

CF10 ARMS PARK RUGBY TRUST

MINUTES OF THE TWENTY SEVENTH MEETING OF THE BOARD OF DIRECTORS HELD AT CARDIFF ATHLETIC CLUB, CARDIFF ARMS PARK ON THURSDAY 13 JUNE 2019 COMMENCING AT 7PM

PRESENT

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

Observers: Neil Harries;

Apologies: Andy Baker; David Elsmere (CBSC); Martin Hughes; Viv Jones; Anthony Lewis; Dan Pearce; Matt Sutton; Sion Williams;

ITEM		ACTION
1	Chair's introductory remarks and apologies for absence The Chair suggested that the main items for discussion would be the plans for the membership drive and the contents of the June newsletter.	
2	Minutes of the Board meeting held on Thursday 16 May 2019 AGREED	
3	Matters Arising and Actions 10.3 A further 1000 proxy shares had been agreed. The total was now around 36,000. 10.4 DA had contacted Karl KW who has agreed to look at including CF10 in a podcast next season.	
4	Membership/Marketing Plan Membership/Marketing plan discussed, and revisions agreed as set out in the Annex 1. FD confirmed that his initial thoughts on Objective 1 were in draft and a paper would be available for the July Board meeting. Following agreement on priorities, DA would need to write to Mike Brown confirming which parts of the ground CF10 wanted to use for its stand. DR had prepared a paper with options to deliver Objective 11, a specific strategy for engaging with those not on social media. This is set out in Annex 2. The following initial priorities for action were agreed: 4.1 CF10 pitch to CBL shareholders when date has been agreed 4.2 Consider sponsor award at 2020 CRFC dinner – investigate cost 4.3 Summerfest – need presence when date circulated. In meantime, leaflet text needs to be reviewed	FD DA DA DA SB/AC

	<p>4.3 Cardiff Life/ Capital Times – investigate potential for article</p> <p>4.4 Bobath – investigate potential mutually beneficial links</p> <p>Paper would continue to be reviewed on a monthly basis.</p>	<p>LG DR</p> <p>HJ</p>
5	<p>Cardiff Blues</p> <p>5.1 Meeting with AJ: 17 May 2019</p> <p>At the previous Board meeting, a briefing paper on the importance of a Supporter Director was agreed. DA discussed this at a meeting with AJ on 17 May a note of which had been circulated.</p> <p>In principle, the benefits of a SD were agreed and the only issue of contention was the timing of such of role. AJ was still in the process of restructuring the Board and the role would be introduced at the appropriate time.</p> <p>In light of these discussion CF10 was asked to trust AJ and park the existing NED application. This was agreed. Furthermore, the proposed CB Supporter Working Group could be the vehicle through which democratic election to the proposed position was secured.</p> <p>5.2 Meeting with RH: 6 June 2019</p> <p>A draft note of the meeting had been circulated. Those attending had felt that the meeting wasn't as fruitful as others had been. The concerns of members, particularly in relation to a lack of communication about policy/financial issues and squad recruitment were discussed and RH had agreed to reflect on these. A summary of the note would be included in the June newsletter.</p>	
6	<p>Cardiff RFC</p> <p>6.1 The RFC had responded with thanks to our congratulatory note</p> <p>6.2 CF10 had produced a video and written the menu card note for the RFC dinner</p> <p>6.3 The need to involve CRFC SC in the CB Supporter Working Group had been stressed to RH in 5.2 above</p>	
7	<p>Community Development</p> <p>7.1 Accessible Stadium</p> <p>A paper setting out the findings of a literature search on accessibility to sport stadia by all members of the community was considered.</p> <p>The literature tends to be general in nature and not disability specific. The original Accessible Stadia guide is strong on technical advice related to physical disabilities, especially sightlines for wheelchair users.</p> <p>In recent years, other disabilities have begun to be recognised and organisations such as Level Playing Field (LPF) have been used as consultants in order to ensure comprehensive provision for all disabilities.</p> <p>It is important for CF10 to ensure that when any design group is established for the redevelopment of CAP there are appropriate representatives from the disabled sector and that expert bodies such as LPF are consulted.</p> <p>The paper would be revised and DA would send to CAC/CRFC.</p> <p>7.2 BAME</p> <p>LG reported that she hadn't had time to action this item and would endeavour to speak to Cllr Ali by the next meeting.</p> <p>7.3 Cardiff Blues Community Foundation</p>	<p>HJ</p> <p>LG</p>

