



# Annual Report 2018

# Hull City Supporters Trust

## History

Established legally on 15<sup>th</sup> December 1999, the Tigers Co-operative is 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. See the Chairman's report, some things don't change!

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 that 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 have become the largest membership group representing Hull City supporters, that's a growing number of fans who've decided to join 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 the 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 belief.

# The voice of the supporter

## Short-term objectives

(1) Bring about the return of concession tickets for the young, old and disabled Campaign to bring back proper concessions with no restrictions and fair prices across the board. This will be a big step towards Hull City becoming a happy club again and in the long-term could make a huge difference to the club's future support.

(2) Restore the use of the club's proper name. Push for 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.

(3) Engage in continued meaningful dialogue with Hull City. Maintain a relationship with the club to consult on matters which affect supporters. This can prevent major, disruptive issues such as the concessions situation and associated fallout, but also quickly address more minor issues in calmer times.

## 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 community assets Hull City is more than 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 2018

## Welcome

This is my third annual report as Chair and I make no apologies for again repeating that it's been another busy year for your board.

## Dialogue with the club

Hull City Supporters Trust are, as always, open to meaningful dialogue with the club. This objective has not changed since the start of the trust and we welcome the opportunity to engage with the club on all relevant matters.

I hope you will note a more "Corporate look" to this years Annual Report. This is deliberate as 2018/19 has seen HCST again be recognised as one of the more progressive Supporters Trusts both within the fans movement as well as by potential new owners. More of that later.

Rather than me list events and actions month by month, this year I have just highlighted a few key actions in no particular order.



# Geoff Bielby, Chairman

## **Activity with national supporters organisations**

Several board members have attended meetings and or events with both Supporters Direct (SD) and The Football Supporters Federation (FSF).

Thanks must go to, Russ Anson, Graham Cannon, Sue Dyson and Rich Mathers who have all given up considerable personal time to represent you at these events, networking within the movement and assisting me in my external role on behalf of HCST.

## **Linking up with the community**

Rich Mathers and I met Steven Brady and Matt Jukes at Hull Guildhall in October, an annual meeting we've held since HCST inception over four years ago, October was significant, see later!

Ian Bunton and I also held a very positive meeting with Emma Hardy MP for the constituency including The KCOM Stadium.

Pete Fleming has also met Emmaus and arranged sponsorship on behalf of HCST , similarly Rich Mathers has continued to explore ways to develop our sponsorship with Hull City Ladies.



# Review of 2018 (continued)



## Trip to Parliament

I had the privilege to be invited to Parliament to speak at an open forum meeting called by Shadow Sports Minister Rosena Allin-Khan on the Safe Standing, which seven other Labour MPs attended. Although Emma Hardy was not there she did speak passionately at the subsequent Parliamentary debate in favour of a review, naming Barbara Wilkinson from Senior Tigers, who I took as my guest, and I in her speech.

I was also privileged to be one of three selected fans group Championship representatives to meet Shaun Harvey and his team in May and November at the EFL Supporters Engagement Meetings.

Hull City owners and senior management might not want dialogue with HCST but it seems Politicians, Hull City Council, The EFL and others do!

Towards the end of the year the FSF & SD merger was approved by members following the organisations AGMs in July. HCST are represented as despite the merged organisation I managed to retain my position on the new organisation, The Unified Football Supporters Organisations (TUFSO), National Council representing Championship Clubs. It's key for me therefore we maintain our league status either way!

