

CF10 RUGBY TRUST

FIFTY NINTH MEETING OF THE BOARD OF DIRECTORS

HELD VIA VIDEO CONFERENCE ON

THURSDAY 15 SEPTEMBER 2022 COMMENCING AT 7PM

PRESENT

Board Directors: Lynn Glaister (Chair), Andy Baker (Secretary), Derek Redwood (Treasurer), Sally Carter (Minutes), Simon Baker, Andrew Collins, Steve Coombs, Simon Jones

Observers: David Allen, Sion Williams

Apologies: Andrew Bold, Viv Jones, Claire O'Shea, Martin Hughes

ITEM

- 1 Chair's introductory remarks and apologies for absence.

Lynn introduced the key themes – feedback and information from the meeting with Richard Holland.

Apologies were noted.

- 2 Minutes of the Board meeting held on Thursday 18 August 2022

Minutes were agreed.

- 3 Matters Arising and Actions

- The Board thanked Steve for donating his sponsorship of Dan Fish to CF10.
- Supporter Ambassador – awaiting a job description from Mike Brown, but it is essentially a role for greeting away fans. They are looking for an older demographic to act as knowledgeable guides.

All other matters arising were on the agenda.

- 4 External meetings

4.1 Meeting with Richard Holland 6 Sept 2022

Notes from the meeting were distributed.

The key points:

WRU/PRB negotiations - The WRU put a proposal to PRB but it was rejected as not being commercially viable. The main sticking point seems to be that the WRU want benefactors to take on personal guarantees for the club debt, which is totally unacceptable.

The PRB went back to the WRU with an 8-point plan, which had some room for manoeuvre, and areas they were willing to debate. These points included a commitment to look at the league we are in and the layout of the seasons, but these were both lower priority points for discussion.

All four Clubs were aligned in their opinions, and all want to go back into negotiation. A return to negotiation was due the following day but this has been delayed by the Queen's death. They are, therefore, no further along in reaching an agreement but the PRB have clearly laid out their stall.

David confirmed that the Board met 3 times in 8 days just over a week ago but there is still worryingly little to report on progress with WRU.

CAP - new lease and redevelopment. The Propco presentation still hasn't happened.

ACTION: AJB to write to Keith Morgan to request a position statement for supporters.

Q&A - We were asked our opinions on Q&A formats after the Summerfest event which attracted very few people. Whilst still broadly supporting this format it was pointed out that planning for this particular event could be improved. Little notice was given, it was after a bank holiday, a day before a game and with a two-hour gap after the end of Summerfest. With targeted advertising and better timings, we feel these events can still attract a good audience, although an online option is also a helpful addition.

Merchandise - We are the only Welsh club that doesn't have a specific women's fit replica kit. Richard Holland hadn't realised this and was disappointed, particularly with the commercial opportunities presented by the increasing interest in the women's game. This is partly an issue with our Macron contract, which runs until 2025, but Richard raised the possibility of going back to Macron to discuss options for this season, possibly creating a heritage version if Macron were unable to help.

Simon J raised the issue of the very high price of our shirts - more expensive than other clubs, and a cost that is tone deaf in the current economic climate. Again, having no control over Macron means we can't set the prices ourselves.

Sustainability MSS, our primary sponsor has become part of the RSK group whose core business is providing sustainable solutions. This means there will be carbon neutral targets to meet. Larger scale schemes such as green car parks are being discussed.

Ticket pricing - it is difficult to compare prices across clubs because of all the different variables in types of tickets. We are not that out of step with other clubs when everything is compared, and Cardiff Rugby do not feel that they are in a financial position to reduce ticket prices. Renewals of season tickets are down, but new season ticket holders have increased.

Naming and branding - looking at badge and names but changes unlikely this season.

Women's rugby - Cardiff wants a Cardiff women's rugby team, but are waiting for WRU to develop a structure and pathways as it is their responsibility.

4.2 Community Foundation 12 Sept 2022

Richard Holland chaired this meeting, which was attended by both David and Lynn. The purpose of these meetings was clarified – the intention being to improve our understanding of the work done by the Foundation, strengthen the connections with supporters and look at areas where supporters could add value to the activities being organised.

Sporting memories - Nadine outlined their ideas for a coffee morning set-up, rotating between several different activities, one of which would be sporting memories. We offered the expertise of the Heritage group but suggested it would make more sense to have sessions dedicated solely to sporting memories, in which we could be fully involved in the format and organisation rather than being invited guests to an occasional session. This issue will be raised at the Heritage Group meeting at the end of September.

Diversity – the Foundation are looking at ways to improve diversity. The Club have employed Nooh Omar as a Development Apprentice and his work was complimented. It was noted that his outreach via Twitter has been very effective.

