

# BLUES TRUST

Minutes of the meeting of the Blues Trust Board held at 12 noon on Saturday 1 February 2020 at Church of God of Prophecy, 146 Cattell Road, Birmingham.

In attendance: Cliff Horrocks (CH) (Chair), Peter Bull (PB), Margaret Decker (MD), Richard Docker (RD), Bob Pickett (BP), David Roots (DR), and Richard Stanley (RS) (Board Members); and Rob Simpson (Observer).

## Agenda Items

### 1. Welcome and Introductions

The Chair welcomed all present to the meeting and particularly Rob Simpson who was attending to observe proceedings.

### 2. Apologies for Absence

- Karim Adab (KA) and Neil Cottrell (NC) (Board Members)

### 3. Minutes of Previous Meeting

The minutes of the previous meeting held on 9 November 2019 were noted and approved.

### 4. Officer Portfolios

The schedule of Officer Portfolios previously circulated was considered and approved subject to the following minor amendments:

- RD and PB to agree ownership of the gmail account;
- BP and PB to agree split of responsibilities for management of website;
- PB, RS and RD to meet and agree back up arrangements for management of Civi CRM (with possible input from DR and a colleague of his from work);
- final agreement to publish web site posts (that may be controversial) to rest with Chair.

In discussion it was agreed that there is a need to try and be more pro-active in terms of media output and KA is to be asked to produce a media plan for the year ahead.

In conclusion it was agreed that CH and RD finalise the schedule in light of the minor points identified.

### 5. Chairs Report

CH updated the meeting on recent actions undertaken and, in particular, he outlined a meeting held with BCFC Chief Executive Dong Ren to which he

had been invited along with representatives from other Birmingham City supporters groups. The meeting had been frank and helpful and, in CH's view, offered potential to develop strategic dialogue with club officials going forward. This was welcomed by all present and it was agreed that CH should continue to develop meaningful links wherever possible. It was further agreed that RS should develop his work on financial investment at the football club with a view to publishing an article at the end of the current season.

In discussion about the content of written articles appearing on the Trust's website, twitter feed etc it was noted that there already exists a policy as to appropriateness in items to be published /posted (\*the policy statement is included at end of these minutes). The policy was written specifically for the website but the principles are to be extended across all written publications made on Trust platforms.

#### 6. Future Relationship with a BCFC

This item was taken in conjunction with the previous item. It was agreed that every effort should be made by the Trust, and CH in particular, to further develop and nurture an effective working relationship with officials at BCFC.

#### 7. Financial Report

PB introduced this item and drew attention to his previously circulated report. The report was noted. In discussion it was agreed that RS would consult the Trust's legal advisors concerning the length of time financial records relating to Trust matters needed to be retained.

#### 8. Membership Subscriptions

DR introduced this item and tabled a report which outlined membership growth and related revenues, including for the period since the last meeting of the Board in November 2019. Following discussion it was agreed to maintain annual subscriptions at their current values (all categories) until the summer of 2020 when a further review be undertaken.

#### 9. Priority Projects 2020

CH introduced this item in the absence of NC and drew attention to NC's previously circulated schedule of Priority Projects for 2020. The schedule was welcomed, noted and agreed, with CH to become the project owner for Plan B. Supporting team members are still to be finalised in discussion with NC, but suggested that DR and MD assist NC with the membership development project and RS and RD assist CH with Plan B. Progress to commence as soon as possible. MD introduced a project plan for bringing supporters groups together or at least finding ways of working together regarding general fan dissatisfaction of owners/board, agreement to proceed was given.

## 10. Fan Engagement Index

CH introduced this item and made reference to the previously circulated Fan Engagement Index. The Index was noted and disappointment was expressed that BCFC is listed 70 out of 92 in the Index. It was agreed that the Index is of real value and should be used to shape and inform the Trust's engagement strategy with officials at BCFC.

## 11. Any Other Business

11.1 RD drew attention to NC's suggestion that the Trust and BCFC should consider the merit of recognising the 50th anniversary of Trevor Francis's debut for the football club which occurs in 2020. All present agreed that this was an excellent idea and CH was tasked with following it up with club officials.

11.2 RS explained that two notifications had been received from Companies House regarding matters of registration. Agreed that RS will research and respond.

11.3 BP raised concerns that the decisions being taken by BCFC's Safety Officer were, in his view, resulting in lost income to the football club because insufficient numbers of match day tickets were being given to away supporters for insubstantial reasons. In discussion there was agreement that the matter should be given due consideration and CH was tasked with raising it with club officials.

11.4 PB explained that the Trust still had an active Tumblr account and questioned the merits of it given that it generated no activity. In discussion it was agreed to delete the account. PB to action.

## 12. Date of Next Meeting

- Saturday 18 April 2020 (prior to home match vs Charlton Athletic).