# Geoff Bielby, Chairman

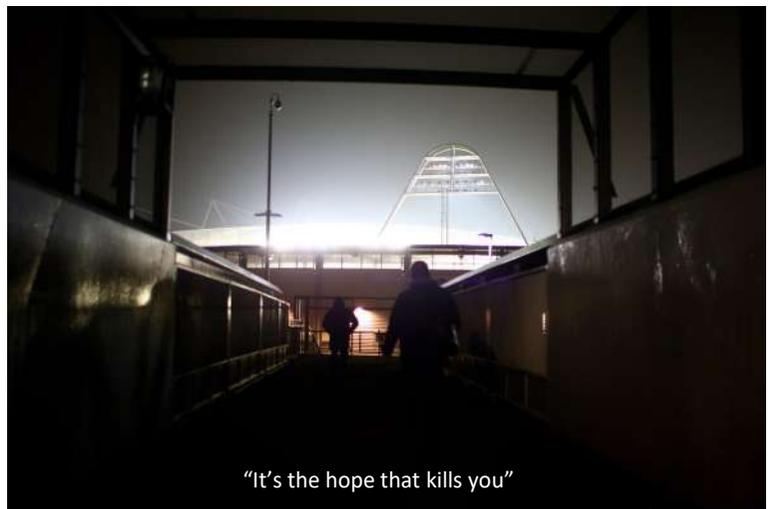
## Potential sale

So to October and a major whirlwind of Press coverage, speculation, misreporting, misinformation and concern from supporters, members and also it has to be stated some of your Board!

For almost three years I've had dialogue with potential new owners. What responsible owner wouldn't want to have a relationship with the clubs major supporters organisation?

In September an approach was made to me by an agent, Alexander Jarvis, who I had made contact with two years earlier, on behalf of a partner he had SportyCo, a Blockchain company. They felt confident they could mount a bid, backed by traditional investors, to take over the club and then invest. Through an involvement with HCST, fans would then be invited to Crowdfund, in a once only offer, to raise a cash stake in our club. In return we were guaranteed a return of Concessions, Branding and Crest and more importantly shares in the club to be held by HCST on behalf of supporters, plus crucially a Supporter Director seat on the main club board.

What Supporters Trust would ignore such an opportunity?



# Review of 2018 (continued)

## Potential sale

SportyCo and Alex Jarvis met Assem and Ehab Allam in mid-October a price was agreed, Assem stated he was happy with supporters involvement by the way! Proof of funds and 10% deposit held in ESCROW was required.

Sadly, due to a combination of the clubs then league position, the owners valuation (comparisons with Wigan and other Championship clubs show how high expectations were), and their reputation from previous negotiations, this meant as yet no progress has been made. No Hull City supporter should ever believe any comment that protests or unrest prevented any sale moving forward, just look at the above list and think about the bigger picture. Also consider that despite unrest I've had contact or dialogue with or from contacts from three potential groups.

So, as you can appreciate, it's been another busy year!



# Geoff Bielby, Chairman

## Thank you

Finally I want to thank your board on behalf of the growing membership.

I especially want to thank Ryan Richardson who has been on this journey with me since the City Till We Die days. We launched a Last Man Standing competition recently; initially I thought that was me! Although Ryan and I both sought re-election at last years AGM following our three year appointment, a new job, home and a busier personal life have led him to step down from his Vice Chairman's and Director position.

Today we also say goodbye to Sue Dyson who is not seeking re-election following fulfilling her three year term of office. Sue can't commit the time she would like and instead will enjoy more time with her family.

Sue and Ryan both leave after a job well done for members and I personally wish them both well.



Geoff Bielby welcomes Christoffer Beurling  
'[Norwegian Tiger](#)' (and partner) to the William  
Gemmell and HCST membership

# 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, producing minutes from Board meetings, annual returns for the Financial Conduct Authority and also feedback and returns for the National Supporters organisations (*i.e. Supporters Direct (SD) and the Football Supporters Federation (FSF)*), who merged at the end of 2018.

The Secretary also effectively acts as a 'policeman' for Board activity, to ensure the 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

It's almost three years now since I took the role on, during which time the dynamics of the Board has changed slightly, the challenges with the current Club owners have remained frustrating, (*i.e. lack of concessionary prices, meaningful dialogue etc*), but our profile as a Supporters Trust at a national level has never been greater, mainly due to a high level of personal commitment from Geoff Bielby in being elected onto the National Supporters Council, as well as representation by Geoff, Sue Dyson, Graham Cannon, Russell Anson and I at meetings and events hosted by national supporter and footballing organisations throughout the year.

