

MEETING NOTES

Board Meeting 2018-07

Monday 12th November, 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)
 D Johnson (DJ)
 I Bunton (IB)
 R Anson (RA)
 D Batte (DB)
 R Mathers (RM), Secretary

Board Members Absent

None

Guests Present (Final Section)

Danny Cowie & Barry Munro (Fantastic Fanatics)

1. Apologies

It was pleasing to note a full Board attendance for the first time in 2018 Minutes of the previous meeting

2. Minutes of Previous Meetings

The minutes from the previous Board meeting on September 10th and the additional meeting on October 16th were reviewed.

Actions carried forward were: **GB still waiting to hear from local media contacts in relation to a candidate for a media & communication role to support the Board – CARRIED FORWARD**

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, 280 Ings Road, Hull East Yorkshire HU8 0LZ

Elected Trust Board Members (8): G Bielby (Chairman), R Richardson (Vice Chairman), P Fleming (Treasurer), G Cannon, S Dyson, S Pye, I Bunton, D Johnson **Co-opted Board Members (2):** R Anson, D Batte
Trust Secretary: R Mathers

The Hull City Supporters' Trust Partners are:

Aspecs Opticians, Brookes Menswear, Co-op Energy, Cross Solutions, Dinostar Experience, Dutton Moore, Essence Holistics, Felicity Hats, Finesse Internet, Frank Pullan Butchers (Cottingham), Frying Farmer Fish & Chips (Aldbrough), Fudges Den (Filey), Hemingway Bailey Ltd, Hornsea Town Walking Football, Hull City Ladies FC, Hull Kingston Radio, IT Forward, Leasing for Business, Nudge Websites, Photo Express, Rob McFadyen ADI, Ska & Soul, Skin Deep, Wags & Whiskers, William Gemmell Social Club, Wine On-Line. **Full details can be found at www.hullcityst.com**



A 'Timeline' of key Club statements, (website, press, social media etc), is to collated **ACTION – GC to collate ACTION – RR to forward or share with GC any quotes on the Google drive from the '#AskEhab' campaign – CARRIED FORWARD**

HCST policy on data retention as part of the revised General Data Protection Regulations has been updated by RM & GC **ACTION – Revised policy needs adding to HCST website (RR/RA to arrange) – CARRIED FORWARD**

The Membership sub-group proposed that Junior members, (*aged 16 or under*), are offered HCST membership rates of '£1' (i.e. '*Kids for a Quid*'), for the length of an adult taking out a. **The proposal was previously accepted by the Board. ACTION – RR to enquire with Blink on how the Junior membership price can be amended and tested on the HCST website. ACTION – Sub-group to arrange communication and publicity for the campaign once amended payment can be received**

A discussion was held around the possibility of Members setting up a direct debit to renew their Memberships **ACTION – PF to explore costs and considerations for setting up direct debit mandates**

3. Matters Arising

All to be covered in agenda items below



4. National Supporters Council Reps vote

The forthcoming merger of the Football Supporters Federation (FSF) and Supporters Direct (SDr) organisations will see 3 national council positions to represent Championship teams. 4 nominations have been received, (*inc HCST Chairman Geoff Bielby*).

It was noted that unlike several other Supporter Trusts, HCST are a fully affiliated member due to the timely return of annual accounts and financial returns.

GB temporary left the meeting to allow the other Board members to discuss the nominated candidates and who would receive the votes of the HCST Board. (*Who are permitted to vote for up to 3 candidates*)

The Board agreed on 2 nominees **ACTION – RM to submit votes via SDr on behalf of HCST for the chosen candidates**

RM advised that SDr had sent an e-mail with a proposal that all of their listed assets are transferred across to the new organisation once the merger was completed. SDr advised that a quorum of 50% of SDr full members are required to vote and that a 75% approval of voting organisations was required for the proposal to be accepted.

The proposal was accepted by the Board members present **ACTION – RM to submit vote on behalf of HCST to SDr in advance on November 21st deadline**

5. Unified Supporters Organisation EGM

GB gave an overview of the forthcoming EGM for the proposed merged supporters organisation which included details on its operating structure etc. Dependent on the outcome of the Championship election process, GB declared his interest in applying for a position on the Board of the new organisation

GB advised that individual members of FSF need to update their membership details via a link they have recently sent out. **ACTION – GC to include a reminder in this week's HCST newsletter.**

6. Club Takeover Situation

GB gave a brief update on information he had received over the previous weekend from various sources on any latest developments. **ACTION – GB to forward other details to all Board members via Directors channel on Slack**

PF & IB have begun financial comparison work on similar sized football clubs to Hull City, (*i.e. Stadium ownership structure at Huddersfield Town*), and will update the rest of the Board as/when this work is completed.

7. Hull City AFC Supporters Committee

A general discussion was held about the recent exclusion by Hull City Football Club 'Senior Management' to exclude HCST from the Supporters Committee meeting.

It is noted that the credibility of the committee and the minutes published has been widely queried by fans on social media channels.

