business World Retro Brand who will work with HCST in developing new replica shirts for HCST. The Trust will continue receiving a contribution to for products sold which will augment its income to enable it to continue work within the community, for Hull City Supporters and hopefully directly with Hull City in the future.

We have to thank all fans who've bought shirts so far and especially Chablais Sport, Minster Village/World Retro. The income and donations of this will appear in the 2020 financial statements.

World Retro

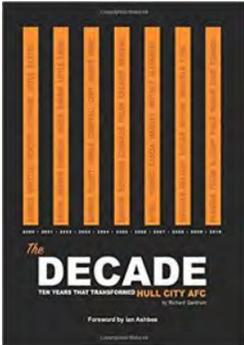


The Trust is now looking forward to working with the World Retro Brand to offer more shirts for sale in the near future. Four more iconic shirts were released in April with the prospect of more to be unveiled before the end of 2020.

Communication

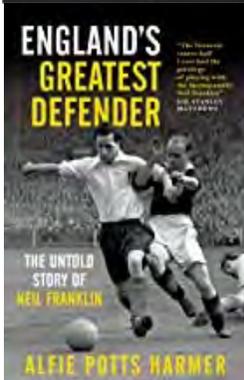
Book launches

2019 was an amazing year for Hull City in the written word. No less than three books with Hull City playing a major part in the subject matter were released during the year and the Trust was involved with the launch of all 3.



First came Richard Gardham’s “The Decade: Ten years that transformed Hull City AFC”, which took place at Mr Chu’s on St Andrews Quay on Saturday 4th May.

The book, which concentrates on the unbelievable period of transformation at City from 2000 to 2010, contains contributions from ex-City staff and players with all profits from the sale of the book going to support Dove House Hospice. The event was really well attended by fans and former players and for one night it seemed like had that unified club feeling again.



Next came Alfie Potts Harmer’s “England’s Greatest Defender: The untold story of Neil Franklin” which was held at Waterstones in Hull on Friday 16th August.

Andy Davidson’s and Neil Franklin’s families attended the event. The Trust worked behind the scenes with FSA Malcolm Clarke (their chairman and Stoke City fan) which resulted in the Davidsons presenting the Franklins with an England Cap of Neil’s bought for Jock by a relative.



Finally Greg Whittaker, formerly a Trust Director, held a launch event at the William Gemmell for his book “I Can’t Help Falling in Love With You: Growing up as a Football Addict” in August.

Greg was kind enough to donate 2 signed copies which were used as prizes for our ‘Last Man Standing’ competitions.

These books are available from Amazon and good book sellers and are worthy of our support.

Interacting with members and the public

With the Club

As noted in both the Chairman's and Secretary's reports there has been little progress in establishing meaningful formal dialogue with the club. It remains a priority to re-establish such dialogue with the current owners and we are willing to work with any responsible future owners.

Website

The website is in a development stage and remains one of our major methods of communication with members, partners and fans.

Social media

In addition to the website update, the Communications sub group will also be reviewing our social media channels which currently include Facebook, Twitter and YouTube. We will continue to use these channels to post content which we believe members will find interesting.

We are always open to suggestions so if there is content you would like to see in future please get in touch with us.



@HullCityST



hullcitysupporterstrust



Hull City Supporters Trust

Budding Writer?

The trust are always looking to promote articles & blogs on Hull City (and related subjects) and any contributions will be considered for publication via the trust website and promoted on social media. We'd particularly welcome contributions from our junior members on their Hull City experiences.

Competitions

The trust will occasionally run competitions, such as Last Man Standing, for its members and welcome ideas and prize donations. These will be publicised via social media.

External organisations

Supporters' Groups merger

The Football Supporters Association was formed by the merger of the two leading fans representatives' groups Supporters Direct and the Football Supporters Federation.



Football Supporters Association (FSA)

The FSA is the national, democratic, representative body for football supporters in England and Wales.

They are the leading advocates for supporter ownership, better fan engagement, cheaper ticket prices, the choice to stand at the match, protecting fan rights, good governance, diversity, and all types of supporter empowerment.

Their breadth of work is huge and difficult to sum up in a paragraph or two. As the national organisation they have regular contact with the Premier League, the EFL, National League, and the FA, as well as a whole host of other organisations within football such as the Professional Footballers' Association (PFA).

Football is for all and they work closely with organisations such as Kick It Out and Level Playing Field to ensure that core belief is happening in the real world. They have supported the establishment of scores of BAME and LGBT fans' groups over the past few seasons.

The FSA are founder-members of Football Supporters Europe (FSE) who represent supporters across the continent.

As secretariat to the All-Party Parliamentary Football Supporters Group they have strengthened the voice of fans within Parliament in recent years.

Also, the FSA casework helps hundreds of fans every year who feel they've been poorly treated by their clubs, stewards, or police.



Interacting with members and the public

Financial Conduct Authority (FCA)

Tigers Co-operative Limited is registered under the Co-operative and Community Benefit Societies Act 2014 as a mutual company with the Financial Services Authority and is listed on their Mutual Public Register.

Registration details can be found online at www.mutuals.fca.org.uk and copy documents can be obtained on the payment of a fee.

The Trust is currently up to date with its legal filings.

Local media



The Trust regularly provides comment and opinion regarding Hull City matters and the effects on fans. We are regular contributors to Sports Talk the nightly sports chat show with Geoff Bielby, Graham Cannon, David Batte and Bobbi Hadgraft all making contributions during the year.



