

## CF10 ARMS PARK RUGBY TRUST

### MINUTES OF TWENTY SIXTH MEETING OF THE BOARD OF DIRECTORS

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

#### THURSDAY 16 MAY 2019 COMMENCING AT 7PM

PRESENT

Board Directors: David Allen (Chair); Simon Baker; Andrew Collins; Fred Davies; Lynn Glaister; Derek Redwood (Treasurer);

Observers: Sion Williams;

Apologies: Sally Carter; Huw Jones (Secretary); Matt Sutton

ITEM		ACTION
1	<p>Chair's introductory remarks and apologies for absence</p> <p>The Chair congratulated Cardiff RFC on its achievements in winning the National Cup and achieving a high finishing position in the Premiership. These would be forwarded to the committee. He also asked that the RFC be added to future agendas.</p>	DA/HJ
2	<p>Minutes of the Board meeting held on Thursday 18 April 2019</p> <p>AGREED</p>	
3	<p>Matters Arising and Actions</p> <p>Item 5- CBL Accounts have now been published Item 7.1 - SB confirmed that membership of Sporting Heritage had been taken up.</p>	
4	<p>Membership/Marketing Plan – see minutes</p> <p>Membership/Marketing plan discussed, and revisions agreed as set out in the annex. Objectives 1 and 11 would need to be reported on at the next meeting.</p> <p>4.1 Tafwyl Festival</p> <ul style="list-style-type: none"><li>• Sion felt that it would be a good idea to have CF10 leaflets at the Tafwyl Festival in June</li></ul> <p><b>Agreed</b> in principle but would need to source leaflets.</p>	SB/AC  SC/DR  HJ/SW?
5	<p>Cardiff Blues</p> <p>5.1 Summary of issues by people via twitter presented to meeting as follows:</p>	DA

	<ul style="list-style-type: none"> <li>• Apparent unequal stance towards benefactors across regions</li> <li>• WRU bias against Cardiff?</li> <li>• Do we have a competitive long-term future as a defined professional entity?</li> <li>• Why are the four regions treated differently financially by the WRU?</li> <li>• How are the WRU able to intervene in the case of Nick Williams while other comparable (re) signings are unaffected? What is the current position with this?</li> <li>• Dangerous expectation of lack of success amongst fans</li> <li>• Failure to comment/communicate (Carré, Anscombe, budget position)</li> <li>• Mismatch between what signings squad requires and actual signings</li> </ul> <p>5.1 <b>Agreed</b> - Will form part of RH meeting agenda. Feedback to be given to members asap thereafter.</p> <p>5.2 Derek Redwood (DR) presented a summary of the Cardiff Blues Accounts - year ending 30 June 2018</p> <p>5.3 DA presented briefing paper for meeting that would take place with Alun Jones (Cardiff Blues Chairman) on Friday 17<sup>th</sup> May <b>Agreed</b> - approved by board as good basis for discussion</p> <p>5.4 DR gave a brief report on awards night and thanked Huw Jones for his 'twitter work' on the night</p> <p>5.5 Next Meeting with Richard Holland (RH) will be on 6<sup>th</sup> June - those wishing to attend to notify David Allen (DA)</p>	<p>DA</p> <p>ALL</p>
6	<p>Community Development</p> <p>6.1 Accessible Stadium HJ had submitted a note to say that he had downloaded a number of very useful documents about accessibility to stadia. He had also contacted Supporters Direct which has given me a contact at the Level Playing Field (LPF) charity. LPF campaign and undertake audits of stadia on behalf of disabled people, both seen and unseen disabilities. This contact will be useful when CAC/CBL eventually agree a way forward. <b>Agreed</b> - A paper would be prepared for the June meeting.</p> <p>6.2 BAME Lynn Glaister advised she has been in touch with a local Councillor with good connections in the BAME community and also with the Deputy Leader of the Council. <b>Agreed</b> - LG to hold further discussion on what can be done to encourage more supporters from the BAME community</p> <p>6.3 Cardiff Blues Community Foundation Whilst DA had emailed and telephoned Nadine Griffiths from the foundation a number of times but with no response to date. <b>Agreed</b> - DA to continue with effort to contact</p>	<p>HJ</p> <p>LG</p> <p>DA</p>

