

BLUES TRUST

Minutes of the meeting of the Blues Trust Board held at 7.00pm on Thursday 25 May 2023 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 (RS).

Agenda Items

1. Welcome and Introductions

The Chair welcomed all present to the meeting.

2. Apologies for Absence

Karim Adab (KA).

3. Minutes of Previous Meeting

The minutes of the previous meeting held on 30 March 2023 were noted and approved. There were no matters arising.

4. Chair's Report

CH explained that he would be attending the next FSA meeting with the EFL in his capacity as a representative of the Championship. CH drew attention to a letter that had been drafted from the Trust to Tom Wagner in response to recent activity by Mr Wagner, including attendance at the last home game of the season. CH explained the rationale behind the letter and that he was awaiting an email contact address before sending it. CH agreed to circulate the letter prior to despatch. CH confirmed that he had again written to Ian Dutton at the football club asking about progress with regard to the implementation of a Fan Advisory Board. He explained that there was still nothing to report, and no evidence of any progress, which was extremely disappointing. CH considered that the club's recent Award's event, at which the Trust was in attendance and presented an award to John Ruddy as the members player of the season, had gone well.

5. Financial Report

PB drew attention to the Financial Report previously circulated on 24 May 2023. The latest accounts were noted. PB confirmed that accountancy fees to the same value as last year had been accrued. It was also noted that membership numbers continue to disappoint, and

that 38 members had been lost recently following an extensive annual renewal period. Overall, the net decrease for the year to date was 3. PB drew attention to three loans that had been outstanding since 2017, and it was agreed that these should be addressed. Following discussion, it was agreed that one loan to the value of £100, made by PB himself, should be reimbursed. The other two, from CH (£100) and RS (£200), would be converted into donations at the request of the donors. It was agreed that all donations would routinely be put into the share purchase reserve.

PB explained that there was still no news about the completion and availability of Connect Church for possible match day Trust activities, although the church's website was indicating the receipt of more funding.

6. Publication Of Articles

CH introduced this item and started a discussion about the extent to which the Trust should publish material commenting on the club. It was noted that [REDACTED] is, of late, commenting on various aspects of the club in a way that he has not done previously. In discussion, it was agreed that the Trust should continue to publish material at every opportunity and that it was incumbent on the Board to have views on most aspects of the club. It was further agreed that a range of opportunities should be used, including: (i) continuing to publish the Trust's own website articles; (ii) regular and routine distribution of a Trust newsletter specifically for members; (iii) increased social media activity, including both generating the Trust's own posts and commenting on those made by others. It was agreed that all Board members should action as appropriate. It was also agreed that the Trust should become more active with its own Twitter account too, if only to re-tweet material generated by others. PK volunteered to take on this specific task and to become the Twitter lead for the Trust. It was also agreed that RD should plan and deliver a series of member forums to be held via zoom.

7. EFL Broadcast Deal 2024-29

LM introduced this item and expressed concern that the new deal, as announced, will deliver more fixture changes to suit the needs of broadcasters. She asked if there was anything the Trust could do to mitigate the impact of the deal. In discussion it was agreed that the matter is a real concern for fans and that the subject should be raised. It was acknowledged that the deal has been concluded so there was unlikely to be anything that could be done to change it now. However, the biggest issue is likely to be the notice period required to rearrange

matches and it was agreed that efforts should be made to extend this as far as possible to be fair to supporters. CH agreed to raise these points with the EFL in his capacity as a Championship representative with the FSA, and to do a piece for publication after the meeting to set out the Trust's position and its concerns.

8. Portfolio Updates

LM confirmed that all recent membership non-renewals had been contacted. PK expressed concern that we are continuing to lose members despite everything that is happening, and suggested that a special meeting should be arranged to consider how the Trust grows membership. RS reminded everyone of a previous exercise around strategic planning which highlighted the need for more resources. He agreed to revisit the exercise in preparation for the next Board meeting in July. The idea of a dedicated planning day, which included consideration of how the Trust upscales its membership activity, was considered and agreed as an alternative. RS agreed to send out a spreadsheet to be used by all to identify a suitable date for the meeting. RD was asked to consider a suitable location for the meeting given where Board members live.

9. Any Other Business

There were no items raised.

10. Date of Next Meeting

- The date of the next meetings was confirmed for Thursday 27 July 2023 at 7.00pm via Zoom video conference call.

The meeting finished at 9.03pm.