



Annual Report 2020

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

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 2020

Welcome

When I took the role of Chairman of the Trust in August 2020 I had a hard job to follow our previous Chairman Geoff Bielby, and I thank him for his service as Chairman for the past years. The Club had just been relegated from the Championship, after the worst run of form in living memory. The mood of the fanbase was very toxic and many felt disconnected from the club. This was not helped by us being in the middle of a global pandemic, limiting our everyday lives. One of those limitations obviously being our inability to attend matches and socialise with like-minded fans to discuss the club's predicament.

Amber Ribbon Campaign

The Amber Ribbon Campaign was launched in August to try and unite a fragmented and disenchanted fanbase after the end of the season and to show that, despite our relegation that the Club still had a strong supporter base. Irrespective of feelings toward the owners, manager or players it would show this to any prospective investors.

The aim was to encourage the use of the Amber Ribbon symbol on social media, wear Amber Ribbon badges and display ribbons around the city, either in shops or by individuals on their houses. This aspect stalled when businesses were once again locked down. The campaign was very dependant upon having fans back in the KCOM and thereby visibly able to show our support. This unfortunately has not happened this season.

We have therefore suspended the campaign but will consider a relaunch when we are finally allowed back to matches.

World Retro shirts

Our relationship with World Retro has continued, with the introduction of new shirt designs. A number of fans have asked if the old club crests could be used on these. At the moment the answer is no, although it is one of the items we have asked the Club to consider allowing us to do. Nevertheless, the income from shirt sales have enabled the Trust to make donations to a number of local charities, who are much in need in these difficult times. Hopefully this relationship with World Retro can continue and enable us to continue to support more local worthy causes.

Graham Cannon, Chairman

Club Contact

On my becoming Chairman I was invited by the Club to attend a meeting with the Vice Chairman, Ehab Allam. Although we, as a Trust have always maintained an informal relationship, as you will know, we have been precluded from any formal contact for the previous 3 years. This invitation was therefore welcome and accepted. I met with Mr Allam in October, together with the Trust secretary and the meeting, although not discussing anything in detail, gave me the opportunity of bringing up suggestions of how we may move forward together. Mr Allam was keen to have a further meeting as soon as possible, however due to further lockdown restrictions this could not take place until March this year. Again this meeting went successfully and it is hoped that these happen on a regular basis, giving us more opportunity to work together on and share our members views and suggestions and have some input into achieving what fans want from the Club.

Hull City Ladies

We continue our association with Hull City Ladies and have been pleased to sponsor player Emma Westmorland this season.

It has also been a difficult time for the Ladies team and we hope that things can gradually get back to normal for them as well as other grass roots level teams.



Review of 2020 (continued)

Chillo Appeal

One of the causes we have been able to help is the Chris Chilton Appeal. An initial donation of £222 was made to the fund, representing Chris' record number of goals scored. The money the Trust received from the 1964/65 replica shirt was also donated and two items which were auctioned online will also profit the fund.



It is hoped that further monies can be raised by an auction night sometime in the future. We must also thank the Club for contributing, by giving us the "Team Chillo" training shirts which the team wore in the warm up to the Portsmouth game on Sky in December 2020.

As we go to press the Trust are saddened to here of Chris' death, and our condolences go out to his family and friends at this difficult time.

Media contact

As ever the Trust continues to maintain a good relationship with local media and regularly contributes to articles and broadcasts as well as fans podcasts.

Safety Advisory Group

As Chairman of Hull City Supporters Trust I am a member the Safety Advisory Group for the KCOM Stadium. The SAG is the body which advises event organisers (in our case the SMC) on the details of public safety at an event. My role as Supporters Representative for Hull City is to ensure that the views of the fans are heard, particularly in the planning for the eventual return of fans to stadiums.

Graham Cannon, Chairman

Terrace Talk

A recently launched initiative is #TerraceTalk. Many of us have experienced difficulties during the last year and the Football Supporters Association have acknowledged that many football fans are needing help.

Attending a football match is not just about the game itself, in fact this can sometimes be a secondary reason for going. For many it is more a social event, a chance to meet like-minded people and talk, shout, sing and have a few beers. All this improves our emotional well-being and much of this has been missing from our lives.