The matter is to be discussed at a forthcoming meeting with the English Football League (EFL) which GB has been invited to attend. The outcome and any proposed actions from this meeting will determine a further approach to the Department of Digital, Culture, Media & Sports (DCMS) to clarify on the action taken by Hull City Football Club's management

8. HCST Structure

As advised at the extra Board meeting held in October, the structure, requirements and future of HCST was discussed with the following conclusions:

- **Board Structure** - RM reminded the Board that in the HCST constitution, it states that the Board structure should comprise of a Chairman, Treasurer, Secretary with between 2 – 8 other elected Directors, and a maximum 4 additional Director roles who can be 'co-opted' to fill vacancies or offer additional skill sets.
- **Trust Roles** – It was agreed that a Vice/Deputy Chair role was continued, with a stronger emphasis on a 'working partnership' with the Trust Chairman going forward. It was also discussed that there was a need for roles to increase HCST's social media coverage and general media requirements. RM also advised that he may need to consider his future involvement as Secretary due to a potential new working career role that may involve extensive travel and time away from home
- **2019 Board Elections** – The Board were reminded of the potential commitments of personal time in their role of HCST Directors. RM advised that should they wish to do so, GC & SD will need to stand for re-election having served for 3 consecutive years and that RA & DB will need to stand for election at the next AGM as they are currently in co-opted roles. **ACTION – RM to arrange for newsletter requests for up to 3 HCST members to form an Election Management Group (EMG) as part of the 2019 Board Election process. (n.b. The role of the EMG is to ensure that the election process is conducted transparently and in line with HCST's constitution. The process is also overseen by an independent non-HCST member that RM will arrange) ACTION – Any current Board Directors wishing to not continue in their roles need to confirm so in writing to RM prior to the first EMG meeting in mid-January**
- **Sub-Groups** – Sub-groups have been highlighted as a key requirement to share HCST workload and empower Board members to make decisions in the areas their sub-group has been tasked with. In summary, each sub-group should **Define and document their goals / Make decisions / Update the rest of the Board**. Each sub-group goal should also link in to the annual HCST Aims & Objectives
 - The following sub-groups and initial Director involvements were discussed:
 - **Social Media/PR/Media/Website** – RA / RR / SD / GC / DJ / GB
 - **Membership** – IB / SP / DJ / RM
 - **Finance** – PF / IB / GB / RM
 - **Community** - TBC
 - **ACTION – RA to share a 'Sub-Group' Google document with the Headings / Board Member listing / Suggested sub-group Scope & Parameters ACTION – Board members to input suggestions individually by Monday 26th November**
- **AGM** – The next HCST Annual General Meeting will be held on Saturday 2nd March at the William Gemmill Social Club on Anlaby Road. (Subject to the Birmingham City home match being re-scheduled for TV coverage)
- **Annual Report** – PF suggested the format of the HCST annual report be refreshed for the AGM in March. GB, PF & RM have responsibilities for the report content, but contributions are welcome from all Board members. **ACTION – PF to forward to the Board a copy of the Tottenham Hotspur Supporters Trust annual report for**



2017/18 for review ACTION – Board members to feedback content suggestions for HCST annual report to PF by Friday 16th November

9. Membership Sub-Group

RM gave an update of the sub-group activity post their latest meeting on which had been held on 15/10/18

Main recent updates were:

- The sub-Group will contact Hull Boys Sunday League in January to arrange HCST membership application forms to be issued with documentation issued to Clubs registering for the 2019/20 season (***n.b. The reduced £1 joining fee action from the previous minutes section above needs arranging in advance of this approach***)
- Requests to ex-players for interviews to enhance HCST newsletter, social media content was discussed. DB suggested that Brendan Smurthwaite could be a useful contact to approach.

The membership sub-group will meet again prior to the next Board meeting

10. Centenary Plaques / ART Project Update

GB gave a brief update on the installation of Centenary Plaques awarded to Raich Carter, Billy Bly and Andy 'Jock' Davidson. GB also updated on an opportunity for HCST involvement in a future book launch relating to former player and England international Neil Franklin as well as re-uniting family members with an England cap earned by the player.

11. Board Updates

Chairman

– No further updates

Treasurer

- PF updated that there was £3,300 in the HCST PayPal account and £9,800 in the main bank account (£13,100 combined)

Merchandise

- SP confirmed that good stock levels remained for all merchandise items and that a 'Black & Amber Friday' discount offer will be arranged to coincide with the annual retail and omni-channel 'Black Friday' event at the end of November

Secretary

-RM advised that there are currently 950 HCST members, (132 x Lifetime / 613 x 3 year / 185 x 1 year / 20 x Junior) This represents an increase of 46 members since the previous Board meeting and an increase of 214 members year to date.

ACTION – RM to liaise with GC on the timings for Membership expiry reminder e-mails

12. AOB

- IB requested support in promoting 2 forthcoming meetings from Dementia Friends East Riding, (*HCST community partner*), that are to be held before the year end. HCST members are invited to attend. **ACTION – IB to forward dates for sharing on HCST social media channels and weekly newsletter.**

- The Board discussed a requested forwarded for a donation towards a monument commemorating the Hull based men and women who fought for the International Brigades in the Spanish Civil War. **ACTION – RM to contact appeal organisers to establish if there is a Hull City connection to any of the people being commemorated**

- Details of a proposed 'Blue plaque' for 'Burnsy's Bin' need to be finalised. **ACTION – RA to confirm wording, costs and potential location considerations.**

- RA has requested access to the Wordpress log-ins to assist in potential website changes **ACTION – RR to forward details to RA**

13. Fantastic Fanatics

The meeting was then joined by Danny Cowie and Barry Munro from Fantastic Fanatics who presented a potential revenue generating model for HCST and other sporting clubs through regular debit & credit card transactions, with a potential launch date of March 2019



A number of questions were raised to Danny & Barry the Board members, all of which were clarified. **ACTION – Danny Cowie to keep GB updated on confirmed dates, commercial partners ACTION – Board members to confirm HCST involvement nearer to the proposed launch date once further details have been confirmed.**

Next meeting

w/c Monday 7th January 2019 (TBC)



HULL CITY SUPPORTERS TRUST AIMS & OBJECTIVES 2018/19

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.