It is obviously disappointing therefore that on a local level, we were not invited to the Hull City Supporters Committee meeting in October, despite being the most proactive and largest local supporter's organisation at these Club hosted meetings in the 2017/18 season. We issued a statement to explain our stance on October 29<sup>th</sup> and despite hours of conversations and e-mail exchanges directly between the Club and myself, as well as documented support from the FSF, SD and even the English Football League (EFL) the Club continued to refuse our compromise offer on who would represent us at Supporters Committee meetings. Ultimately, we cannot allow the Club to dictate to us on how we are structured and operate

# Richard Mathers, Secretary

as an independent group.

A member of the 'Senior Management' at the Club has confirmed that they will allow 'informal' contact directly with myself whilst this situation continues, and please be assured that I will at all times maintain a high level of professionalism and integrity in seeking a position where we can engage with the Club on a more positive level, as I personally fail to see how any 'official supporter meetings' can be meaningful without the largest and unquestionably independent Supporters Group not being represented.

We generally have a good working relationship behind the scenes with local media channels such as BBC Radio Humberside and the Hull Daily Mail, but as a Board we had to endure some difficult feedback in early October from the widely mis-reported dealings linking ourselves with the Club takeover proposal by SportyCo. It was a storm that lasted for a week or so and we quickly moved to issue a clarification statement, as the reality was that as a Trust Board, we do not have financial resources, (*individually or collectively*), to 'lead' any such bids, and if we had, it would only have been post full consultation with our members.

Despite the alarming decline in match day attendances at Hull City home games, (*and arguably the numbers travelling to most away games earlier this season*), it has been very rewarding to note that our membership rose by almost 30% in 2018, (*949 at 31/12/18 compared to 736 on 31/12/17*).

So, in summary, 2018 was an extremely busy year for me as your Secretary, which at times was frustrating, enlightening and rewarding. (*Occasionally all on the same day!!*)

I'll repeat my request from last year for greater levels of engagement from our members as we're always open to suggestions, feedback and where necessary constructive criticism. There are various communication channels open for you to contact your Trust Board so please use them.

So where will be this time next year? Hopefully at some stage over the coming months we will have new owners at the Club, with an agenda of putting right the wrongs of the current regime and working proactively with ourselves as a Trust Board in rebuilding bridges between the supporters and the wider local community and get 'our Club' moving positively forward

# Governance

Thanks for your continued support as members and please spread the word of the value of this organisation and encourage your fellow supporters to join us

## Membership of 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 generally operates 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.

This year we have six Board Members to be elected, as two of the current Board, (Ryan Richardson & Sue Dyson) have decided to stand down and we are very grateful for their time and contribution during their time as a Trust Director. Pete Fleming, (Treasurer), and Graham Cannon have both served for 3 years so need to be re-elected to continue in their roles, whilst Russell Anson and David Batte are both currently co-opted to fill Board vacancies and will need to stand for formal election to become a Trust Director.

All Board Members are subject to a Membership & Conduct Policy with a documented Disciplinary Process in place for any proven misconduct.

## 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.

# Richard Mathers, 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 2018, 7 Board meetings were held, plus 2 additional meetings, (*the first to discuss a serious complaint made against a Board Member by Senior Management at Hull City AFC and the second to allow a sub-Group to present to the rest of the Board their findings in relation to a third party bid for the Club and financial projections connected to any takeover*). 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:

<b>Directors</b>		<b>Meeting attended</b>	
Geoffrey Charles	Bielby	7/7	
Ryan	Richardson	5/7	
Peter	Fleming	6/7	
Graham Sydney	Cannon	5/7	
Susan	Dyson	7/7	
Steven	Pye	7/7	
Ian	Bunton	5/7	
Deborah	Johnson	7/7	
Russell	Anson	2/3	Co-opted
David	Batte	3/3	Co-opted
Peter	Johnson	0/4	Resigned
<b>Secretary</b>			
Richard	Mathers	7/7	

# The Board

**Geoff Bielby**  
**Chairman**

Geoff Bielby 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 Unified Football Supporters Organisation and also a Trustee of MindHEALTH a local Charity .