It is to this end that #Terrace Talk has been created. The Trust, together with the Samaritans, Mariners Trust and other local organisations, is happy to be working in conjunction with MIND HEY who will man a dedicated phone line for anyone struggling where they can discuss their problems and hopefully access help and support if they need it.

Looking forward

The Club finds itself in a much better position than it was last year. We have achieved promotion from League One as Champions for the first time in 55 years!

Things are also looking better regarding the likelihood of attending matches, hopefully by the beginning of the next season. Numbers may still be limited for a while but as they say 'There is a light at the end of the tunnel'.

The Club has renewed its official contact with the Trust and is willing to have us participating in upcoming initiatives. We maintain a stable and considerable membership, through which we make ourselves relevant to how this relationship continues in the future.

All in all I remain positive for the future of both the Club and the Trust as we move forward. As all our members know it's not easy being a Hull City AFC fan but it is never dull.

I would like to thank the Trust Board who have supported me throughout this difficult year, and special thanks to Steve Pye, who is stepping down from the Board. Steve has worked tirelessly on merchandising over the past 4 years and will be sorely missed.

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 feedback and returns for the Football Supporters Association as well as keeping communication channels open with the Club.

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

I started my role as Secretary in September 2019 and have had many challenges since then. There have been changes within the Board and roles within the Board itself.

The past Chairman, Geoff Bielby resigned his position and was replaced by Graham Cannon, the previous vice -chair. Geoff remains on the Board and keeps up his work with the Football Supporters Association, thereby keeping the Trust's profile high.

AGM

Last year's AGM had to be hastily rearranged as venues closed due to the Covid 19 pandemic. It took place instead on-line. Trust officers recorded their reports and voting for new Board members took place via an on-line poll. Views were asked for and a positive response received, with more members participating than usual. As the COVID situation continues it was agreed that the same format would take place this year, hopefully with the same response. The views and opinions of members may not be universally agreed on but are to be encouraged. We would also encourage anyone who may be interested in joining the Board to come forward. Please contact any Board member via any of our communication channels for further information.

Jean Cannon, Secretary

Contact remains with Hull City Council regarding the renewal of the stadium as an Asset of Community Value, although there have been problems due to the lack of physical meetings.

With the initial suspension of matches followed by a commencement without crowds the Club's Supporters Committee meetings were also suspended. It had been hoped that the Trust would be re-admitted to these meetings, however contact has been maintained with the Club. Upon Graham Cannon taking up his role as Chairman, an invitation was received from the Club for him to meet the Club vice-chairman, Ehab Allam. This took place in October, after some delays due to COVID scares and testing, which I, as Secretary also attended. This was primarily a 'getting to know you' meeting which went well and prompted a suggestion of further face to face meetings. A subsequent meeting took place via Zoom between the Chairman and Vice-Chairman, Russell Anson in March. It is hoped that these meetings will continue on a regular basis, giving the Trust better means of continuing dialogue and advising the Club of our member's views and opinions.

Despite fans being unable to attend matches, the Trust's membership has remained stable. The milestone of our 200th life member has been reached and a number of junior members have joined, despite being only a few hours old.

The Trust has a representative on the KCOM Stadium Safety Advisory Group and therefore has input into the safe re-admittance of fans into the stadium, when allowed. Hopefully we will soon be back into the stadium and able to talk football with our fellow supporters, be it at home or away. Until then, I know it's a cliché, but take care and stay safe.

The role of Secretary is a busy and challenging one, possibly even more so in a pandemic, but can be rewarding. Members of the Board, and our wider membership have had major issues in the past year, some of which will continue for some time to come. The support and help of others must take priority and many of our members have been doing just that, often quietly and with no fuss. There have been suggestions that the Trust has not been active and doing enough, but I can assure you that this is not the case. As ever the Trust has been doing what it can, in a difficult situation, to help as many members as possible together with the wider community.

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 compose 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 Steven Pye was re-elected and Michael Raynor and Matthew Frampton who had been co-opted onto the Board had their appointments ratified.

This year we have 3 Board members seeking election. Geoffrey Bielby has served his second term of 3 years and so seeks re-election to continue in his role, whilst Peter Thornes and Christopher Stern, who were co-opted to fill Board vacancies require formal election to become Trust Directors.

