

## CF10 ARMS PARK RUGBY TRUST

### MINUTES OF FIFTEENTH MEETING OF THE BOARD OF TRUSTEES HELD AT CARDIFF ATHLETIC CLUB, CARDIFF ARMS PARK ON THURSDAY 14 JUNE 2018 COMMENCING AT 7.00PM

#### PRESENT

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

Observers: Andy Baker; Neil Harries; Viv Jones

Apologies: Martin Hughes; Dan Pearce; Matt Sutton; Fred Davies; Huw Jones

ITEM		ACTION
1	<p>Chair's introductory remarks and apologies for absence</p> <p>In the absence of our secretary HJ, SC took on the role of taking minutes. The focus of the meeting would be Trust Goals and the #1000 members campaign.</p>	
2	<p>Minutes of the Board meeting held on Thursday 17 May 2018</p> <p>AGREED</p>	
3	<p>Matters Arising and Actions</p> <p>The Mission statement has been revised and added to the website. DA had spoken to RH about the possibility of having a stall at the Cardiff Blues Summer event. RH felt that this was primarily a family orientated day and therefore not a suitable event for CF10. DA asked that in Point 6 of the minutes the word 'race' be replaced with 'ethnic minorities'.</p> <p>DA, DR and VJ represented the Trust at the Cardiff Blues Awards Evening.</p>	
4	<p>Plans/Target 2017/18</p> <p>DA circulated a documented outlining the Trust's goals in relation to Communication, Membership &amp; Marketing; the Board; CAP redevelopment and Community Engagement.</p>	

	<p>This document was discussed in some detail, recommendations made, and actions agreed. DA will update the document to reflect these discussions and distribute before the next Board meeting for further discussion and feedback.</p> <p>Key points:</p> <p>Communication</p> <ul style="list-style-type: none"> <li>- Create a suite of messages that will be communicated at regular intervals.</li> <li>- Send out mailshots for key blog posts and outcomes of Board meetings.</li> <li>- Aim to increase Twitter engagement.</li> <li>- Consult Members about the format of the next Open meeting (with some suggestions).</li> <li>- Arrange social events for more regular Member engagement.</li> <li>- Retain a regular presence at the Pack Bar to act as a central point of contact. Approach FD about running this.</li> <li>- Only send out survey for key issues</li> </ul> <p>Membership &amp; Marketing</p> <ul style="list-style-type: none"> <li>- Launch of '1000 Members' campaign</li> <li>- Need to encourage younger members onto the Board (LG had a possible suggestion which she will follow up)</li> <li>- DA has written to Richard Holland about communicating with shareholders/attending Shareholder meeting. Awaiting response from Board.</li> </ul> <p>Board</p> <ul style="list-style-type: none"> <li>- Agreed that we now have better delegation and backup for key roles but there is still a need to develop succession planning for a number of areas such as Finance and Comms.</li> </ul> <p>CAP redevelopment</p> <ul style="list-style-type: none"> <li>- DA to try and arrange an off-the-record chat with key CAC personnel.</li> </ul> <p>Community Engagement</p> <ul style="list-style-type: none"> <li>- Trying to broker meeting with Saeed Ebrahim, the Butetown councillor, and Richard Holland.</li> <li>- Contact Cardiff Blues Women to discuss ways we can better engage with them.</li> </ul>	<p>DA</p> <p>FD</p> <p>LG</p> <p>DA</p> <p>DA</p> <p>DA/LG</p> <p>DA/HJ</p>
5	<p>Membership Renewals and Recruitment: 1000 members campaign</p> <p>AC circulated document outlining ideas for the #1000 Members campaign and a suggested timetable of actions.</p> <p>This plan was discussed at some length and there was agreement for all the key actions. It was agreed that AC can go ahead and progress the</p>	<p>AC</p>

