

BLUES TRUST

Minutes of the meeting of the Blues Trust Board held at 11.00 on Saturday 3 July 2021 via Zoom video conference.

In attendance: Cliff Horrocks (CH) (Chair), Neil Cottrell (NC), Margaret Decker (MD), Richard Docker (RD), Bruce Kyte (BK), Linda Magner (LM) and Richard Stanley (RSt).

Agenda Items

1. Welcome and Introductions

The Chair welcomed all present to the meeting.

2. Apologies for Absence

Karim Adab (KA), Peter Bull (PB), Paul Champ (PC), Mark Holland (MH), Rob Simpson (RSi), Chris Street (CS) and David Squires (DS).

3. Minutes of Previous Meeting

The minutes of the previous meeting held on 29 May 2021 were noted and approved.

There were no matters arising but RD explained that, due to pressures of work, both MH and CS would be playing reduced roles for the foreseeable future. They would continue as co-opted members of the Board and would contribute as and when their circumstances allowed. By agreement, their situations would be reviewed at the time of the AGM in the autumn.

4. Chairs Report

CH introduced his written report which had been circulated prior to the meeting, and updated the board on developments since its preparation. Of particular note he explained that the club had still not made known its plans for the readmission of supporters given the ongoing ground repairs. However, he understood the club would soon be arranging a meeting for supporter groups, including the Trust, at which that...and other matters...were expected to be discussed.

It was agreed that CH would write to the club to make further representations about establishing a working relationship with the Trust.

5. Financial Report

Given his absence from the meeting, PB's written report which had been circulated prior to the meeting was noted. The financial headroom was

discussed and it was agreed that priorities should be identified to utilise the resource. In particular, the idea of some form of sponsorship with BCFC was identified and RD was tasked with exploring this from a marketing aspect. It was agreed that the Board should consider this and other possible ideas at a future meeting.

6. Officer Updates

(i) Research and Technical - RSt explained that he had sent details of the ACV to the FSA and that the City Council has offered only a very non-committal statement on its status. RSt confirmed that other actions agreed at the previous meeting had been progressed, including with regard to the end of year accounts and the matter of Trust shares although it was proving to be difficult to assess their value, so work was continuing. RSt asked about progress with the investigation [REDACTED] and CH agreed to follow this up with [REDACTED];

(ii) Press - in the absence of KA no report was given. In discussion about press matters it was agreed that KA be requested to review and update the press contact list in conjunction with CH;

(iii) Projects Management - NC thanked everyone for following the Fan Led Review project plan which had ensured an excellent outcome in terms of the Trust's contribution to the discussion. NC confirmed that he was now working on tying loose ends for the Plan B project and also that he would update the corporate project plan for the Board at its next meeting in August;

(iv) Membership - LM updated the meeting on a number of recent activities and overall progress. It was noted that membership is continuing to increase. LM confirmed that she was working on a number of ideas to further boost membership including the possibility of a leaflet drop at St Andrew's on match days. The idea was welcomed and it was agreed that it should be progressed in due course. CH confirmed that he would re-establish contact with [REDACTED] [REDACTED] to explore the possibility of establishing a pre match drop in presence on match days;

(v) Marketing and PR - RD explained that the summer refresh agreed previously would commence now that the priority task of the Fan Led Review had been concluded. RD confirmed that a marketing sub group comprising PB, PC, LM, BK and himself had been established and would be meeting shortly to commence detailed work;

(vi) Fan Unity - in MH's absence no update was given;

(vii) IT and Website - BK explained that he and PB were routinely continuing to address IT and Website matters but that there was nothing specific to update at the moment;

(viii) Without Portfolio - MD explained that there was nothing specific to report at this point. She did, however, indicate that she was considering retiring from the Board at the AGM in November given that there was now strong and active engagement in the leadership of the Trust from other people.

7. Any Other Business

(i) RSt reminded the Board of the interest in supporting Trust activities previously expressed by [REDACTED] and asked how this, and the engagement of other non-Board members, might be accommodated going forward? RD reminded the meeting of a previous decision to create a structure of sub committees, where appropriate and at the discretion of portfolio holders, to facilitate the involvement of non-Board members and support the work of portfolio holders.

(ii) RD raised the matter of board meeting arrangements and reminded everyone that it had previously been agreed that the return of the football season, together with the loosening of Covid restrictions, presented the opportunity to review those arrangements. In discussion it was agreed that the zoom video conference facility should continue to be used for business meetings but that the day and time of meetings should be changed from Saturdays to facilitate attendance at matches and informal gatherings. Thursday evenings were identified as the preferred option of those present at the meeting, and RD was tasked with consulting all other Board members before confirming arrangements and dates going forward.

8. Date of Next Meeting

- *After consultation the date of the next meeting was confirmed as Thursday 26 August at 7.00pm via Zoom.*

The meeting finished at 12.54.