	DA had spoken briefly with Nadine Griffiths who said she was keen to work with CF10 and agreed to meet. DA asked HJ to also attend.	DA
8	<p>Working Groups</p> <p>8.1 Heritage Digitisation of photographs continues at a rapid pace, including team photos from the Gareth Edwards Lounge (c.50 in total). Two oral histories have been completed and a further two are planned. In addition Mike Brown has agreed to make available his taped interview with Bleddyn Williams, which was undertaken as part of his dissertation. A paper has been submitted to the Sporting Heritage conference and confirmation is awaited about its acceptance.</p> <p>8.2 Communications: including June Newsletter The proposed content of the June newsletter was discussed and agreed: Shirts - SB Oral histories - SC Fans petition - LG Fantasy league - AC Shareholder update - DA Congrats to CRFC - DA CBL notes summary - HJ Ask DP, AL and MH whether they had any ideas to contribute.</p> <p>8.3 Welsh Language The note of the meeting with Cardiff Blues Communications and Marketing team was discussed. It was appreciated that they were facing considerable financial constraints, however, a very positive attitude towards the language was being shown. Initiatives included: Exploring the possibility of bilingual ticketing; attending Tafwyl; bilingual wording leisure clothing; stewards and ambassadors greetings fans in Welsh; increased bilingualism on the new scoreboard; bilingual signage when old signage was being replaced.</p>	<p>SC</p> <p>SB SC LG AC DA DA HJ DA</p>
9	<p>Finance Report DR reported that total available funds stood at £1755.31 (£1620.07 in the bank, £135.24 with Paypal), the same as last month.</p>	
10	<p>Governance Action Plan June 2019 SB reported that AB was continuing to work on the website and database when he was able.</p>	
11	<p>Other Identified Business None</p>	
12	<p>Date and time of next meeting Thursday 18 July 2019 commencing at 7pm</p>	

ANNEX 1 - 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. DA to write to MB following above with proposals to locate CF10 stand in CAP	1000 members	Proposal for July Board
2. Determine membership fee from April 2019		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)		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.	<p>a. Car Stickers- cost obtained. Too costly</p> <p>b. Fantasy league - agreed in principle. SB investigating Drupal alternative</p>
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. Hand held phone videos to be done after every Board mtg	AC	Short clips post-Board to be produced. First video successfully completed.	HJ to undertake next video in July
8. If CBL Board	DA		DA met with AJ. Principle

position is secured, use a major driver for membership			agreed; only a matter of timing.
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	Paper produced and actions identified as attached When CBL announce date

ANNEX 2 - Engaging With Those Not On Social Media

CARDIFF BLUES RUGBY SUPPORTERS SOCIETY LTD OPERATING AS CF10 ARMS PARK RUGBY TRUST

ENGAGING WITH THOSE NOT ON SOCIAL MEDIA

Start Point

- | | | | |
|----------|--|--|--|
| A | Identify the target audience | North stand and non social media users
or anyone else | |
| B | Focus on our objectives | Voice/supporter influence/ match day experience | |
| C | Stronger brand association / logo | | |
-
- | | | | |
|-----------|---|---|----------------------------|
| 1 | North Stand / Terrace | No access to stand from terrace
Difficult to stop fans on approach to ground - most arrive late
Entire area basically open to the elements
Distribution at half time if permission given | |
| 2 | Shareholder Meeting | DA to pitch ?
Hard Copy Newsletter | Leaflet |
| 3 | Menucard / Leaflet at Cardiff RFC Dinner | Sponsor an award - for next season | |
| 4 | Summerfest | Trophy Room
On line museum
Donations Box
Hard Copy Newsletter | Leaflet

Leaflet |
| 5 | Summercamps | Parents hanging around
Hard Copy Newsletter | Leaflet |
| 5A | Academy events | Hard Copy Newsletter | Leaflet |
| | Alternative Sources | | |
| 6A | Student Journalist connection | | |
| 6 | Cardiff Life | Write an article / blog for publication | |
| 7 | Capital Times | Write an article / blog for publication | |
| 8 | Echo - | Letter and/or Events notice - Summerfest ? | |
| 9 | Local Rugby Club Programmes | Article or advert | |
| 9A | RFC Programmes | Article or advert - + Sponsorship | |
| 10 | Bobath - Disability offering | Blog from them to highlight accessibility issues | |
| 11 | Ethnic Minorities - Private school / college links | | |
| 12 | St David's Centre | Info Stall
Hard Copy Newsletter | Leaflet |
| 13 | Sports Shops | Hard Copy Newsletter | Leaflet |
| 14 | Cardiff Story Museum | Hard Copy Newsletter | Leaflet |
| 15 | Cardiff Blues Shop | Hard Copy Newsletter | Leaflet |
| 16 | Ladies Team Training / Events | Hard Copy Newsletter | Leaflet |
| 17 | Cardiff Schools Rugby | Article or advert | |
| 18 | Ex Players section | Meetings/Interviews etc re museum | |
| 19 | Merchandise | Competing with too many other established factions ?
2 Clubs + 2 Supporters Clubs | |
| 20 | Competitions for fun | World Cup predictions
Fantasy League idea | |