The general sense is that the community foundation could make use of the supporters skills and passions, other than just as helpers on game day.

5 Working Groups

5.1 CRFC Heritage Committee

Members of CF10 helped out at Summerfest with tours of the Trophy Room. As always, it was great to see the genuine enthusiasm for the collection. It was particularly good to see how many women and girls were coming in and asking questions. This was an excellent opportunity to promote the work of the Heritage Group and the Online Museum.

Two new collections of items have been accepted:

- the Paul Ash collection was donated by his widow Jean after Steve interviewed her for the oral archive
- the Dai Hayward collection was loaned after Gabe Servini put out an appeal through the Former Players association for jerseys etc.

5.2 Community Development

Covered under 4.2 above.

5.3 Communications

It was agreed that it would be useful to have a formal Comms Team leader. Comms is more than just Twitter, so we need someone who has an overarching view of the whole Comms structure - blog output, newsletters, Twitter etc.

Steve has agreed to take on this role.

There are two key things we need to sort:

- our newsletter is overdue
- we need to review the Twitter WhatsApp Group to ensure it is still a suitable forum for exchanging sometimes confidential information with those on Twitter duty.

Action: Steve to review Comms output and start the process of pulling the next Newsletter together.

5.4 Sustainability

Following on from the meeting with Richard Holland, it was confirmed that Claire will be our sustainability contact going forward. Jamie will contact her and invite her to join the Working Group.

5.5 WRU Working Group

Andy gave feedback on the brainstorming session with Huw. The session looked at what problems we are trying to address, and the next steps needed to take this forward. Andy will turn his photos of the presentation into a formal report, and this can be added as a key discussion point for the next meeting.

Action: Andy to write up report and distribute. Topic to be added to the agenda at a subsequent meeting.

6 Finance (DR)

There have been 3 new members and we have paid the sponsorship fee for Dan Fish. Derek needs the membership numbers as at 30th September.

It was reported that funds stood at £1,323.17 (Bank £1,252.37 and Paypal £70.80).

Action: Andrew Collins to supply Derek with the updated membership numbers.

7 Governance Action Plan

Andy has updated the plan and related documents on Google Drive. He has corrected some discrepancies and rules and regulations.

AGM 2023 – it would be good to start planning ahead. It should be noted that the Treasurer and 2 Board members will need to stand for re-election at this meeting.

Branding – needs to be reviewed again. Andy distributed a pdf with proposals. If everyone is happy we can start using this new branding. Everyone was in agreement.

8 Qatar Airways Sponsorship

Simon J reported back on the proposed sponsorship deal. Whilst understanding that rugby does need money, this is a difficult deal to support and will come with strings attached. There is a possibility of games being taken abroad and whilst this is likely to impact the Irish Teams more than the Welsh there is still a precedent being set. Should we approach Supporters to see what their opinions are so that we have a mandate for taking the issue to the Club.

Action: Simon J to write an opinion piece – this will help to keep the matter on the agenda.

9 Other Identified Business

CAC centenary dinner – do CF10 want a table or do individual Board members want to go? It is set for November 18th (Swansea game being moved to Thursday for S4C).

Meeting in person. Should we start meeting in person again at CAC? We could alternate between in person and online. Zoom is a lot easier for some people so maybe we can look at having people attending in person meetings via Zoom.

It was agreed that the next meeting should be via Zoom, the one after in-person, and the one following a hybrid meeting. This will allow us to test all three models and make a decision for the new year.

Supporter Director Key Performance Indicators

It was agreed that the key function of the role is to identify and raise supporter issues at Board meetings. This means there must be some way to regularly meet with supporters so issues can be raised. There must also be some mechanism to report back on what issues have been taken to Board and what, if any, feedback there has been. We need an audit trail of issues raised, with proper notes coming out from all Board meetings and an assurance that issues raised at Board are being properly communicated.

To this end the following was suggested:

- David to meet with CF10 and other supporter groups before Board meetings so that matters of concern can be discussed for raising at the Board meeting.
- David to meet with supporter groups to report back on issues raised and response at Board.
- Regular Q&As over Zoom with all groups. Every 3 months suggested.
- Regular attendance at CF10 meetings (at least quarterly)
- Attendance at CF10 meetings with Richard Holland
- Regular written communications to all supporters via blogs. CF10 happy to publish these.
- Some mechanism for supporters outside supporter organisations to be able to raise questions for the Board.

Supporter Clubs merger. The RFC and Blues Supporters club merger is off. The RFC voted against. The Secretary is now the same for both groups. Richard Holland had suggested that his regular meetings should be with all supporters groups not just CF10. Lynn pointed out that our remits are very different, and we want to discuss very different topics.

10 Date and time of next meeting

Proposed 13th October 2022 at 7pm (via Zoom)