

# BLUES TRUST

Minutes of the meeting of the Blues Trust Board held at 7.00pm on Thursday 28 October 2021 via Zoom video conference.

In attendance: Cliff Horrocks (CH) (Chair), Pete Bull (PB), Neil Cottrell (NC), Margaret Decker (MD), Richard Docker (RD), Paul Kelsall (PK), Bruce Kyte (BK), Linda Magner (LM), Rob Simpson (RSi), David Squires (DS) 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), Liam Hindley (LH), Mark Holland (MH) and Chris Street (CS).

### 3. Minutes of Previous Meeting

The minutes of the previous meeting held on 30 September 2021 were noted and approved. There were no matters arising.

### 4. Chairs Report

CH updated the board on his recent meeting with [REDACTED]. CH explained that it had been an “in confidence” discussion but it had covered a range of matters and had been open and frank. CH considered it had been a good start [REDACTED] and he was hopeful of further discussions going forward.

### 5. Financial Report

PB introduced his report with reference to the financial update paper circulated prior to the meeting. He confirmed that full accounts and all other AGM papers were now available on the website in preparation for the meeting on 4 November. PB explained that he was continuing to look at an alternative to PayPal but that it was proving to be challenging. PB further explained that a board member replacement for MD was required, when she retires at the AGM, to approve bank details, payments etc. It was agreed to consider an appointment at the next board meeting in December.

## 6. Other Officer Updates

(i) Research and Technical - RSt explained that he had recently received another holding response from Birmingham City Council regarding the ACV. The response had not inspired confidence;

(ii) Press - in the absence of KA no report was given, but RD explained that he had been in recent contact with KA to discuss the press contact list;

(iii) Projects Management - NC confirmed that following the discussion at the last board meeting, the Plan B working group had recently convened to discuss the contributions scheme idea. The group had agreed to undertake more active investigation into the Newcastle United model, but had determined that a slimmed down version that was less expensive to set up was the preferred option. In discussion, it was agreed that expertise around marketing was likely to be required if a scheme was agreed and launched;

(iv) Membership - LM explained that membership is continuing to grow which was pleasing. The recent launch of the Trust Facebook page was helping to raise the profile of the Trust which, in turn, was assisting the membership drive. LM confirmed that the "Spruce Up St Andrew's" campaign was attracting some interest and it was agreed that the idea needed to be discussed with the club. CH to follow up. LM also confirmed that she had recently met [REDACTED] and that he had expressed interest in the Trust's activities. Contact details had been exchanged;

LM also explained that she had recently attended the FSA AGM as a Trust representative, and she summarised the key business undertaken at the meeting. Of particular note, the Fan Led Review had been discussed in some detail. Publication of the Review has been delayed until the end of November/December, but all Trusts were being encouraged to write to any representatives in the House of Lords to garner support to coincide with publication. In discussion, RSt agreed to liaise with [REDACTED] as a friend and active supporter of the Trust. LM also confirmed that the FSA was researching match ticket prices across the Championship and was also recommending that each Trust should appoint its own Supporter Liaison Officer. It was agreed that this idea be considered at the first board meeting following the Trust AGM in November. The matter of Public Liability Insurance for Trust's had also been raised by the FSA and it was agreed in discussion that consideration should be given to reinstating insurance for Blues Trust. RD to follow up;

(v) Fan Unity - PK explained that he had commenced his role as Fan Unity lead by undertaking a stakeholder mapping exercise to help determine contacts, Trust advocates and detractors and so on. The exercise had been

quite extensive but he was hopeful that it would prove to be very helpful in the long run. He confirmed that he will start reaching out to other supporter groups in the near future, and will report back to board on a regular basis;

(vi) Marketing and PR - RD explained that there had been no recent activity undertaken by the Marketing Group but that work would recommence soon;

(vii) IT and Website - PB confirmed that the previously discussed Trust Facebook group had now been launched and had already attracted some interest. PB also confirmed that, to date, 47 registrations had been received for the Trust AGM next month;

(viii) Without Portfolio - MD and RSi explained that there was nothing specific to report at this point.

## 7. Any Other Business

(i) LM raised a concern that [REDACTED] to cover the activities it undertakes to support local charities. In discussion it was acknowledged that the charitable work was to be supported, [REDACTED] about the ongoing relationship between the two bodies.

## 8. Date of Next Meeting

- The date of the next meeting was confirmed for Thursday 9 December at 7.00pm via Zoom video conference.

The meeting finished at 6.45pm.