**Peter Fleming**  
**Treasurer**

Peter is a chartered accountant and tax practitioner who is currently on a career break and is now a carer. He is also interested in non-league football and will liaise between the trust and local sides

**Richard Mathers**  
**Secretary**

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



**Graham Cannon**

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 Weekly Newsletter.

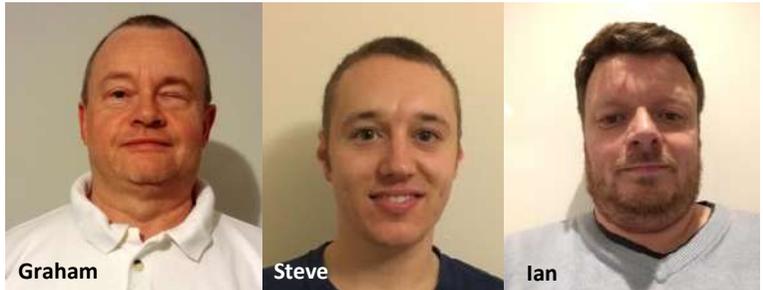
**Steve Pye**

Steve has been a director of the trust since June 2016 (initially co-opted) and fulfils the role of merchandise office which involves designing and sourcing new products right through to posting orders to supporters.

**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.

# Your representatives



## **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! This is Debbie's second year as a Board Member

## **Russell Anson**

Russell has been a city fan since the mid 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.

## **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 four of his Lindt chocolates.



# The Board

## **Sue Dyson**

Sue has been a Board member for three years and has been a City supporter since 1965 initially attending matches with her Dad. She has been involved in various activities including attending Supporters Direct training sessions using Webinar, representing the Trust at FSF and Supporters Direct meetings in London and Birmingham

Sue is standing down as a Director at the AGM.

## **Ryan Richardson Vice-Chairman**

Ryan has been a City fan since the late 90s. Before joining HCST he was involved with the Official Supporters Club and also worked on Andy Dawson's testimonial events. He was a firm supporter of the No To Hull Tigers campaign from the beginning and strongly believes in fans having a greater voice at their clubs. Ryan has been a HCST director since it was formed and has briefly served as Interim Chairman before taking on his current vice-chairman role.

Ryan is standing down at the AGM.



# Sub-committees

## Sub-committees

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

This can vary from bi-monthly Board meetings, to attending meetings previously hosted by Supporters Direct and the Football Supporters Federation 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		●		●	●
R Richardson				●	
P Fleming		●			●
R Mathers		●	●		●
G Cannon				●	●
S Dyson				●	
S Pye			●		
I Bunton		●	●		●
D Johnson			●	●	
R Anson				●	
D Batte				●	

# Accounts

Income and expenditure account	2018 £	2017 £
<b>Income</b>		
Membership fees	3277	2,589
Merchandise Sales	224	1,167
Donations	<u>11</u>	<u>0</u>
	3,512	3,756
<b>Expenditure</b>		
Cost of Merchandise	371	2,133
Finance costs	289	334
Communication costs	1,353	1,517
Membership and administration costs	255	309
Community sponsorship	575	350
External subscriptions	67	165
Miscellaneous Expenses	<u>20</u>	<u>281</u>
	2,930	5,089
<b>Surplus / ( Deficit ) In Year</b>	<u><u>582</u></u>	<u><u>(1,333)</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 is shown as a non-current liability in the Balance Sheet as Members Deferred Income Reserve.

Costs are written off when incurred.

The cost of merchandise is recognised in the year of purchase. No value is attributed to the stock of merchandise on hand.