When requested we provide input and interviews to any local TV shows. Trust members have contributed to BBC Look North and ITV Calendar shows during the last twelve months.



Hull Kingston Radio is Hull's biggest community radio station. It is based at the Freedom Centre at the heart of the East Hull community.

Board members can regularly be heard on Hull Kingston Radio's weekly Hull City Fans Forum, which takes place every Friday evening at 7pm.

National media

Activity with national media has been a little disappointing in 2019; whilst the club continues to have problems there are some clubs in genuine crisis. It is only natural that these clubs get the column inches that the press provides away from the Premier League coverage.

The Trust will continue to maintain its links with national journalists during 2020.

Community

Charity—Dementia Friendly East Riding



HCST first got involved with Dementia Friendly East Riding (DFER) a few years ago, and are delighted that they continue to be one of our Community Partners.

Dementia describes many different brain disorders that trigger a loss of brain function, Alzheimer's being the most common. The conditions are usually progressive and eventually severe.

There are currently approximately 850,000 people diagnosed with dementia in the UK, with numbers set to rise to 1.6 million by 2040. 225,000 people will develop dementia in the next year, one person every three minutes. DFER aims to give residents of the East Riding and surrounding areas a greater awareness of dementia, and to help businesses and individuals to make changes to understand the needs of people living with dementia. These people often feel, unable to continue living an independent and fulfilling life.

Projects carried out, supported by its partners, including HCST, include the following:

- Dementia friendly cinema screenings
- Free dementia friendly awareness sessions
- Memory gardens – at Sewerby and Castle Hill Hospital
- Forget me not flower competitions
- Beverley Memory Trail (commencing May 2020)
- Dementia simulator experience (22nd May 2020 at Tesco, Beverley)

Full details of activities and help available can be found at www.dementiafriendlyeastriding.org.uk

Please get in touch, either direct or with any of us at the Trust, we'd be glad to help.

Creating bonds with the community

Charity—Emmaus



The Emmaus five-a-side Portland Cup was played at Goals in Hull on Sunday 30 June. Once again as part of our ongoing support for football based projects in the community the Trust was happy to provide financial sponsorship towards the cost of holding the event. This year was slightly different in that teams from other charities participated alongside the teams from the Emmaus communities. We intend to continue this support in 2020 and if the current format is continued field a side representing the Trust.

Emmaus supports formerly homeless people by giving them a home, meaningful work in a social enterprise and an opportunity to get back on their feet again. These companions are assisted with training and developing the skills needed to get back into work and then ultimately find a place of their own. Emmaus also provides the rough sleeper outreach service for Hull and East Riding which is a vital lifeline to some of the most vulnerable members of society.



A video of the day can be found on our YouTube channel.

More information can be found at www.emmaushull.org.uk/

The Trust contributed £150 in sponsorship during 2019 (2018:£150)

Photo credits: Emmaus Hull



Community (continued)

Charity—Mind



Hull and East Yorkshire Mind is a local mental health charity, working so that everyone experiencing a mental health problem gets support and respect.

Hull and East Yorkshire Mind helps people improve their mental health. They work with individuals to support them in a way that works for them—building confidence and social networks, helping people establish a safe place to live and call home, helping people to find hope and to recover.

They also work to prevent mental ill health through education and prevention work, and they campaign to challenge the stigma and discrimination that sometimes occurs with mental health problems.

Mind have linked with the English Football League to promote awareness about mental health, and HCST have partnered with the Hull and East Yorkshire branch to tie in with that.

More information about Hull and East Yorkshire Mind can be found on their website: heyhound.org.uk

Charity—MindHEALTH



Mind Health was established as a charity to facilitate discussion groups to help those suffering with depression, anxiety, panic attacks or anything affecting ones mental strength offering a non-judgemental place to talk with like-minded individuals.

They offer a way of discussing mind health problems. Many others know these as Mental Health but they prefer to use Mind Health. Why? Because that's what it is.

The purpose of #Mind Health is to offer an easy and safe environment to listen and, if participants wish, to talk.

A mind health problem like depression or anxiety is an illness like any other illness. It just happens to affect your mind. You could just as easily catch a cold or become diabetic or get an infection somewhere...we don't choose which illness we get. But we do have a choice what we decide to do about it...talking can really help. You are not on your own.

Creating bonds with the community

Hull City Ladies



Once again we have supported the Hull City Ladies team by providing player sponsorship for the season, in this case for midfielder Emma Westmorland.

The Ladies team play in the Northern Premier Division of the Women's National League which is two tiers below the Women's Super League. The club is self financed, receiving nothing from the Hull City professional club, and rely largely on the goodwill of sponsors and fans.

At the start of the current season the club moved from its traditional base at the University Sports Ground to ground share with the newly formed North Ferriby FC at Grange Lane.

Match days are usually Sunday and kick off is at 14:00. Admission costs £5.00 with concessions £4.00 and free entry for under 16s.

Sponsorship fee paid £350 (2018: £350 plus Player of the Season award £75.)



Contact us

By E-mail

General enquiries

contact@HullCityST.com

Directors

geoff.bielby@hullcityst.com

graham.cannon@hullcityst.com

pete.fleming@hullcityst.com

steve.pye@hullcityst.com

russell.anson@hullcityst.com

matthew.frampton@hullcityst.com

mike.raynor@hullcityst.com

Secretary

secretary@hullcityst.com

In person



On matchdays a number of the committee members will be in the William Gemmell on Anlaby Road before and after the match. Feel free to discuss any issues you have with any of us.

Representing supporters for



20 years