

ANNUAL REPORT 2016/17

INTRODUCTION

This is the first annual report of CF10 Arms Park Rugby Trust for the period up to 30 September 2017.

The organisation was formally established on 19 May 2016 as 'Cardiff Blues Rugby Supporters Society Limited' but trades under the name CF10. It is a legal entity established under the Co-operative and Community Benefit Societies Act 2014 as a Community Benefit Society (number 7342), sponsored by Supporters Direct.

Its purpose is to be the vehicle through which a healthy, balanced and constructive relationship between the Club and its associate sides, its supporters and the communities it serves is encouraged and developed. The business of the Society is to be conducted for the benefit of the community served by the Club and not for the profit of its members.

CF10 is a company limited by guarantee with each member holding one share for their period of membership. The Model rules approved by Supporters Direct act as the organisation's constitution.

FIRST AGM

CF10 held its first annual general meeting on 8 March 2017 (a copy of the minutes are available on the website <https://cf10rugbytrust.org/>). Issues addressed included:

- 1 A review of the Trust's establishment and work undertaken during the year;
- 2 Feedback from the surveys of supporters;
- 3 A workshop session was then held to seek members' views on the way forward and priorities for the Trust;
- 4 A presentation of the interim financial statement;
- 5 Approval of the organisation's standing orders;
- 6 Election of the first board of directors.

BOARD OF DIRECTORS

The following were elected as Directors:

- Chair: David Allen (for 1 year until March 2018)
- Secretary: Huw Jones (for 2 years until March 2019)
- Treasurer: Derek Redwood (for 3 years until March 2020)
- Board Members:
 - Andy Baker (for 3 years until March 2020)
 - Simon Baker (for 3 years until March 2020)
 - Jonathon Bray (for 3 years until March 2020) Resigned 26 September 2017
 - Sally Carter (for 3 years until March 2020)
 - Andrew Collins (for 3 years until March 2020)
 - Lynn Glaister (for 3 years until March 2020)

The directors are supplemented by a number of invited observers who also attend Board meetings and contribute to the organisation's various working groups. The directors believe that this model strengthens the Trust by involving and utilising a wide range of skills in its work. In additions the

board is very aware that its skillset needs to be kept under continuous review and is very open to supplementing it on a regular basis.

MISSION STATEMENT

CF10 is a democratic and representative forum open to all supporters of Cardiff rugby. The Board has established a mission statement for its work:

- ensure that the voice of all supporters is clearly heard whenever major decisions are being made at Cardiff Arms Park.
- encourage the involvement of supporters, including younger supporters, in the activities of the trust.
- achieve the greatest possible supporter influence in the running and ownership of the club.
- provide a means of organising small shareholder involvement in order to maximise its impact.
- act as a critical friend to Cardiff Blues Ltd. and its associate sides, supporting innovation when appropriate and challenging views and opinions when these conflict with the views of members.
- ensure that the heritage of Cardiff rugby is accurately and carefully preserved and that the collection of heritage materials is a continuous and valued process from here on.
- ensure that the future developments at the Arms Park fully reflect the heritage of the club including the retention of 'Cardiff' in the professional team name and to resist any attempts to dilute its prominence.
- ensure that the future Arms Park remains first and foremost a rugby stadium and that the experience of attending rugby at Cardiff is something that all supporters value. (While appreciating the necessary commercial drivers).
- work with other supporter organisations for the betterment of Cardiff rugby.

GOVERNANCE

Complementing our Standing Orders the Board has established a Director's Handbook, both of which are available online <https://cf10rugbytrust.org/documents> We believe strongly in the principles of openness and transparency and routinely publish our Board meeting minutes. We also update our Governance Action Plan at every meeting.

Membership

Up to 30 September we had 433 members join the Trust. We have an ambition to recruit 1000 members - the bigger we are, the more influence we will have. We recognise that if every member signed up just one new member in the coming months, we'd easily reach our target.

Contrary to some beliefs, members don't have to live within the City walls to join (as the map below of our UK members shows). Internationally we have members as far afield as Austria and Australia, Spain and New Zealand.

- UK wide – Birmingham, Bristol, Cheltenham, Huddersfield, Ipswich, London, Loughborough, Penzance, Watford, Weymouth, Yeovil;
- Wales wide – Aberdare, Brecon, Bridgend, Blackwood, Caerphilly, Crickhowell, Hengoed, Llanelli, Merthyr Tydfil, Milford Haven, Newbridge, Newport, Old Colwyn, Pontypridd, Pontypool, Port Talbot, Swansea, Tonyrefail, Tredegar, St Asaph, St Clears to name but a few.