Board positions and duties are allocated at the first Board meeting following the AGM and a number of roles need to be filled.

If you believe that you have the qualities needed to drive the Trust forward following the pandemic feel free to contact a member of the Board to discuss the possibility. Our contact details are included on page 34.

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.

Naturally the Covid 19 pandemic has impacted on the way that the Board operates with face-to-face meetings not being possible they have been replaced by Zoom meetings. The Trust is currently examining the way that it operates going forward after normality resumes. One of the advantages of Zoom is that it allows members who live some distance from the City to play a full active role and become Directors. We envisage that in future meetings will be a mixture of Zoom and face-to-face.

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

Directors' attendance at meetings

		Meetings	
Geoffrey Charles	Bielby	10/10	
Peter	Fleming	10/10	
Graham Sydney	Cannon	9/10	
Steven	Pye	10/10	
Russell	Anson	4/10	
Michael	Rayner	3/10	
Matthew	Frampton	10/10	
Peter Thornes	Johnson	7/7	Co-opted
Christopher	Stern	2/2	Co-opted

Secretary

Jean	Cannon	5/5
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The Board

Graham Cannon
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 hopes to continue to lead the Trust in improving dialogue and influence with the club.

Peter Fleming
Treasurer

Peter is a chartered accountant and tax practitioner who is on a career break and was for a number of years 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.

Russell Anson#
Vice-Chairman

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 matters.



Your representatives

Geoff Bielby

Geoff has been a City fan since the mid 60's. Geoff also volunteers as a presenter at Hull Kingston Radio where he is an advocate for supporting mental health issues. This is something he is passionate about, especially men's mental health.



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

Co-opted directors

During the year the Board co-opted two members to serve as Directors and there is a resolution to ratify their appointment at the AGM. Brief biographical details on them are noted below.

Peter Thornes



Peter has been a City fan for 40 years. He is based in the south of England, was former FAWPL manager and is currently a Headteacher. Peter is passionate about the club and helping represent the fans in our remit to make a positive difference for them and the wider football community.

Christopher Stern

Chris is a proud Hullensian exiled in Lancashire whose car almost drives its over the M62. He is a lifelong Hull City supporter seeing his first match at Boothferry Park in 1966. He believes in greater fan ownership of clubs following the model adopted in Germany.



Former directors

During the year a long standing Director, Steve Pye, decided to step down from the Board. Brief details about Steve are noted below.

Steve Pye



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

The role of merchandise officer is currently vacant

Sub-committees

Sub-committees

As you are probably 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.

During the pandemic these sub-groups have not operated as before and have been replaced by Zoom meetings open to all Directors. The Board will shortly be reviewing how its day-to-day operations can be suitably addressed.

Director vacancies

We thank the Board for their continued work for the Trust, however there still remain vacancies on the Board. In particular we would welcome applications from female supporters as for the first time in a number of years we have no female Trust Director and rely on the Secretary for a female viewpoint.

We are endeavouring to change the way that we operate as a Board to make it easier for members to serve on it and reduce the time necessary to commit to it.

We would welcome people with any of the following skills to join us

- Financial
- Journalistic: match reporting or general articles
- Website development
- Merchandise and marketing

Should you be interested, or want more information on becoming a Board member please contact the Secretary or any present Board member.

Accounts

Income and expenditure account	2020 £	2019 £
Income		
Membership fees	2,131	2,011
Merchandise Sales	700	96
Shirt commssion	<u>3,000</u>	<u>0</u>
	5,831	2,107
Expenditure		
Cost of Merchandise	806	666
Finance costs	281	167
Communication costs	1,657	1,041
Membership and administration costs	154	401
Community sponsorship	500	500
Charitable and other donations	2,552	0
Miscellaneous Expenses	<u>0</u>	<u>62</u>
	5,949	2,837
Deficit in Year	<u>(118)</u>	<u>(730)</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 is £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.