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

# Peter Fleming, Treasurer

## Balance sheet

	2018	2017
	£	£
PayPal	3,454	3,868
Bank accounts	9,675	8,753
Cash	<u>13</u>	<u>10</u>
<b>Current Assets</b>	<b>13,142</b>	<b>12,631</b>
Trade Creditors	<u>321</u>	<u>770</u>
<b>Current Liabilities</b>	<b>321</b>	<b>770</b>
<b>Net Assets Less Current Liabilities</b>	<b>12,821</b>	<b>11,861</b>
<b>Total assets less current liabilities</b>	<b><u>12,821</u></b>	<b><u>11,861</u></b>
<b>Represented By :</b>		
Unredeemable Shares	27,351	27,357
Ordinary £1 Shares	<u>931</u>	<u>728</u>
<b>Share capital</b>	<b>28,282</b>	<b>28,085</b>
General Reserves brought forward	(21,527)	(20,194)
Surplus / ( Deficit ) In Year	582	(1,333)
Members Deferred Income Reserve	<u>5,484</u>	<u>5,303</u>
<b>Reserves and Non-current Liabilities</b>	<b>(15,461)</b>	<b>(16,224)</b>
	<b><u>12,821</u></b>	<b><u>11,861</u></b>

Ordinary share capital represents £1 share for each adult member of the Trust.

Any shares which a forfeit are included within unredeemable shares.

# Finance

## **Pricing model**

The year started with the Trust pricing proposal for the club's membership scheme being considered by the Club. This was rejected but without the reasons being communicated. Each new pricing structure proposed by the Club for fans review was examined in detail and found to be unsatisfactory.

We remain focused to work with any owners to propose a pricing structure which is fair and sees the reinstatement of concessions for the young, old and disabled fans.

## **Club accounts**

During the year we have carried out detailed reviews of the accounts of the Football Club and the Statement Management Company and their interaction with the larger business empire of the owners.

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.

## **Potential sale of the club**

There have been a number of false dawns over the last five years during which the club has been "for sale". When the latest round of speculation arose it was decided to carry out a detailed review of Club accounts to determine the potential value of the club.

This required the reading of academic papers and technical notes and communicating with third party experts. This enabled us to prepare a detailed report considering the potential value of the Club over a period of time and to identify many of the current and future risks to any potential purchaser. We have shared our findings with a third party expert to confirm that they were reasonable.

Our conclusion was that the price quoted in the press did not represent value to any prospective purchaser when compared to our valuations and the known risks. For any deal to go ahead a substantial reduction in the asking price would be required.

# Affordable and sustainable football

## **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.

Trust finances do not allow for us to retain any of the major accounting firms. However, we have been working on developing informal relationships with academics and professionals within the field, which are proving to be fruitful.

## **Benchmarking**

In a video some time ago the Club Vice-chairman stated that he believed that the club was one of the best run clubs in the Football League. This is a bold statement which some would take issue with .

In the coming months we shall be carrying out a review of the accounts of other clubs of a comparable size and location to benchmark their performance against Hull City. This work will also back up future valuation work as it will highlight where improvements can be made and value created.

## **Trust income**

The current activities of the trust are sustainable with a membership of around 900. Naturally we would like to do more and so need to create additional income streams.

During the year we have spoken to potential betting and purchase rebate partners who are dealing with other supporters trusts and sports organisations. We will always put the interests of our members first and no partnership deal will be entered into until we are satisfied that there are significant benefits to be had.

# 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 2018 and will continue to do so in the coming year.

## Review of the year

2018 has been a testing year for the supporters of Hull City. A mediocre start to the league campaign, initially skirting with the real prospect of a successive relegation, the now usual dismantling of the playing squad, and an ever increasing general air of apathy and dwindling attendances, all against the continued backdrop of a muted ongoing sale of the club.

On one hand, this has proved a challenge in enabling the Trust to get membership numbers to the levels we believe they should be at. On another, you could say these things help, as many supporters are keen to pledge their allegiance in trying to contribute to change.

One thing is for certain, whilst the Club continues to remain under the Allam's ownership, we need to do as much as we can to try and effect change and some sort of meaningful dialogue, to improve the whole supporter experience.

We continue to look at ways of incentivising the membership drive, including free items upon joining, through to the range of discounts available to our members with our business partners. These can be found on the Trust website.

We are also looking at working with the Hull Boys Sunday Football League to increase and encourage Junior and Family memberships, a principle that is exactly in line with our objectives, albeit something the Club currently seem against.

