

BLUES TRUST

Minutes of the meeting of the Blues Trust Board held at 7.00pm on Thursday 27 July 2023 via Zoom video conference.

In attendance: Cliff Horrocks (CH) (Chair), Karim Adab (KA), 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

There were no apologies for absence.

3. Minutes of Previous Meeting

The minutes of the previous meeting held on 25 May 2023 were noted and approved. There were no matters arising.

4. Chair's Report

CH explained that he had recently made TV appearances for local news channels with regard to the new investors and also in memory of Trevor Francis following his passing. He confirmed that he had also written to Ian Dutton to raise concerns regarding the announcement of ticket prices being charged to away supporters by Leeds United. Ian indicated he would have the ticket office look at it and the club have now agreed a reciprocal arrangement with Leeds United which will see reduced prices for Blues supporters. CH explained that the FSA championship group is recommending the creation of an away supporters sub group which, following discussion, it was agreed the Trust should support with representation. LM agreed to be the Trust's representative. RS asked if anyone else was ever approached to do media appearances? It was established that no one from the Trust other than CH was called upon to appear on local news broadcasts, although NC did occasionally engage with written media contacts.

5. Financial Report

PB drew attention to the Financial Report previously circulated on 25 July 2023. The latest accounts were noted. PB confirmed that he has arranged for cash to be transferred to the savings account to capitalise

on interest rates. PB confirmed that there are a total of 382 full members at 21 July. He also explained that the website is currently running smoothly and that the data base had recently been successfully updated. PB explained that Raileasy had made contact again regarding the potential member benefit of reduced rail fares, and the company had offered the Trust affiliate status. In discussion it was agreed that the Trust's involvement with such a scheme would not raise issues for the Trust's not for profit status. It was agreed, subject to additional information about the scheme being obtained and shared with board members, that the Trust was minded to support and promote the initiative for the benefit of Trust members and other Blues supporters who chose to travel to away matches by train.

6. Preparations For Meeting With Club

CH introduced this item and reminded everyone that a personal letter from Tom Wagner had been received on 1 June 2023 in which, amongst other things, Mr Wagner extends an invitation to the Trust to join him to start to shape the clubs new fan engagement model. Mr Wagner makes clear that the task is a priority and, accordingly, the meeting should be expected soon so urgent preparations for that meeting are now required.

CH drew attention to three documents circulated by RD on 25 July, namely: (i) a tidied up version of the Blues Trust facts sheet prepared and shared previously by RS, (ii) a tidied up version of the terms of reference for a Fan Advisory Board drafted and shared previously by CH and NC, and (iii) a draft Supporters Engagement Strategy which was new and had been prepared by RD. It was agreed that the documents, together with a covering letter if circumstances deemed it necessary, would form the basis of a submission to Tom Wagner or his representatives at the meeting when arranged.

CH asked RD to lead consideration of each of the documents before finalisation. In discussion, a number of comments were made and points raised about adjustments to the documents. These were all noted and duly made. In conclusion it was agreed to get everything ready in anticipation of the meeting being confirmed shortly, but that a follow up enquiry would be made if nothing had been heard by the date of the first home match of the new season on 12 August.

[Footnote. The invitation to the meeting was subsequently received on Sunday 30 July. The meeting itself was held on Wednesday 2 August at St. Andrew's. It was hosted by Jeremy Dale with John Clark and Garry*

Cook also in attendance on behalf of BCFC. CH and NC attended on behalf of Blues Trust].

7. Portfolio Updates

LM raised the matter of the Justice 4 21 campaign and, specifically, the question of a memorial at the club. ██████████ at BCFC had been asked about it but had so far not responded to the campaign organisers. LM asked if it was something the Trust could assist with? In discussion it was agreed that although there is support in principle for the campaign, it was not a specific priority for the Trust given identified aims and objectives although it was a matter that could be raised during future discussions with the club.

LM also raised the question of a museum for club memorabilia and requested that it be added to the list of collaboration projects. There was general agreement that the idea should be pursued and LM, RS and PK agreed to meet to discuss it further with a view to developing specific proposals.

PK explained that he was developing the Trust's Twitter feed to deliver greater engagement opportunities. This was welcomed by all. In terms of engagement with other supporter groups, PK confirmed that there had not been much contact of late but efforts will be recommenced with the upcoming start of the new season.

CH raised the question of portfolio ownerships and identified the future need for specific responsibility to be attached to the women's team. It was agreed that this would be addressed following the AGM when portfolios were reviewed.

The idea of preparing a fixtures card to promote the Trust was again raised and agreed. BK agreed to take the idea forward with a view to producing something for the new season.

8. Any Other Business

(i) AGM - RD reminded everyone that the AGM was scheduled for Thursday 2 November and that preparations would formally commence with the advance notification by email to all members on Thursday 7 September. The notification would call for nominations to replace retiring Board members and to fill the existing vacancy, and give members an opportunity to submit resolutions for discussion at the meeting. In

discussion, CH confirmed that it was his intention to stand down as chair immediately following the meeting.

9. Date of Next Meeting

- The date of the next meetings was confirmed for Thursday 28 September 2023 at 7.00pm via Zoom video conference call.

The meeting finished at 9.05pm.