Peter Fleming, Treasurer

Balance sheet	2020 £	2019 £
Stock	1,417	1,550
Prepayments	250	0
Paypal	3,822	3,309
Bank accounts	9,006	8,470
Cash	<u>0</u>	<u>0</u>
Current Assets	14,494	13,329
Trade Creditors	<u>606</u>	<u>294</u>
Current Liabilities	606	294
Net Assets Less Current Liabilities	13,888	13,035
Total assets less current liabilities	<u>13,888</u>	<u>13,035</u>
Represented By :		
Unredeemable Shares	27,799	27,726
Ordinary £1 Shares	<u>588</u>	<u>599</u>
Share capital	28,387	28,325
General Reserves b/f	(20,657)	(19,927)
(Deficit)/Surplus in Year	(118)	(730)
Members Deferred Income Reserve	<u>6,276</u>	<u>5,367</u>
Reserves and Non-current Liabilities	(14,499)	(15,290)
	<u>13,888</u>	<u>13,035</u>

Stocks are valued at the lower of cost or net realisable 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 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 AGMs thereafter.

Pricing model/ membership scheme In previous years the Trust has expended considerable effort in producing pricing proposals for the Club's membership scheme and lobbying for change. In 2019 the Club made changes which were broadly positive and welcomed by the Trust.

Obviously no crowds being allowed in stadiums from March 2020 has caused significant revenue issues for most clubs including our own. Naturally it was important for the club to maintain a cash flow and whilst not suiting every member the Trust recognises that the club's offer was reasonable under the circumstances and much better than some clubs offered.

For the 2021/2 season we would like to see some degree of concessions made to disabled supporters and fairer pricing for the irregular match attending supporter. Above all we want to see good attendance levels at the KCOM.

Club financial statements Each year the Trust carries out a detailed review of the accounts of the Football Club, the Stadium Management Company and their interaction with the larger business interests of the owners. These reviews are not been made public but have been used to brief the Directors of the Trust in order that they can make informed comments.

We also review the accounts of other clubs who are of a similar size and league standing.

Independent opinion 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. We have regular contact with an expert in the field and continue working to develop our relationship with academics and other professionals.

Affordable and sustainable football

Potential sale of the club We understand that the club remains for sale. Promotion back to the Championship makes the Club more attractive to potential buyers and there has been some activity in recent months with clubs changing owners. Outside the Premier League sales are generally accompanied with some write off of debt by the owners and we believe that there will probably need to be one in the case of our Club.

As a Trust we will monitor all such activity closely.

Football governance Following the aborted European Super League project there has been much media debate about club ownership structures and the governance of clubs. Indeed some of the Trusts of the 'big six' clubs have already made their suggestions.

The German 50%+1 ownership model has been promoted by some as being the solution. This may work for small clubs but higher up the pyramid would require financing out of the reach of fans.

The Football Supporters Association has already put together a detailed paper on the governance issue and the direction the game in England should take. We have already had input into these proposals and with continue to work with the FSA on this.

Trust income The Trust 's current activities are sustainable with a membership of around 800 members. Recently membership numbers have been around 600. Thanks to the commission earned on shirt sales this financial gap has filled in 2020.

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 an increasingly popular choice with over 200 such members. We have looked at a number of proposals, such as purchase cash back schemes, but have not found one we are satisfied is right for the Trust.

The partnering with World Retro has been successful and has brought in much needed revenue. This year we have donated most of this income to charitable organisations and partners (see page 32 for a summary) but in future years more of this may be retained to cover the Trust's general running costs.

Membership

Aims 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.

Review of the year Keeping membership numbers high has proved difficult, partially due to there being no attendance at matches and the club dropping into League 1. Despite these difficulties numbers have been maintained at around last year's levels. As clubs begin to welcome fans back into their grounds the needs of fans should be forefront and a strong membership means that their voices and opinions will be considered.

The milestone of 200 Life Memberships has also been passed this year.

As always we would ask expiring members to renew when the time comes so that we can continue with our activities. Also if every member could recommend one other person to join it would make a huge difference and allow us to continue with our initiatives as in the past.

Youngest life member This year the Trust welcomed its youngest life member Finley! He was signed up as a life member of the Trust by a very proud grandad within hours of being born in September 2020.

Our congratulations go to him, his family, and of course he now becomes a member of the wider #TigerFamily.



