

## CF10 ARMS PARK RUGBY TRUST

### MINUTES OF SEVENTH MEETING OF THE BOARD OF TRUSTEES HELD

#### AT CARDIFF ATHLETIC CLUB, CARDIFF ARMS PARK ON

#### THURSDAY 14 SEPTEMBER 2017 COMMENCING AT 7.00PM

PRESENT

Board Trustees: David Allen (Chair); Simon Baker; Jonathan Bray; Sally Carter; Andrew Collins; Lynn Glaister; Huw Jones (Secretary); Derek Redwood (Treasurer);

Observers: Fred Davies; Neil Harries

Apologies: Andy Baker; Martin Hughes; Simon Jones; Dan Pearce; Marc Wakeham

ITEM		ACTION
1	Chair's introductory remarks DA noted that there was a great deal of business to address and he wanted to leave an hour for the strategy workshop. He also reported that he undertaken a long radio interview with Supporters Direct on the role and work of the Trust.	
2	Minutes of the last Board meeting held on Thursday 17 August 2017 AGREED	
3	Matters Arising and Actions The note of the meeting with PRW had been distributed to members via the newsletter. FD updated the group on his contact with Alex Smart. The latter had requested a situation note as a preface to a meeting. DA reported that he had spoken with Simon Thomas and would keep in touch. NH reported that he had spoken with Peter Jackson on two occasions and there was an open door for further discussions if required. HJ reported that he had undertaken an interview for Radio Cymru about Sam Warburton's injury and loss to CB. He was due to meet Andrew Weeks on 26 September. JB agreed to contact Mrs Williams again regards the shares issue.	DA       HJ JB
4	Membership Renewals and Recruitment The banner had been produced for the first event at the Pack Bar. This event had proved very successful. An article had also been written for the match programme. SC had established a rota for Saturday at the Pack Bar and the one on the G-drive was being populated.	SC

5	<p>Cardiff Blues</p> <p>5.1 Meeting with CB Board: 5 September</p> <p>DA had attended their Board meeting having been asked to submit a background paper. However, he did not receive a positive hearing with CB Board Directors focussing only on one topic, the issue of a Supporter Director, to the detriment of other more important topics in the paper. They rejected the concept of a Supporter Director for three reasons:</p> <ol style="list-style-type: none"> <li>1 Difficulty dealing with matters of confidentiality;</li> <li>2 The small proxy shareholding of the Trust compared to other Directors;</li> <li>3 They felt that CAC represented the views of spectators.</li> </ol> <p>DA had sent a letter to PT rejecting these points and setting out his disappointment that more important issues had not discussed and therefore an opportunity lost.</p> <p>5.2 Meeting with the Richard Holland: 6 September</p> <p>A note of this meeting had been agreed by RH and had been circulated earlier in the day.</p> <p>The initial focus was the Board meeting the previous evening but a more productive discussion was the proposed establishment of the Working Group to develop a vision and strategy.</p> <p>HJ reported that he had drafted a terms of reference for the working group and had met RH and Martyn Ryan earlier in the day to discuss this. The following had been agreed:</p> <ul style="list-style-type: none"> <li>• The WG would be a sub-committee of the Board;</li> <li>• MR as a Board Director would chair the WG;</li> <li>• MR would report progress at each Board meeting and RH would also include a note in his CEO paper to the Board;</li> <li>• Membership of the group was also discussed and RH would check availability;</li> <li>• HJ would represent the Trust;</li> <li>• First meeting would take place on 26 September at 6pm</li> </ul>	HJ
6	<p>Cardiff Regional Rugby</p> <p>6.1 Political</p> <p>A meeting with Jo Stevens MP was planned for 15 September. Further meetings were being sought with Cardiff County Council elected members.</p> <p>6.2 Media</p> <p>Discussed under item 3 above</p>	DA/LG LG
7	<p>Working Groups</p> <p>7.1 Heritage</p> <p>DA had prepared a detailed note of progress for the meeting. He said he was now the official CRFC Heritage Committee Chair. He invited SC, SB, NH, and GB to join the group. A major task was to secure the memorabilia in safe storage. This would require training for the committee and any other individuals who were prepared to assist.</p> <p>SC suggested approaching Cardiff University to see if their conservation students could assist. This was agreed. Cardiff Story had agreed to train</p>	DA

	volunteers in art of packing and storing artefacts.	SC DA
	7.2 Communication AC reported that he had spoken with DP who was happy to be included on the Twitter rota. He also said that SJ was happy to join the rota from mid-September.	AC
8	Members' Meeting: 11 October The outline agenda for the meeting would be: 1. General Introduction DR (5 mins) 2. Progress Report & Direction of Travel DA (15 mins) 3. Heritage Progress SB (20 mins) 4. Roundtable Discussion SC to lead? (20 mins) 5. Roundtable Feedback ? (15 mins) 6. 140 <sup>th</sup> Anniversary Film (25 mins) 7. Opportunity to view Trophy Room for interested members (DA, SB plus ?) For the sake of brevity, only one main item per topic would be feedback. Group members would lead round table discussion. DR and DA would shape the content of discussion NH would coordinate a note of the meeting SC would coordinate discussion and introduce the topic. SC and AB would check membership on the door. DA would send out a note of actions.	DR/DA NH SC AB/SC DA
9	Workshop: Plans/Targets for 2017/18 The flip chart slides are transcribed as an annex to these minutes. Priorities and actions would be discussed at the next meeting.	DA/AB
10	Finance report DR reported that the Trust had £1853 in the bank plus some currently unbanked finance from new members joining at the weekend.	
11	Governance Action Plan September 2017 This was noted. A session on data protection would be held in November.	JB
12	Board Development – Progress DA reported that he had undertaken 4 feedback meetings with Board directors and all others were in hand. He would report back to the meeting when all were complete.	DA
13	Other Identified Business HJ gave his apologies for the October meeting. He said he would prepare the agenda as usual. AC and SC would draft the minutes for consideration by DA.	AC/SC
14	Date and time of next meeting Thursday 12 October 2017 commencing at 7pm	

## WORKSHOP

### Where are we now?

- 400+ members
- 36,000 proxy shares
- Regular presence at matches and in programme
- Involved with imploding organisations – CB and CAC
- Credibility with organisations – CRFC
- Regular dialogue with CB
- Pushing from both sides
- Major progress on heritage
- Direct input to CRFC
- Met CB Board
- Journalists talking to us
- Increasing social media influence (Twitter) but static number of followers
- Good Board; achieved a lot in short time – shadow Board to Trust
- £1800 in bank
- Achieved establishment and membership of CB Working Group; set Terms of Reference

### Weaknesses

- Media: not geared up to all rank and file supporters
- Need to target 'older' supporter and young/youthful' supporter \*\*
- Fragile: over dependent on too few people \*\*
- Need to involve more members; need more volunteers \*\*
- Expectations: limited leverage
- Are we working with the right partners?
- Still small 400+
- Principles re Cardiff, if we get sold out \*\*
- Lack of evidence re 'Cardiff' as a brand (Joint CB/CF10 survey?) \*\*
- People losing interest in rugby and therefore the Trust
- Could do more with members
- Need clarity about what we are selling (influence?) - 'Don't want to end up like Newport'

### Where Do We Want To Get To?

- More members – 600+; tap into disaffected
- Increased proxy shareholding
- Mandate: name, colours from wider supporters
- Contribute/Influence development of vision/strategy for resolution of CB/CAC impasse at CAP \*\*\*

\*\*\* Mega Priority Area \*\*Priority Area