SHARES

The Trust (and therefore each member) owns 700 shares in Cardiff Blues Ltd. More importantly, members who are shareholders have signed proxy forms to CF10 for over 35,000 shares, meaning that we can vote en bloc if we need to and have greater influence on the club in doing so. This means that we're the 10th largest shareholder in the company, which has really made people sit up and take note. However, there are around another 10,000 shares in the hands of existing members who have opted, to date, not to proxy. We are also in contact with some larger shareholders and hope to recruit them to the cause.

HERITAGE

The heritage project is now formally constituted as a working party of CRFC and also has input from Cardiff Blues. Detailed plans and agreements have been put in place to ensure the conservation of heritage materials from both teams and work will commence on this early in 2018. CF10 also put together the 30 minute video of Cardiff rugby highlights shown at the 140th Cardiff RFC Anniversary Dinner in June 2017.

SOCIAL MEDIA

We have developed a really vibrant series of blogs (<https://cf10rugbytrust.org/blog>) on the strategic and political issues that currently face the club. These sit alongside match previews and reviews for every Cardiff Blues game. We are fortunate to have such a talented set of writers at our disposal. We are working hard on establishing a more systematic presence on social media and will be moving this up a gear in coming months.

PRESENCE AT CARDIFF ARMS PARK

With the support of Cardiff Blues we now have a regular page in the match programme and have a stand in the Pack Bar before matches. You can take this as an indication of the acceptance that CF10 has gained.

RELATIONSHIP WITH CARDIFF BLUES SUPPORTERS CLUB

Board members have had a productive meeting with our colleagues at CBSC to discuss respective roles and responsibilities and how we can work closer together on some mutually beneficial projects. We have agreed to sign terms of reference on how we work together moving forward. There is very little fundamental overlap in our functions, but where there is we will try to work together.

SUPPORTERS DIRECT

The Trust continues to be members of the national body, Supporters Direct. Our chair undertook an interview for them a few months back (<https://audioboom.com/posts/6251049-supporters-direct-weekly-28th-august-2017>) and we've been asked to contribute to their annual report. For those interested in finding out what trusts can achieve, it is worth checking out their website <https://supporters-direct.org/>

MEDIA

We've developed relationships with a number of media contacts and this has proved really helpful at key times - though this may not always be apparent.

NETWORKING

Much of our work also goes unseen; our networking especially. It happens without most people knowing about it, especially when something else is happening publically; our meetings with Cardiff Blues, WRU and politicians to give some examples. The Trust has always been clear, it will act as a critical friend to Cardiff Blues Ltd. We have met with management many times during the year and established an open and honest dialogue. After all, we have the same fundamental aim at the end of the day. Through series of blogs we have been both constructive and occasionally critical of decisions or sometimes the lack of them. We have adopted the same approach in relation to Cardiff Athletic Club (CAC) the freeholders of Cardiff Arms Park and the main partner in terms of agreeing a redevelopment proposal.

We're also involved in the proposed working group that's being set up by Cardiff Blues Chief Executive, Richard Holland, to map out the future direction of Cardiff Blues; we look forward to making a significant contribution to this.

LOOKING FORWARD

The Board has identified a number of key areas that we plan to focus on in forthcoming months and we will be welcoming members' thoughts on these at the AGM:

- Contributing to shaping the future vision for Cardiff Arms Park - our biggest concern;
- Seeking to further increase our membership numbers and shareholding;

- Establishing broader engagement with members, especially our younger and older supporters, people with disabilities who want to attend CAP, the local and regional communities;
- Building resilience at board level.

If Cardiff rugby is to truly benefit the community it serves then it will require all stakeholders to have:

- The same ambition as us for the club;
- A vision for the development of Cardiff rugby as a precursor to the redevelopment of the ground
- Insights and a strategy to achieve the vision
- Clarity of roles; who does what best
- A commitment to work as one.

These are fundamental to any high performing organisation. We also have to assume that they are fundamental requirements of major funding partners such as the Welsh Rugby Union and sponsors. With the resources at our disposal as the capital region we significantly underperform at the moment. Putting those five points in place will be a priority of our influencing strategy.

GETTING INVOLVED

The Board is really keen to involve more members in the working of the trust. Please don't be shy in putting your name forward as we are a welcoming group. In particular, we are looking for members with skills in the following areas:

- Social media
- Marketing
- Law
- Graphic design

You don't have to be brilliant at any of these, just enthusiastic to contribute.

We'll also be carrying out some research around the heritage project and looking for willing participants for this. If you think you can make a contribution to any of the above, please get in touch-we'd love to hear from you!

