

# BLUES TRUST

Minutes of the meeting of the Blues Trust Board held at 7.00pm on Thursday 25 August 2022 via Zoom video conference.

In attendance: Cliff Horrocks (CH) (Chair), Pete Bull (PB), Neil Cottrell (NC), Richard Docker (RD), Paul Kelsall (PK), Bruce Kyte (BK), Linda Magner (LM) and Richard Stanley (RSt).

Invited guests: Craig Courtney (speaker), Scott Kerr and Rob Wiley (observers).

## Agenda Items

### 1. Welcome and Introductions

In the delayed absence of the Chair, NC (Vice Chair) welcomed all present to the meeting.

### 2. Apologies for Absence

Karim Adab (KA), Liam Hindley (LH), Frank Oxley (FO), David Squires (DS) and Rob Simpson (RSi).

### 3. Minutes of Previous Meeting

The minutes of the previous meeting held on 7 July 2022 were noted and approved. The Action List from the meeting was noted. RD updated the meeting on progress with: (i) ongoing discussions with #HerGameToo; (ii) corporate branding (to follow); and (iii) podcast development. There were no other matters arising.

NC introduced the updated Activity Plan for noting and comment.

### 4. Guest Speaker - Craig Courtney

NC introduced Craig Courtney, a Trust member and a presenter of The Tilton Talk Show podcast. Craig had been invited to share his thoughts and ideas about how the Trust can improve what it does, how it might raise its profile and what it should consider doing to change perceptions. Craig also identified some potential partnership opportunities that could help the Trust going forward.

A lengthy and very useful discussion followed as Craig outlined a number of specific ideas. These were recorded for further consideration and action by the Board. Craig was warmly thanked for his attendance and his contribution.

## 5. Chairs Report

CH updated the meeting on his understanding of the current position with regard to the change of ownership at the club and explained that he had recently been involved in a number of conversations concerning the club's future. He explained that [REDACTED] had recently confirmed to him that things are still proceeding and very much on track. The EFL is now engaged with the process and is currently seeking information from the various parties. It is understood that the EFL are not blocking anything at the present time. CH also explained that Shabana Mahmood, MP for Ladywood, has a meeting arranged with the EFL in the near future at which she will be seeking information and making representations on behalf of supporters.

## 6. Financial Report

PB introduced his report with reference to the latest set of accounts circulated prior to the meeting. He confirmed that the overall financial position of the Trust remained healthy. The accounts were noted. Membership, on the other hand, was stagnant at best and this was noted with concern. It was agreed that still further work was required to promote membership and reverse the decline.

## 7. Raileasy

PB introduced this item and explained that a proposal had been received from Raileasy, the trading name of a company called Ferries Trains Planes Ltd. The proposal offered the Trust a facility for Trust members and other Blues supporters to receive discounted split rail tickets when attending matches. The facility would be linked to the Trust's website. In discussion, it was agreed that the proposal was of some interest to the Board but that more detailed information was required, perhaps involving a demonstration, before a decision could be taken. PB was asked to seek additional details.

## 8. Trust Branding Discussion

RD introduced this item with reference to an updated Vision and Mission Statement circulated prior to the meeting. The updated statement, prepared following discussions at the last meeting, was considered in detail and further ideas for inclusion were made. It was agreed that the statement be amended to reflect the discussion and then recirculated for final consultation. RD to action.

## 9. Portfolio Updates

NC confirmed that he had prepared potential terms of reference for the operation of a fan/board engagement group as discussed previously with officials from BCFC. It was agreed that these would be sent to the club for consideration. CH&NC to action.

## 10. Any Other Business

(i). PB raised the matter of Connect Church and asked if any more news had been received about its development and potential availability for use by the Trust on matchdays. CH explained that no news had been received but that he would make contact with the church to follow up on progress;

(ii). RD confirmed arrangements for the AGM on 3 November 2022 and explained that advance notification of the meeting would be sent to all Trust members on 8 September 2022;

(iii). RD asked if there was support for sponsoring Watto's Weekly as proposed by Craig Courtney earlier in the meeting? The cost to the Trust would be £150 for a years sponsorship. In discussion there was general "in principle" agreement, but subject to the exchange of emails confirming exactly the terms of the proposal. It was agreed that details would be circulated to board members for consideration once received. RD to action.

## 11. Date of Next Meeting

- The date of the next meeting was noted for Thursday 29 September 2022 at 7.00pm via Zoom video conference. The date was subsequently changed to 13 October 2022 because of the known unavailability of several board members.

The meeting finished at 9.43pm.