7	<p>Working Groups</p> <p>7.1 Heritage</p> <ul style="list-style-type: none"> <li>a) The group had sent in a paper for inclusion the Sporting Heritage Conference</li> <li>b) Work continued on recording oral histories – first two (John Harding and Alun Priday) had been completed and others were in progress. Launch expected to be over the summer</li> <li>c) Digitisation of photographs from around the club house going well.</li> <li>d) Museum Website will have a new function showing where items have been updated</li> <li>e) Heritage group will send the board minutes of their June meeting</li> <li>f) Working on a film about Steve Ford for the RFC dinner in June</li> <li>g) AC raised the possibility of including a story on the museum website about the ‘ history of the Cardiff Bear’ – Apparently there was a Cardiff Bear mascot that was looked after by youngest player for a 100 years that had been lost and ‘Bruiser’ may be part of that history.</li> </ul> <p>7.2 Communications: including June Newsletter</p> <ul style="list-style-type: none"> <li>a) Twitter rota continuing</li> <li>b) Ideas for June Newsletter <ul style="list-style-type: none"> <li>• What is going on in Cardiff Blues – use basis of the 6<sup>th</sup> June meeting for article</li> <li>• Oral history and Digitisation project</li> <li>• Congratulations to the RFC and how to sponsor them for next season</li> <li>• Fantasy league</li> <li>• Fans petition to keep Nick Williams</li> </ul> </li> <li>c) DA had invited Craig Muncey (1876 blog site) to board meetings as an observer.</li> </ul> <p>7.3 Welsh Language</p> <ul style="list-style-type: none"> <li>a) HJ and SW had met with Mike Brown and Owen Griffiths. With the increase in Welsh schools it was felt that it Important to ensure all felt the club was for them. CBL would look to increase use of Welsh on tannoy on match day. Although money was clearly an issue there had been progress and they were very responsive to ideas. The progress needs to continue and the board discussed issues raised for future improvement by CBL <ul style="list-style-type: none"> <li>• Whilst bilingual signs were appearing which was welcome the design meant that the English words stood out more than the welsh.</li> <li>• CBL should do more work raising the profile of the Welsh speaking players</li> </ul> </li> <li>b) CF10 site – update was given on work to produce bilingual content for the trust website. SW confirmed this work was ongoing.</li> </ul>	<p>DA/SC/SB</p> <p>AC</p> <p>DA and comms team</p> <p>DA</p>
8	<p>Finance Report</p> <p>DR reported that total available funds stood at £1755.31 (£1620.07 in the bank, £135.24 with Paypal)</p>	

9	<p>Governance Action Plan May 2019 The plan was noted</p>	
10	<p>Other Identified Business</p> <p>10.1 AC raised the issue of the homeless World Cup which was taking place in Scotland. There is a campaign to create teams across England and Wales. <b>Agreed</b> – to raise the issue with Cardiff Blues Community Fund</p> <p>10.2 One member had expressed concern in getting RH meeting minutes out; a written response explaining the position had been sent and accepted.</p> <p>10.2 DR asked whether shareholders got copies of the full accounts (as opposed the summary filed with Companies House). <b>Agreed</b> - ask the question when Cardiff Blues Ltd have an AGM if full accounts not sent to shareholders</p> <p>10.3 LG asked how people could proxy their shares to CF10 as she has an interested party. DA reported that we had been offered a further 1000 proxy shares and that, due to the complexity of formally transferring ownership of shares, proxying should be preferred route of ‘acquisition’. <b>Agreed</b> DA would get a form to LG</p> <p>10.4 AC suggested that we could ask for a slot on one of Karl Kruger’s podcast <b>Agreed</b> – good idea and DA would look for opportunities to raise</p>	<p>DA</p> <p>CF10 rep at AGM</p> <p>DA</p> <p>DA</p>
11	<p>Date and time of next meeting Thursday 13 June 2019 commencing at 7pm</p>	

## Marketing/Membership Plan

**Aim:** To focus on recruiting from the season member, occasional ticket purchaser and shareholder base to ensure bona fide interest in Cardiff rugby (vs recruiting from non-fan groups to simply boost numbers)

Objective	Person Responsible	Outcome	By When
1. Target other bars and ground areas (North Stand, Family Stand, CRFC matches) for direct face-to-face sign-ups. CBL approval obtained 15/4	FD to lead but all to contribute	1000 members	Proposal for June Board
2. Determine membership fee from April 2019	AC	Membership fee/share value of £1 agreed at AGM	COMPLETED
3. Develop an alternate sign up route to web or paper options (email/text/call)	AC	Payment over the phone to be allowed and promoted via changed text on application form and flyers.	COMPLETED
4. Try to persuade CBL to mail contact list with CF10 joining info?	DA	Contact MB to discuss mailing contact list	Communication sent- awaiting response.
5. Offer additional specific member benefits: a. car sticker b. fantasy league	AC	To consider options ready for August implementation.	<ul style="list-style-type: none"> <li>a. Car Stickers-still to be done</li> <li>b. Fantasy league - agreed in principle. SB investigating Drupal alternative</li> </ul>
6. Rather than get into Twitter scraps, invite internal detractors to meet for an informal chat/beer	Comms. Group	All Board members to contribute where appropriate.	
7. Pilot hand held phone videos on values and manifesto (as per marketing plan)	AC/DA	Short clips post-Board to be produced (pilot at next meeting)	First video completed
8. If CBL Board position is secured,	AC		DA to update in June

use a major driver for membership			
9. Change focus of Dan's blogs away from match report previews to (perhaps) monthly summary of regional and pathway activity (Embracing the Future)	DP	Reports to start 2019/20 season	September
10. Routinely invite members to submit issues/questions for monthly meetings	HJ	To be done via Twitter when minutes posted	Monthly
11. Devise specific strategy for engaging with those not on social media (incl. pitch at shareholder meeting)	DR DA	To consider approach and report back to Board. DA to make pitch	August  When CBL announce date

17 May 2019