	<p>action points.</p> <p>Key points:</p> <ul style="list-style-type: none"> <li>- Confirmed dates and prizes for recruitment competition</li> <li>- AB to show AC how to edit the sign up form to add referral information</li> <li>- Brief discussion of any GDPR issues related to taking this information – agreed that we need to add a brief statement to clarify how data will be used.</li> <li>- Agreed that we should create flyers to promote the competition. AB suggested we could make a double-sided membership form / flyer. VJ suggested that to avoid time-limiting these forms the completion information could be added as a sticker. AC and AB to investigate what is possible.</li> <li>- Competition announcement to be made at our October Members meeting, and the flyers to be ready by this date.</li> <li>- Email announcement to go out in October, with an accompanying mailshot.</li> <li>- It was agreed that this was not the right time to have these documents translated into Welsh. This is still an aim for the future.</li> <li>- It was agreed that we need people to man a stall in the Pack bar for the Friendly match against Leicester on the 11<sup>th</sup> August. DA and SC agreed to be there, with GB, LG and AB if available. FD will also be asked.</li> <li>- It was agreed that some form of CF10 identification was useful when working in the Pack Bar and it was suggested that we look into producing badges for Board members and helpers. GB and AB to look into this.</li> </ul>	<p>AB/AC</p> <p>AB/AC</p> <p>All</p> <p>GB/AB</p>
6	<p>Marketing Plan 2018</p> <p>AB is finalising the Marketing Plan.</p> <p>There was a discussion about a possible future partnership with Crafty Devil brewery who are setting up a bar in Cardiff. They are keen to include rugby memorabilia and we may be able to supply them with duplicates from our collection. There had been suggestions for brewing a CF10 beer and it was agreed that this was a relationship that should be pursued further. DA has already direct messaged them and this can be followed up by contact with AC.</p> <p>All other marketing issues were covered in our discussion of the Membership renewals and future recruitment.</p>	<p>AB</p> <p>DA / AC</p>
7	<p>General Data Protection Regulations (GDPR) – Member’s Agreement</p> <p>Document agreed and signed off.</p>	

8	<p>Cardiff Blues</p> <p>There have been no further meetings with RH since the last Board meeting. DA and HJ met with Gareth Davies and had a very positive and wide-ranging discussion.</p> <p>The next meeting with RH is scheduled for 2<sup>nd</sup> July at 9.30am LG and NH to attend.</p>	DA/HJ/NH/LG
9	<p>Cardiff Regional Rugby – Political meetings</p> <p>LG has arranged a meeting with Anna McMorrin (Cardiff North MP) for the 13<sup>th</sup> July. The Trust will then have met with all 4 Cardiff MPs.</p> <p>DA suggested that we need to push to get all of them to sign up as members.</p> <p>LG has had further discussions with Russell Goodway about the setting up of the working group to discuss redevelopment, and will continue to push to get representation from Supporter’s groups.</p>	LG
10	<p>Working Groups</p>	
	<p>10.1 Heritage</p> <p>SC gave a brief overview of progress with the heritage work:</p> <ul style="list-style-type: none"> <li>- All the objects have now been moved into safe storage. Two full days have been booked during June to clean the cases and begin the process of refurbishment. Howells have donated mannequins for redisplaying jerseys.</li> <li>- A Collecting Policy has been drafted to help formalise what and how we will collect in future.</li> <li>- DA has been in discussion with Heritage Lottery Fund to look at the best way to start putting a bid together for funding future work.</li> <li>- SB continues to add information to the Online Museum and is arranging for others on the Heritage Group to contribute information. It was agreed that we could also look to include information and images of objects held in private hands to give a fuller history of Cardiff rugby.</li> </ul> <p>A discussion followed about encouraging learning about social history through the medium of rugby. VJ raised some interesting ideas about learning potential and a meeting has been arranged for the 18<sup>th</sup> June to discuss this further.</p> <p>LG raised some interesting thoughts about gaining ideas and inspiration from other small museums.</p> <p>DA to explore the possibility of opening the Trophy Room to visitors during Blues match days.</p>	<p>SC</p> <p>DA</p> <p>SB</p> <p>DA/VJ</p> <p>DA</p>
	<p>10.2 Communication</p> <p>DA to chase DP for an update / report on Comms. Agreed that we need</p>	DA

	more regular planning and organisation in this area.	
11	<p>Cardiff Blues Supporters Club</p> <p>HJ and DA have contacted CB Supporter's Club a number of times but no response has been received. This has prevented any further progress with the Agreement. HJ will continue to chase.</p>	HJ
12	<p>Finance Report</p> <p>DR gave the monthly Finance report. Nothing to report this month and only one new member since March. The Trust has a balance of £2,384.80 (£1543.10 in the bank; £841.70 Paypal.)</p>	
13	<p>Governance Action Plan May 2018</p> <p>2.2 Strategy, Corporate Plan and Business plan will be reviewed at next meeting. 3.2 GDPR paper sent out and approved.</p>	
14	<p>Other Identified Business</p> <p>No further identified business reported.</p>	
15	<p>Date and time of next meeting Thursday 12 July 2018 commencing at 7pm</p>	