# Working for members and partners

## Membership subscriptions

Annual subscription rates are £4 for adults and £2 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 three 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 2019, 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, we are proposing today a reduced 'one off' fee of £1 of Junior memberships which would be valid until the members 16<sup>th</sup> birthday.

## Number of members

The membership by category for the last four year ends is as follows



# Membership (continued)

## Worldwide

Trust members can now be found all over the globe.



## Partners

During the year efforts have been made to increase the number of partners who we work with. New partnerships have been developed with :

### *Business*

Zip Dry cleaners, Fudges Den, Wags and Whiskers, Frank Pullan Butchers, Dutton Moore, Hull and York Removals

### *Community*

Hull City Ladies Football Club, Dementia Friendly East Riding, Hull and East Yorkshire Mind

A full list of business and community partners can be found on our website.

The Trust is keen to work with new business and community partners to provide mutual beneficial arrangements for all involved. If you would like to discuss setting up a partnership arrangement with the Trust please get in touch with us on [contact@hullcityst.com](mailto:contact@hullcityst.com).

# Working for members and partners

## Merchandise

As part of its benefit to members, and the wider Hull City supporter base, the Trust offers a range of merchandise for sale. All merchandise is for sale on the HCST website and on match days before kick-off at the William Gemmell club. Weekly offers are also available on selected items which are published in our newsletter to members and shared with all supporters via our Facebook and Twitter channels.



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 #AskEhab t-shirts 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 or the unpopular club

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

## Price list

Mug	£6.00 + P&P
Glass	£6.50 + P&P
Mug and badge bundle	£7.00 + P&P
Scarf	£4.00 + 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

# Communication

## With the Club

As mentioned in the Secretary's report, at the current time, the Club 'Senior Management' will only deal with Hull City Supporters Trust on an informal basis. This was formally communicated to us on August 17th.

We of course remain open to further direct contact and hopeful a satisfactory compromise may be reached soon.

For the record, we have raised several concerns with the Club on behalf of our Members and the wider fan base in writing on July 27th, August 15th and September 12th, 2018. Unfortunately, the Club have not offered us the courtesy of a reply to any of these letters.

As the Trust has always reiterated, it is always open to Meaningful Dialogue with any responsible owners of the club.

## 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 the future please don't hesitate to get in touch with us.



@HullCityST



hullcitysupporterstrust

# Interacting with members and the public

## Website

As with any organisation in 2019, a key area within communications of the trust is the website. Being a phoenix rising out of previous supporters groups, the website is ready for an overhaul ensuring new and relevant content exists which supports the aims and objectives of the trust. Special thanks here to Sue whos research on other football trust websites (including Swansea, Spurs, Leyton Orient, Barnsley, Blackpool and Charlton) has been invaluable in gaining insight into where "the competition" position themselves on the world wide web.

This research, along with a streamlining of the website from the almost 2,000 pages of content we currently have on offer to a more manageable and relevant version is currently in progress with the updated code being live end of Q1.

## YouTube

The Trust has its own YouTube channel and will continue 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.



Hull City Supporters Trust

## Budding Writer?

The trust are always looking to promote articles & blogs on Hull City (and related subjects). 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 experience

## Competitions

The trust will occasionally run competitions for its members and welcome ideas and prize donations. These will be publicised via social media.

# External organisations

## Football Supporters Federation (FSF)



The Football Supporters' Federation (FSF) is a campaigning organisation representing football fans in England and Wales. It's campaigns have been across a wide range of issues and supports fan representation on clubs' boards, lower ticket prices, and the introduction of safe standing areas at grounds in the top two tiers of English football

FSF membership is free and it represents more than 500,000 individual fans and affiliated supporters' organisations from every club in the professional game and footballing pyramid.

Hull City have had mentions in the last two FSF Annual Reviews highlighting it as a club in crisis and the negative comments of The Independent Football Ombudsman following its investigation in 2017.

The Trust will continue to ensure Supporters' concerns are aired at a national level.

## Supporters Direct (SD)



Supporters Direct are an umbrella organisation that provides support and assistance to its member trusts to attain a greater level of accountability and democratic representation within football clubs and within football's governing structures.

