

BLUES TRUST

Minutes of the meeting of the Blues Trust Board held at 11.00 on Saturday 23 January 2021 via Zoom video conference.

In attendance: Cliff Horrocks (CH) (Chair), Karim Adab (KA), Peter Bull (PB), Neil Cottrell (NC), Margaret Decker (MD), Richard Docker (RD), Bob Pickett (BP) and Richard Stanley (RS) (all existing Board Members) and Mark Holland (MH), Bruce Kyte (BK), Linda Magner (LM) and Chris Street (CS) (all Co-opted Board Members pending confirmation of appointment).

Agenda Items

1. Welcome and Introductions

The Chair welcomed all present to the meeting.

2. Apologies for Absence

None.

3. Minutes of Previous Meeting

The minutes of the previous meeting held on 5 December 2020 were noted and approved. There were no matters arising.

4. Appointment of Co-opted Board Members 2020/21

RD introduced this item and explained that following the discussion at the last Board meeting on 5 December 2020 regarding the potential for the co-option of additional members to the Board, four current Trust members had put themselves forward for appointment. The four had previously submitted personal statements for consideration by Board members, and had also recently held discussions with CH, PB and RD to consider and confirm the role and responsibilities of Board Members.

Consistent with the provisions of paragraph 64 of the Board rules, existing Board members voted unanimously to approve the appointment (with immediate effect) of Mark Holland, Bruce Kyte, Linda Magner and Chris Street as co-opted members of the Board until the AGM in 2021. CH congratulated all four on their appointments and invited them to participate in the remainder of the meeting.

5. Officer Portfolios

CH explained that the Officer Portfolios matrix, which had been circulated prior to the meeting, had been updated to recognise revised priorities and the availability of new Board members. The matrix was considered and approved. Board members were asked to keep the matrix under review

going forward and to inform RD of any proposals for amendment in the event of changed circumstances. It was agreed that CH, RS and MD should meet with MH to support commencement of fan unity work. It was also agreed that LM and RD (plus anyone else with interest) should meet and establish a Membership Growth sub group.

6. Chairs Report

CH explained that he was extremely frustrated with the continued lack of contact with any officials at the club. No responses were being received to his questions, and the situation had declined further since the departure of Colin Tattum. However, CH remained hopeful that Mike Wiseman might talk to the Trust at some point in the near future. CH would continue to make representations to the club.

7. Financial Report

PB presented his report and drew attention to the financial summary that had been circulated prior to the meeting. He confirmed an operating surplus of £487 and reserves of approximately £1400. He explained that there had been no further progress on the matter of reduced bank charges, but he would continue to research alternative options. He also confirmed that he was continuing to research options with PayPal to facilitate the Trust's membership subscription categories, but that he expected that this might take a few weeks. RS had recently been set up with access to the PayPal account, bringing to four the number of Board members able to access the account. PB confirmed that there had been no response, so far, from the FCA following the submission of the annual accounting return. Finally, PB explained that BK was now actively supporting the operation and maintenance of the Trust website.

8. Daniel Ivery

CH introduced this item and reminded everyone of the extent of the research work undertaken by Daniel and its value to the overall work and direction of the Trust. He also explained that Daniel is seeking sponsorship to support his work as a freelance investigative journalist. A general discussion followed on the extent to which the Trust might wish to work more closely with Daniel and how the Trust could share information with him going forward. It was acknowledged that the quality of Daniel's work was excellent and also that the amount of time needed for the research he undertakes was considerable. It was agreed that the Trust needed to raise its public profile with regard to the financial analysis of BCFC's finances and that a more structured relationship with Daniel might support that. It was agreed that before any decision was made concerning potential sponsorship, Daniel should be invited to discuss

the possibility of some form of joint working. It was agreed that RS, NC and LM should agree topics for discussion with Daniel to inform the meeting with him, which they would then undertake.

9. Membership Growth Plan

It was noted that the meeting had already agreed the formation of a Membership Growth sub group so it was agreed to defer this item until the sub group reported back with recommendations.

10. Other Officer Updates

(i) Research and Technical - RS explained that given the earlier discussion around club finances and possible engagement with Daniel Ivery, there was nothing further to add at this point;

(ii) Press and Public Relations - KA explained that he was engaging with NC concerning the development of Plan B and would be preparing a series of press releases. It was agreed that it was important to start sharing information about Plan B with members. A discussion followed on the timing of press releases and the need for a tightly coordinated approach. KA also recommended a single point of contact for Trust “ambassadors”, together with the need to define what we might want or expect of them. It was noted that this responsibility now sat within the Fan Unity portfolio being led by MH. RS suggested that following his recent article in the national press, Garry Pendrey might be worth adding to the ambassadors list;

(iii) Electronic Media - BP explained that Twitter and Facebook memberships have declined slightly over the past month. He also expressed disappointment at the level of criticism that had been made of some articles posted recently. Board colleagues encouraged BP not be overly concerned and to continue with his approach. LM identified the need to respond quickly and vigorously when comments about the Trust are made on social media. This was agreed by all;

(iv) Membership and Marketing - it was noted that because portfolio responsibilities had changed with effect from today no update was to be given on this occasion;

(v) Projects Management - NC updated the Board on continued progress with Plan B since the last meeting in December. He reminded the Board of the crucial importance of Fan Unity and recognised the decision taken by the Board to create a separate portfolio to address this work. He also identified the importance of having some influential and well funded backers to support the Plan if it became necessary to implement it. BK asked if there was merit in contacting Trust representatives at Derby County and Sheffield

Wednesday given the financial difficulties currently being faced by those clubs? In discussion it was further agreed that the Trust should publicise soon what is being done in relation to the ownership diagram. It was further agreed that it should be made known publicly that the Trust is available to work with an appointed Receiver in the event of administration;

(v) Without Portfolio - MD explained that there was nothing to report at this point.

11. Any Other Business

(i) The need for a quick and simple list of the actions confirmed at today's meeting (and for all subsequent meetings) was agreed. RD to action.

12. Date of Next Meeting

- Saturday 6 March 2021 at 11.00 via Zoom.

The meeting finished at 12.58.