

## MEETING NOTES

Board Meeting 2017-07

Monday 16<sup>TH</sup> October 2017, 6:30pm

### Attendees

#### Board Members Present

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

#### Board Members Absent

P Walton (PW)

### 1. Apologies

Apologies had been received from PW (*holiday*) in advance of the meeting

### 2. Minutes of the previous meeting

The minutes of the previous meeting held on 11<sup>th</sup> September 2017 were agreed as a true record.

### 3. Matters Arising

Written confirmation had been received from Greg Whitaker (GW) who has resigned his position on the Board due to work commitments. The Board recognises the positive contribution Greg had made during his tenure over the previous 16 months and wish him well in his future career. **ACTION: RR to take control of GW's HCST website account**  
**ACTION: RM to contact Andy Medcalf to request GW's HCST e-mail account is suspended.**

GB wrote to Hull City to enquire how many supporters are registered on the clubs ticketing system and how this figure compared in a Premier League season to the previous season in the Championship. At the time of the meeting, the club

**Hull City Supporters' Trust** is the trading name of Tigers Co-operative Limited, a Community Benefit Society registration number 29021R.  
**The registered address is**  
 HCST, Suite 2, 117-119 Walkergate, Beverley, HU17 9BP.

**Elected Trust Board Members (10):** G Bielby (Chairman), R Richardson (Vice Chairman), P Fleming (Treasurer), G Cannon, S Dyson, P Walton, G Whitaker, S Pye, P Johnson (Co-opted), I Bunton (Co-opted)  
**Trust Secretary:** R Mathers

#### The Hull City Supporters' Trust Partners are:

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



have still failed to respond. **UPDATE: Still awaiting a response from the club (GB to raise directly with Tom Rowell at next Supporters Committee meeting – October 25th)**

GB contacted Dave Rose at the FSF to enquire about the redemption rate regarding the Virgin Media away fans ticket discount promotion in April. Still awaiting a response **ACTION: GB has sent a second letter to Dave Rose, (October 16<sup>th</sup>), and will advise the Board once a response is received**

RM raised the contact received directly from some Hull City 'Founder Club' members who are upset with their treatment relating to recent zone changes to the club membership scheme. **ACTION: GB to raise at the next Supporters Committee meeting**

The club have responded to an e-mail from GB relating to the issue of memorial wall plaques located in the Upper West concourse of the K.Com stadium and if they could be relocated as fans previously sitting in this area were being moved to other parts of the ground as part of the changes to the club membership scheme. **ACTION: GC/SP to include the clubs offer in the HCST newsletter to be published on Friday 20<sup>th</sup> October, with a request that fans send an e-mail to [secretary@hullcityst.com](mailto:secretary@hullcityst.com) ACTION: RM to forward all e-mails received to Ann Holland at the club**

The Board have expressed some initial concerns with potential involvement with Fans Bet until further details can be established. **ACTION: GB to ask the FSF for draft documentation, legislation etc as well as the other associated supporters groups who are promoting this site. (Carried Forward – 2<sup>nd</sup> time)**

SP raised a concern at September Board meeting on some website content in need of updating, (*i.e. Partner listings etc*). Only RR & SP have access to be able to update website content at the current time. **ACTION: RR & SP to review website sections and update as required (Carried Forward)**

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

SP stated he was unsure on how to add/amend Partners for the HCST website. **ACTION: RR to access website to see if he can complete this process ACTION: SP to contact GW to seek advice if required**

Russell Anson, (*famous for flying a Hull City flag at the top of Mount Kilimanjaro*), suggestion for HCST to explore revenue opportunities via 'Google Ad-Words' is still progressing **ACTION: GB to follow up with Russell on potential next steps**

#### **4. Club Ownership Situation**

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



## 5. Stadium Management Company (SMC)

IB led a discussion on recent events relating to the SMC. He confirmed that he had obtained copies of the 3 leases currently active relating to the SMC and further advised that Hull City Council (HCC) should be approached to ask questions to the SMC re their ongoing maintenance of the K.Com stadium.

