

# BLUES TRUST

Minutes of the meeting of the Blues Trust Board held at 7.00pm on Thursday 26 May 2022 via Zoom video conference.

In attendance: Cliff Horrocks (CH) (Chair), Pete Bull (part) (PB), Neil Cottrell (NC), Richard Docker (RD), 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), Paul Kelsall (PK) and Frank Oxley (FO).

### 3. Minutes of Previous Meeting

The minutes of the previous meeting held on 14 April 2022 were noted and approved. It was agreed to include FSA questions and a question about engagement with the Trust in the planned member survey. There were no other matters arising. The action list update was also noted and board members were asked to ensure agreed actions were not lost. The three-month activity plan was noted, but it was agreed to consider it in more detail later in the meeting.

### 4. Chairs Report

CH explained that he had recently attended the club's Awards Night and had presented Matija Sarkic with the Trust's Player of the Year trophy. CH confirmed that when ordering the trophy, from Crescent Silver, he had also ordered some more for future use so as to achieve economies of scale. His decision was endorsed by the Board. CH advised that he had recently held discussions with ██████████ about the possibility of holding an alternative fans forum given the club's decision to postpone the planned meeting. Board members were in agreement that this would be a good idea and should be encouraged. CH also confirmed that he had spoken to ██████████ again (today) about the takeover. ██████████ had confirmed that his consortium was still talking to the club and that matters were close to being concluded. However, there were other expressions of interest being considered too so the outcome remained uncertain. It was agreed that the Trust should have ready a position statement to be published immediately a decision was announced. NC agreed to draft a statement in preparation.

## 5. Financial Report

In PB's absence his written report, circulated previously on 1 May, was noted.

## 6. Future Trust Development

RSt introduced this item with reference to his written report circulated prior to the meeting. He questioned that given the Trust was much better resourced at the moment than it had been for a considerable time, should consideration now be given to the adoption of other activities to strengthen the Trust's position and support its continued development? If so, what activities might be considered going forward? In discussion it was noted that the recruitment of additional active members was still required if more was to be achieved, and the risk of spreading Board members too thinly was to be avoided. Consequently, it was agreed to seek expressions of interest through the impending member survey. It was also noted that there was an element of overlap with the branding exercise previously agreed.

It was agreed that RSt would request and coordinate ideas from board members with a view to preparing a proposed action plan for consideration at a future date. The idea of holding a separate meeting to discuss the plan was raised and welcomed.

## 7. Women and Football

LM introduced this item and explained that the way women are treated within football and at football matches was an important matter for everyone concerned. Increased participation in the sport by women and young girls, both as spectators and players, was to be welcomed but additional measures were required to ensure that they were treated equally and with respect. In discussion this was agreed and fully supported. It was also agreed that the Trust should be strong, active and visible in its support of women in football and should take measures accordingly. RD confirmed that he had recently spoken to ██████████ of the HerGame Too movement, to discuss how the Trust might work in partnership to support that organisation and its objectives. Further discussions were expected, and an invitation had been extended to ██████████ to attend a future meeting of the Board.

## 8. Other Officer Updates

(i) Research and Technical - RSt updated the meeting on recent progress to further tie loose ends with regard to BFRLtd. He confirmed that BK has amended the share certificate (to indicate up to 200) and that an application to obtain an exemption from the production of group accounts had now been submitted;

(ii) Press - in the absence of KA no report was given;

(iii) Projects Management - NC drew attention to the three-month activity plan circulated prior to the meeting. The plan was discussed and updated. Specific actions agreed for the next three months were: (i) FLR to require more work with the expected publication of a government white paper, but input from the FSA can be relied upon; (ii) Plan X is progressing but will remain a priority task going forward; (iii) continued involvement with the Safety Advisory Group; (iv) development of branding and a strategic way forward for the Trust;

(iv) Membership - LM confirmed that she was currently engaged in chasing lapsed members. She confirmed arrangements for the social gathering for board members to be held in Birmingham on Saturday 11 June (board members to meet their own costs). Arrangements for the 10th Anniversary celebration still needed to be finalised and it was noted that LM/CH/RD will be meeting soon to discuss this;

(v) Fan Unity - In PK's absence no report was given, but RD confirmed that [REDACTED], had volunteered his services to support the Trust with social media activities. In particular, [REDACTED] had offered to begin by assisting with the production of a video to promote Trust membership. This was welcomed by all present and it was agreed that LM, PK and [REDACTED] should liaise to produce it;

(vi) Influential Supporters Programme - RSi confirmed that renewed focus was being given to the task;

(vii) Marketing and PR - RD explained that there had been no recent activity undertaken by the Marketing Group but that the corporate branding review was being developed as a priority during the close season;

(viii) IT and Website - PB explained that things are currently running smoothly on the website and the Blues Trust Forum site on Facebook is continuing to attract new participants. BK confirmed that his employment circumstances would be changing shortly, and he would have more time to assist with activities;

(ix) Without Portfolio - nothing to report.

## 9. Any Other Business

(i). LM drew attention to the recent website article concerning longstanding Blues supporter [REDACTED], and asked that consideration be given to making him an Honorary Member of the Trust in view of his contribution to the club. This was unanimously agreed and PB was asked to arrange.

10. Date of Next Meeting

- The date of the next meeting was confirmed for Thursday 7 July 2022 at 7.00pm via Zoom video conference.

The meeting finished at 9.04pm.