



## MINUTES OF BOARD MEETING

Monday 18<sup>th</sup> February 2019

**Present:** Michel Thomas (MT) – Chair, Simon Baker (SB), Nick Brodrick (NB), Ali Bryant (AB), Rob Burkitt (RB), Robin Causley (RC), Rick Williams (RW).

**Apologies:** Matt Carpenter (MC), Jon Gibbes (JG).

19/0 9	<p><b>Minutes of meeting held on 21<sup>st</sup> January 2019</b> The minutes were tabled and approved.</p> <p>There were no matters arising not covered elsewhere on this agenda.</p>	
19/1 0 (a)	<p><b>Business Plan / Strategy</b></p> <p><b>TUST objectives</b></p> <p>RW had circulated a report summarising the various wording used to express the Society's objectives in its rules, website, brochure and other documentation. The review aimed to produce a revised statement of objectives which would assist in;</p> <ol style="list-style-type: none"> <li>1. Presenting our case to the Club</li> <li>2. Encouraging membership</li> <li>3. Developing our business strategy</li> <li>4. Deciding on priorities including the use of funds</li> <li>5. Addressing concerns or criticism from the wider fanbase and certain individuals who seem intent on damaging TUST's reputation.</li> </ol> <p>NB tabled a draft of his key objectives as a starting point for the discussion. RW had carried out a similar exercise which was broadly in line with NB's and members contributed their own thoughts.</p> <p>It was agreed that NB &amp; RW would merge their versions to create a draft for approval by the board and subsequent consultation with members. NB commented that the section on dispelling some of the misconceptions held</p>	NB/RW

	<p>about TUST was equally important and this could be publicised via the forums and newsletters.</p> <p>SB made the point that the statement should also be used to encourage non-members to join and some feedback from such fans should be sought. The Senior Gulls may present one opportunity for this.</p> <p><b>Membership /subscription options</b></p> <p>(b) The Strategy Team had identified a need to seek increased membership and consideration of the membership fee had been proposed. RW tabled a report summarising the issues and options. NB had carried out some research of the membership fees of other trusts. It was recognised that TUST's subscription was one of the higher amounts in the sample at £24 per annum and a reduction may be appropriate.</p> <p>However, before any decision is made the board should give further thought to what it plans to do with current funds and what the future expenditure requirements might be. There is a balance to be drawn between spending money now to support initiatives that benefit the Club and community and retaining funds for a rainy day scenario. This is part of the on-going business strategy review and the decision will also take in to account the new objectives once agreed.</p> <p>Board members were asked to give some thought to the financial options and what projects may be suitable for support in the short-term for discussion at the next meeting.</p> <p>Proposals to attract new corporate members were discussed. AB outlined a suggestion to use John Downer (PLFF project co-ordinator) to canvass potential members. This was approved on the basis that he would retain 40% of any membership fees secured. A similar offer may be made to other contacts with appropriate marketing experience. It was agreed that corporate membership offers excellent value.</p> <p>It was noted that once the updated objectives had been adopted and with new corporate members joining, a revised version of the TUST brochure would be required. This led to discussion about the remaining copies of the current version. Whilst the Club would not permit us to distribute these within the ground one option would be to hand them out at away games, Woking in particular.</p> <p><b>Stadium relocation proposals</b></p> <p>(c) A brief discussion about events over the past few months was held but there was no further news at this stage.</p>	<p>All</p> <p>AB</p>
<p>19/1 1 (a)</p>	<p><b>TUFC Liaison</b></p> <p><b>Communication</b></p>	

	<p>The board expressed its disappointment at the failure of the Club to respond to various correspondence and requests for a liaison meeting. There appeared to be a directive from senior staff not to engage with TUST, for whatever reason.</p> <p>It was agreed that MT would have one more attempt at writing to George Edwards, highlighting the positive contribution that TUST has made for the benefit of the Club and the community and emphasising our desire to work together in the future.</p> <p>On the subject of communication generally, the quality of some recent video presentations by the Club was praised.</p> <p><b>(b) Initiatives to support the Club</b></p> <p>Further to discussions at previous meetings, there was still no news from the Club on any plans to replace the Junior Gulls scheme that had ended with the demise of the Official Supporters Club.</p> <p>RC reported that meetings with members of the TU Community Sports Trust continued to explore ways in which we could jointly build on the PLFF scheme to support young fans and members of the wider community. Jamie McInnes and Tim Herbert were drafting a proposal on behalf of TUCST to put to the PLFF project team to move this forward. With an initial injection of funding it was anticipated the proposal could become self-financing in the longer term.</p> <p>The board remain supportive of the concept of assisting young supporters.</p> <p>The recent opening of the Ian Twitchin suite was attended by MT on behalf of TUST and had provided an opportunity to meet with several former players and members of Ian's family. The board were keen to support requests for a further memorial to his lifelong dedication to TUFC and local football and would liaise with the family over the options for this.</p> <p>RW reported on his recent visit to Exeter City's new museum as a guest of Supporters Direct. He had been very impressed by the project with displays portraying the club's history and tributes to players all over the stadium and an extensive physical and electronic archive and film compilations of personal memories. A similar initiative at TUFC would be something to aspire to but the Exeter project had required substantial Heritage Lottery Funding, support from the university and significant input from a team of volunteers. This was not a realistic aspiration at the present time.</p> <p><b>(c) Matchday Ambassadors</b></p> <p>NB noted that the Club had previously advertised for a Supporters Liaison Officer in November 2017 and he felt that this role was one now largely performed by the ambassadors. MT explained that the SLO idea had originally been promoted by TUST but efforts to recruit to the position had been unsuccessful. It was agreed that this was another example where TUST could indicate it had made a significant contribution to the Club.</p>	<p>MT</p> <p>MT</p>
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<p><b>19/1 2</b></p>	<p><b>Communications / media</b></p> <p>There was some discussion about the content of the three main TUFC forums and MT questioned whether there was any way of establishing how many people read these. RB to investigate.</p>	<p>RB</p>
<p><b>19/1 3</b></p>	<p><b>Premier League Fans Fund</b></p> <p>RC reported that the latest Fan Zone scheduled for 9<sup>th</sup> February had been cancelled because of the postponement of the game. The next one will be on 23<sup>rd</sup> February at the Dulwich Hamlet match.</p> <p>Outreach events are planned for Paignton Community College and KEVICS in Totnes.</p> <p>There is still some PLFF funding available for new ideas and consideration is being given to how the legacy of the PLFF scheme can be retained in future.</p>	<p>RC</p>
<p><b>19/1 4</b></p>	<p><b>Any other business</b></p> <p>MT suggested a member who might be a useful addition to the board and it was agreed that NB should make an informal approach to see if they are interested in being co-opted.</p>	<p>NB/MT</p>

The date of the next meeting was fixed for Monday 18<sup>th</sup> March 2019 at 6.30pm. Venue to be confirmed.

Chairman's signature.....Date .....