It was agreed by the Board members present that the proposed location of the 3 plaques recently launched as part of the HCC initiative, (commemorating Billy Bly, Raich Carter & Andy 'Jock' Davison), provided a reason to pursue access rights to the area next to the K.Com stadium commonly known as the 'Railway Triangle'

## 6. Hull City Action For Change (HCAFC) Activity

PJ stated that he felt HCAFC had effectively become focussed on a sustained 'Allam Out' campaign with no drive to include any positivity on building a relationship with the club and help to bring back the 'feel good factor'

GB confirmed he had received a request from HCAFC organisers, who are looking to produce a memorial flag for the recently deceased Les Mutrie, that will be unveiled before the forthcoming home match against Nottingham Forest. The Board members present agreed to the request of a £120 donation towards the cost of the flag. **ACTION: GB to confirm with HCAFC and liaise with PF on how this money will be paid**

It was agreed that HCST should request via available media channels for recent 'non-attending' Hull City fans to attend the match against Nottingham Forest as a show of support and respect for Les Mutrie **ACTION: Message to be included in the weekly HCST newsletter on October 26<sup>th</sup> as well as HCST social media accounts**

## 7. Hull City Hall of Fame

The Board note with interest that HCST as well as the 'Senior Tigers' and 'Hull City Official Supporters Club' have been invited by the Club to form part of the committee relating to an official 'Hall of Fame'

It was agreed that HCST are delighted to work with the club on this initiative, noting the e-mail received from Tom Rowell clearly stated it was a 'Hull City Hall of Fame' that was being proposed. **ACTION: GB to attend the opening meeting on behalf of HCST**

## 8. Membership Drive

RM gave an update on the sub-group meeting attended by SP, PJ, IB & himself and confirmed that a follow up meeting had been arranged for Monday 23<sup>rd</sup> October, at which a number of actions will be agreed and progressed.

It was agreed that a 'Reasons to Join' strategy should be included by the sub-group, which could include a film for the recently launched HCST YouTube channel

PJ stated that there was a potential opportunity to promote HSCT via a bi-weekly article he has been asked to provide for the 'Fanatic Hull' fanzine. **ACTION: PJ to advise on any support required for the article content**

RM has drafted a list of 40 mainly 'locally based' businesses that could be approached as potential partners for HCST and its members. **ACTION: RM to share with the Board for potential feedback and additional suggestions**

## 9. Anlaby Road Trust (ART) Project

GB confirmed that the sub-Group of GC/PJ & himself needed to set up a meeting to agree the next stage of the project **ACTION: Sub-group to arrange a meeting prior to next HCST Board meeting**

GB confirmed he had been in contact with Councillor Alan Clark in relation to the recent 'GateGate' incident with the SMC and the potential impact of access to the proposed ART Project location, which would include a statue for Hull born Ebenezer Cobb Morley who is regarded as the 'father of the Football Association@

GB also advised of a potential offer of funding support from a family close to the recent Plaques unveiling



## 10. Groundsmen Tribunal

IB advised that he had been advised that the industrial tribunal against the Club brought by the groundsmen dismissed earlier in the year was still due to be heard during 25<sup>th</sup> – 27<sup>th</sup> October in Hull.

## 11. Yorkshire Football Supporters Federation (FSF) Meeting

The Yorkshire FSF have requested assistance in providing a location for their next meeting on Sunday 22<sup>nd</sup> October and have provided details of a budget for room hire and potentially lunch to be provided. **ACTION: GB to contact a centrally based location to establish availability for this date and will confirm with the FSF once confirmed**

Board members are invited to attend the meeting if they are able to do so.

## 12. HCST Domains

RM updated the Board on an e-mail received from Andy Medcalf (AM) relating to a list of HCST owned website domains and e-mail addresses that are due for renewal in the near future. It was agreed that all the domains and e-mail addresses should be renewed. **ACTION: RM to confirm with AM and clarify associated costs of renewals.**

## 13. HCST Action Plan

The current plan was discussed by the Board members present and it was agreed that it was an evolving HCST strategy document that should be reviewed as part of the preparation for the next Annual General Meeting (AGM).

It was also agreed that the document should be used by the 'Membership sub-group' as part of the proposed recruitment drive actions

## 14. Board Updates

### Chairman

–No further updates

### Treasurer

– PF confirmed that there was £3441 currently in the HCST PayPal account and was at a level that it should be transferred to the main HCST bank account (*Current balance of which is £8721 although there is a further £110 due to paid in from HCST scarf sales*)

### Merchandise

- SP confirmed that only 6 HCST scarves were remaining from the original stock purchased although a further 200 had been ordered and were due for delivery from the supplier this week
- SP confirmed that the offers promoted via our weekly newsletter were selling steadily and should continue
- It was proposed that a promotion relating to HCST merchandise should be considered with the working title of 'Black & Amber Friday' in conjunction with general retailers 'Black Friday' which is scheduled in the UK for Friday 24<sup>th</sup> November **ACTION: SP to propose details of the additional promotional activity for the date above**