Membership subscriptions Annual subscription rates are £4 but members 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.

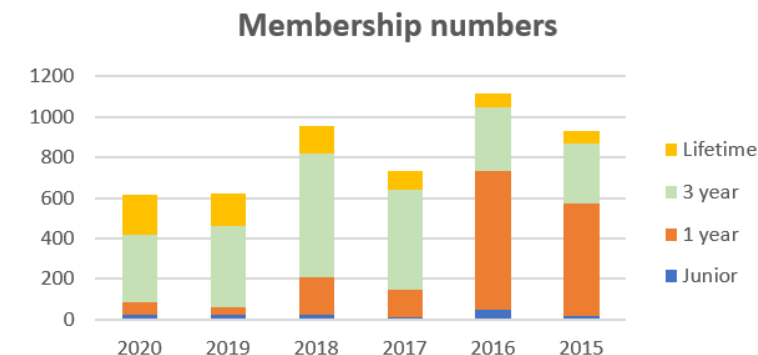
Junior membership is £1 for the period up to their sixteenth birthday, when to continue as a member they must purchase a share and pay adult fees. Junior members are not eligible to hold shares and where a life membership is purchased for someone under 16 the share will not be issued until their sixteenth birthday but they will be recognised on the Trust's website as a life member.

Working for members and partners

Worldwide membership



Number of members



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. 2020 has been a tough time for many businesses, especially small local ones. Once restrictions are eased further we will be updating our business partners and seeing what we can do to help them,

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.

Membership (continued)

Replica shirts partner World Retro

Late 2019 saw the introduction of our retro shirt range in conjunction with our partners World Retro. This range was added to extensively 2020 and more designs are planned for later in 2021.



These designs are currently a homage rather than exact replicas to avoid breaching the Club's copyrights. We have put in a request to the Club to use the appropriate to the historic badge on each design, but until that permission is granted we will respect the rights of the Club.

Charity support

Thanks to the commission which we earn off each shirt sold we have been able to make the charitable donations noted elsewhere in this report. The shirt that started it all, the tiger stripe one, had sleeve logos of two of the charities supported. This is a feature that we may incorporate again in the future.



Working for members and partners

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.

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.

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!



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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

“Chillo” appeal

The appeal



For many people 2020 was a tough year. It was in particular for Chris Chilton the club’s record goals corer who was suffering with Alzheimer’s and vascular dementia. His health had deteriorated such that he required specialist care, and his family and close friends set up a crowd funder to help finance this care.

The Trust made a donation of £222 in recognition of his goal tally and decided to help with other fund raising activities.

222 Collection

The Club also responded quickly with its own range of limited edition merchandise ‘the 222 Collection’ with all profits being donated to The Chris Chilton Appeal. Check <https://www.tigerleisure.com/> for any items that remain.

Warm up shirts

For the televised match in v Portsmouth December 202 the team took the field with special warm up tee shirts dedicated to the appeal. Working with the club we can now announce that we have these shirts and will be offering them to fans to raise further funds.



Originally we planned to raise funds throughout the year to help with Chris’ care, but since his sad passing we will look to support local dementia charities and make donations in his honour.

As we have 18 of these shirts we would like to offer all members of the Trust and City fans in general the opportunity of acquiring one. Consequently some will be sold via eBay, others we intend to raffle off and as potential prizes for other competitions with an entry fee..

These are genuine player worn garments which are strictly limited in numbers and so are very desirable items of memorabilia.

Club legend

Retro shirt signed by Ken Wagstaff

As it said in the funder raiser documentation “. 'Waggy and Chillo' are two names that just automatically go together like 'fish and chips' for everyone in Hull.” The Trust is pleased to announce that we have a very special piece of memorabilia which we intend to auction this year. Ken Wagstaff (modelling our retro shirt below) has autographed one of these shirts to produce a unique and desirable item for one lucky city fan.



World Retro shirt



The retro replica shirt is still available from World Retro and the Trust will receive a commission for each one sold. The commission earned on this shirt will be paid into the appeal.

To date we have made a donation of £200 based upon the sales made so far.

Auction items

We would like to express our gratitude to Henry Priestman and Andy Mills for auction items which have already been sold. We intend to hold more auctions in 2021 and already have some donations.

