

Report to Blues Trust AGM

November 2015

by Margaret Decker, Chair

This has been a difficult year for the board of Blues Trust. We had seven people on the board following last year's AGM and lost three of them during the year due to health reasons and work commitments. This made it necessary for me to take on the work of the secretary and the chair, which is not good. If I am re-elected to the board, one of my aims will be to encourage more members to consider putting up for election to the board.

We need to do better at communicating with our own members and getting more people involved in helping the trust. We want to find a way to get members more involved in making decisions on what the trust's priorities should be and will be asking members for their views on how to do this.

We did make some progress in making the trust more transparent. We improved our database system so that we can keep better track of members and our website now displays how many members we have. On 19/11/2015 we had 207 voting members; this is an improvement on the low point of our membership in July when the number dipped below 200.

We have also changed our accounting system because more members are now taking up memberships for 2 years and 5 years. The part of their contributions that effectively is being paid in advance is now being kept in a deferred income account so that income will be accounted for in the year to which it actually relates. It is deferred to a later accounting period or periods. Therefore the amount available for expenditure in each year will be clearer.

Supporters' trusts usually find it easier to increase their membership when their clubs are in crisis and fans feel the need to do something. Now that the feel good factor has returned to St Andrew's, many don't see the need for a Birmingham City supporters trust. However, we think that this is a good time to build the relationship between fans and Club, and between different groups of supporters.

We welcome the initiative of David Boston, the Club's Supporter Liaison Officer, to set up a structured way for Birmingham City supporters and Club officials to communicate with each other. If our next owner(s) want to communicate with fans there will be a group in place for the owner(s) to talk to. If we end up with owners who don't want to consult fans, then at least the different fans groups will have established lines of communication so that they can continue to communicate with each other.

Blues Trust needs to be prepared for all eventualities: both the joys and the sorrows. We intend to keep right on.