### Secretary

- RM advised that there are currently 911 HCST members, (96 x Lifetime / 481 x 3 year / 315 x 1 year / 19 x Junior)
- RM has emailed 206 members whose memberships have recently expired and is due to send out a 'first reminder' to 1 member whose memberships expires at the end of October. (*n.b. There are 2 memberships due to expire in November and 4 in December*)
- RM advised that all renewed memberships had been completed and posted out
- RM advised that Hull City Ladies season cards had been sent out to the 19 current Junior members, (*plus 12 Junior memberships due to recently expire*), as part of the HCST sponsorship agreement with one of their players
- RM also proposed that the next AGM be scheduled at the William Gemmell for Saturday 24<sup>th</sup> February 2018 (Prior to the Sheffield United home game). Members should be given notification on Friday 8<sup>th</sup> December 2017 via the HCST weekly newsletter and all social media channels
- The Board election process will need to allow for a replacement for GW who recently resigned, as well as the 2 co-opted roles currently fulfilled by IB & PJ who will need to stand for formal election. RM advised that 1 further current Board member will be expected to stand for election to satisfy the criteria set in the Trust rules



#### **15. – AOB**

- The Board wished to place on record appreciation for the work recently completed by GC & SP in relation to the continued production of the HCST weekly newsletter following GW's departure
- GB stated that he was aware that a member of the Safety Advisory Group was insisting that Ehab Allam attended their next meeting following the recent events related to the SMC with 'GateGate' and the alleged 'security threat' to the K.Com stadium
- The Board are also aware of a 'Freedom of Information' request that has been submitted by a Trust member relating to the alleged 'security threat' to the K.Com stadium

#### **16. Next meeting**

**Monday 11<sup>th</sup> December – 6.30 pm start (William Gemmell Social Club)**



## Trust Objectives

*Short term – establish our independent offer*

1. Influencing the direction of Hull City
2. Broadening our appeal
3. Exploring the opportunities that being a Trust gives us

*Long term - to reflect that Hull City is part of a community, not just a business*

4. Giving supporters a voice on the Board
5. Bringing benefits to community assets
6. Developing productive relationships with other supporter groups

## Trust Aims and Actions

*Aim 1: Preserving, protecting and developing the identity and community of Hull City AFC, embodying ambition with tradition*

1. Continue pressing the FA to strengthen the rules concerning club owners & heritage (led by Geoff Bielby) **Progressing through FSF & Supporters Direct meetings**
2. Through our participation in the FSF Heritage Working Group, engage with the FA to strengthen its heritage rules (led by Geoff Bielby) **Progressing**
3. Challenge, through our public statements and the local media, the “name-change by stealth” of Hull City AFC (led by Ryan Richardson) **Progressing**

*Aim 2: Leading and facilitating partnership working with Hull City AFC, Hull City Council and other stakeholders*

4. Continue the dialogue with Hull City Council about the role the Trust can play (led by Geoff Bielby) **Further meeting with Councillor Stephen Brady & Matt Dukes scheduled for Tuesday 12<sup>th</sup> September. GB & PF attending on behalf of HCST**
5. Represent the views of shareholders and the wider community at the Hull City Supporters Committee (led by Geoff Bielby) **GB or nominated Board member representing HCST at the quarterly Committee meetings arranged by the club.**

*Aim 3: Acquiring a stake in Hull City and attaining representation on its board in order to exert real supporter influence on the governance of the Club*

1. Support national initiatives pressing for legislation to reform football and include supporter representation on club boards (led by Geoff Bielby) **Progressing through FSF & Supporters Direct meetings**
2. Develop ways to recruit members to HCST (led by sub-working group of Richard Mathers, Steve Pye, Ian Bunton & Peter Johnson) **Progressing (Action being produced)**
3. Grow the HCST membership through recruiting Partners offering benefits to members (led by Richard Mathers) **Progressing (inc Promoting of 2 partners per week in weekly newsletters.**
4. Development of Trust merchandise attractive to members (led by Steve Pye) **Progressing**

*Aim 4: Promoting the development of the Club through supporter involvement, initiating and leading supporter-based social and community initiatives that engender that involvement*

1. Develop the content of the Trust’s website and social media platforms to provide up-to-date information about the Trust and the club (led by Ryan Richardson & Steve Pye) **Progressing (Content review currently being conducted)**
2. Develop the on-line Hull City museum (led by Martin Batchelor) **Progressing and content ready for publication**
3. Engage with the City of Culture 2017 organisers to set up a heritage and Arts project (led by Sue Dyson) **Progressing (Through Les Motherby’s Tiger Rag initiative and potential Hull City Plaques launch in October 2017)**

*Aim 5: Actively campaigning at local and national levels on issues that impact on our shareholders and the wider supporter base*

4. Support and publicise national campaigns such as Safe Standing and Twenty’s Plenty (led by Geoff Bielby & Phil Walton) **Progressing through FSF & Supporters Direct meetings**