

# BLUES TRUST

Vision : To be an independent, representative and influential voice for all supporters of Birmingham City Football Club.

Minutes of the meeting of the Blues Trust Board held at 7.00pm on Thursday 26 September 2024 via Zoom video conference.

In attendance: Neil Cottrell (NC) (Chair), Pete Bull (PB), Fred Greaves (FG), Bruce Kyte (BK), Linda Magner (LM), Richard Stanley (RS)

## Agenda Items

### 1. Welcome and Introductions

The Chair welcomed all present to the meeting.

### 2. Apologies for Absence

Karim Adab (KA), Richard Docker (RD), Jez Hemming (JH), Cliff Horrocks (CH).

### 3. Minutes of Previous Meeting

The minutes of the previous meeting held on 25 July 2024 were noted and approved.

Regarding Agreed Actions from the previous Board Meeting:

**Team Shirt Donations.** FG confirmed that the cataloguing and labelling of old team shirts was progressing. The method of selling was discussed, to include the Trust Shop, possibly an auction, and at the Connect Church Drop-in Centre to encourage visitors.

**Guest Speakers** - NC asked that CH be added, as well as himself, to contact [REDACTED] as a future guest. NC indicated that he would contact [REDACTED] in November as an additional future guest.

**Fan Engagement** covered in Chair's Report below.

**Copyright** - PB confirmed that he had contacted Dale Moon at the club who confirmed that the club were not prepared to share images with us. A request by PB to Dale Moon to set up a licensing agreement received no response from the club.

**AGM 2024.** The changed date of the AGM was noted, now to be held on Wednesday 20<sup>th</sup> November. PB reported that notices had been sent to members and that preparations are on track.

**Official Supporters Club** – see Club Updates – Agenda Item 6

**Membership** - Prize draw – NC proposed that we should do a prize draw near to Christmas – with one of FG shirt collection or [REDACTED] book as

a possible prize. PB suggested, and it was agreed, that we should repeat the 'Blue Friday' membership offer.

**Media Activity Group and Facebook** – discussions deferred in absence of JH

**Connect Church** – Drop-in Centre had started, and signboard produced, but attendance currently struggling. LM reported that Wrexham Trust were invited but traffic problems prevented them doing so. She will continue to contact other Trusts for future games. It was felt that the creation of the Fan Zone was making it more difficult to attract people. NC had spoken to CH and agreed that we should continue to keep it going at least until Christmas. It was agreed that we needed to work on greater publicity.

#### 4. Chair's Report

NC confirmed that, as had been reported at the last Board Meeting there had still been no contact from Jeremy Dale. NC will try to contact him again upon return to the UK.

NC reported that contact had been made with the League One representative at the FSA to explain that there had been little/no engagement with the club since the start of the year.

#### 5. Blues Trust SWOT Analysis

NC reported that he and RD had carried out a SWOT (Strengths/Weaknesses/Opportunities/Threats). The analysis was circulated to Board members prior to the meeting. It was agreed that this largely captured the situation of the Trust as Board Members saw it. RS suggested and it was agreed that provision to fans of services not necessarily directly related to the club (as with rail ticketing etc) should be added as an additional opportunity.

It was noted that membership tends to rise when the situation at the club is bad. FG asked how we could get ourselves noticed by Tom Wagner to raise our profile with the club. He mentioned that we have the expertise to become members of a Fan Advisory Board should this become a requirement under Government Legislation. He felt we needed to attract notice rather than demand it.

#### 6. Club Updates

## **Blues Matters**



Discussion ensued that the wider fan base do not know what is happening with the Blues Matters Committees. It is believed that no minutes are kept. The FSA has indicated that it believes that the Blues Matters initiative is not well organised.

### **Official Supporters Clubs**

PB had mentioned asking the club for details of all OSCs so that they could be published on the website. It was agreed he should go ahead with this. All agreed that there didn't appear to be a consistent approach by OSCs and each was free to develop its own activities. RS mentioned that he would be attending the first meeting of the Northampton OSC and would report back.

### **Open House**

NC mentioned that there is no clear date for the next Open House meeting, although it was felt that there presumably would be one.

## 7. Financial Report

PB was unable to submit a Financial Report for the meeting as he was travelling abroad. He mentioned that currently the membership stood at 367, but that there had only been one new member since 01/06/2024 the start of the new financial year.

## 8. Any Other Business

LM asked if we could invite representatives of Wrexham Trust to a zoom call on the date of our next Board meeting. It was agreed that we could offer them a 30-minute slot.

## 9. Date of Next Meeting

- The date of the next meeting was agreed as Thursday 28<sup>th</sup> November at 7.00pm via zoom video conference call.

The meeting finished at 8.30pm.