Towards the end of 2018 the Trust was approached by SD to provide guidance to supporters of North Ferriby United who are facing proposed changes (in name and playing location) which are proving to be unpopular. We reviewed initial submissions and provided feedback. We will remain open to providing any appropriate help if approached in the future.



**Football Supporters  
Federation (FSF)  
and Supporters  
Direct (SD) Merger**

In July 2018 members of the FSF and SD voted to merge these two supporters organisations. This decision was ratified at both organisations EGMs in November when the new merged organisation The Unified Football Supporters Organisation (TUFSO) elected Chairman, Vice-Chairman, Board and National Council. This combined entity was legally established in January 2019.

**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](http://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.

*The Trust paid regulatory fees of £67 (2017: £65) during the year.*

**Local media**

We have a good working relationship behind the scenes with local media channels such as BBC Radio Humberside and the Hull Daily Mail, but as a Board we had to endure some difficult feedback in early October from the widely mis-reported dealings linking ourselves with the Club takeover proposal by SportyCo

**National media**

After a busy year for the Trust in the national press in 2017 it was perhaps inevitable that there would be a drop off of interest in 2018. There are a number of clubs whose ownership problems are currently deemed more newsworthy, most notably Blackpool.

During 2019 we will continue to lobby the national press to keep the developments at the club in the news and maintain the profile of the Trust

# Community

## Charity—Dementia Friendly East Riding



Following the involvement of Ian Bunton as a Director of HCST, and the Trust assisting him with the promotion of his book '46 and Counting', we are delighted to have helped him raise valuable funds and awareness for Dementia.

It's a disease that effects many people and is most certainly close to many families hearts.

To date, Ian has raised approx. £7,000 for this cause, and with Gift Aid enhancement, will at some stage be donated to a local charity called Dementia Friendly East Riding. The ultimate aim is to use the funds to create a small cinema and music room within a local care home, in which those suffering and their families can enjoy real quality time. Appeals at some point in the near future will be made for any assistance by local tradesmen and owners of any Hull City footage!

The charity was set up to help try and raise awareness of dementia and assist families and those suffering from the disease. Full details of its activities can be found at [www.dementiafriendlyastriding.org.uk](http://www.dementiafriendlyastriding.org.uk).

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

## Charity—Hull & East Riding Boys and Girls Football

As mentioned in previous newsletters, the forerunner to HCST, the then Tigers Co-Operative, donated £6,000 to help support local grass roots youth football teams.

There are still funds available of up to £100 per team. All you need to do is complete the application form, which can be found on the Trust's website.

# Creating bonds with the community

Charity—Emmaus



Sunday 1st July saw the Emmaus Portland Cup five-a-side trophy being played at Goals Hull. As part of our ongoing support for football based projects in the community The Trust were happy to sponsor the shirts for the Hull team and pop down to Goals and video the events of the day.

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.

More information can be found at [www.emmaushull.org.uk/](http://www.emmaushull.org.uk/)

*The Trust contributed £150 in sponsorship during 2018.*



Photo credit: Goals 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.

The impact of mental illness can be devastating. Not only for those directly affected but also their families, friends, colleagues and loved ones.

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 we 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](http://heyhound.org.uk)

# Creating bonds with the community

## Hull City Ladies

For the second successive season, we have continued our player sponsorship of Amy Halloran who is the first team goalkeeper for Hull City Ladies.

We also sponsored the Managers Player of the Season Award for 2017/18 during their award ceremony held at the Village Hotel last June

The Ladies team play in the FA Women's Premier League, (*two tiers below the Women's Super League*), but receive no support from the professional Club and rely totally on their sponsors and the excellent facilities offered by Hull University to operate.

Their home games are played at the University Sports Ground on Inglemire Lane, with a usual Sunday kick-off time at 2pm.

Kids entry is free but as a Trust partner, adult members getting a 20% discount on the £4 entrance fee for first team matches.



Trust Secretary Rich Mathers with Hull City Ladies Goalkeeper Amy Halloran

# Contact us

## By E-mail

### General enquiries

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## 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**