Hull City AFC 1965-6 season book



Hull City supporter and author John Forth has created a book that looks back on the Tigers’ memorable 1965/66 season.

Copies of the fully illustrated book, Hull City AFC 1965-1966 Nostalgia, which is A4 size and 167 pages long, are available direct from John Forth. It costs £20, plus P&P, with all profits to be donated to the Chris Chilton Appeal.

Communication

Amber Ribbon

Back in August on the eve of the new season the Trust launched the Amber Ribbon campaign. The Tigers had endured a torrid 2020 with relegation seeing an already disenchanted fanbase suffering even more. The Trust felt it was important that whilst all fans have differing opinions on certain matters, we are all Hull City supporters and want the club to be successful. The Amber Ribbon campaign was a way for all supporters to show their support for Hull City AFC and to unite a fragmented fanbase behind the club. We are using Amber Ribbon to remember missing fans and to show there are many who Will Be Back one day in the future.

- Add an Amber Ribbon to your social media name and use the hashtags #WeWillBeBack and #BackInAmber
- Display an Amber Ribbon in your window, tie one on your door or simply wear an Amber Ribbon or badge

Amber Ribbon badges or Amber Ribbon car sticker from our online shop

Back in August we were anticipating some attendance at the ground during the season which obviously did not transpire. Once fans are back inside the ground then this will hopefully gain more impetus.



Interacting with members and the public

With the Club

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

Website

The website is still in a development stage and remains one of our major methods of communication with members, partners and fans. We would liked to have been able to progress the changes we believe should be made but have been hampered by things outside our control.

Social media

In 2021 we 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 published 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.

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 and Graham Cannon making contributions during the year.

LOOK NORTH



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 in the heart of the East Hull community on Hedon Road.

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 2020; 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 2021.

Community

Charity—Dementia Friendly East Riding



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.

The Trust was able to make a contribution of £600 in 2020 towards funding local projects from the sale of the classic tiger stripe retro shirt.

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

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. It 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 The Trust have made a contribution of £600 in 2020 towards funding local projects from the sale of the classic tiger stripe retro shirt.

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

Creating bonds with the community

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.

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.

The Trust was able to make a contribution of £600 in 2020 towards funding local projects from the sale of the classic tiger stripe retro shirt.

Charity—Emmaus



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.

In the previous two years the Trust has supported the Emmaus organised five-a-side Portland Cup which is a day for Emmaus communities across the country. Naturally there was no chance for this to take place during 2020.

The Trust was able to make a contribution of £100, from replica shirts sales commission, to support their activities.

Community (continued)

Charity— Dove House Hospice



Dove House Hospice is the local hospice for people the Hull area, and has been caring for people for almost 40 years. Their services are centred on patients and their families, whether caring for people at the end of their lives, providing therapies to help people with life limiting illnesses improve their quality of life, or giving much needed bereavement support to grieving families. Person-centred care focusses on the needs of the individual being cared for, not just their illness, and staff take the time to get to know patients and their families to help make staying at Dove House a home from home experience.

The Trust was able to make a contribution of £100, from replica shirts sales commission, to support their activities.

Charity— Age UK



Age UK Hull is an independent local charity working in the community to support older people, their families and carers. Their aim is for everyone to be able to love later life.

The pandemic has caused difficulties for older people of the community and we wanted to support the efforts of those helping these people.

The Trust was able to make a contribution of £100, from replica shirts sales commission, to support their activities.

Summary of use of shirt commission income 2020

	£	£
Commission earned from World Retro		3,000
<i>Charitable donations made in 2020</i>		
Mind Health	600	
Dementia Friendly East Riding	600	
Hull and East Yorkshire Mind	600	
Age UK Hull	100	
Dove House Hospice	100	
Emmaus Hull & East Riding	100	
Chris Chilton "Chillo" appeal	200	
		<u>2,300</u>
Used in general Trust activities		<u>700</u>

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. *This sponsorship amounted to £500.*

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.

In 2020 the club relocated to Haworth Park to ground share with Hall Road Rangers of the Northern Counties East Division. As with most of the game outside the top tier their season as curtailed before Christmas.

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.



Representing supporters for



20 years