

## **CF10 ARMS PARK RUGBY TRUST**

### **MINUTES OF THE TWENTY THIRD MEETING OF THE BOARD OF DIRECTORS**

**HELD AT CARDIFF ATHLETIC CLUB, CARDIFF ARMS PARK ON  
THURSDAY 21 FEBRUARY 2019 COMMENCING AT 7.30PM**

#### **PRESENT**

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

Observers: Dan Pearce;

Apologies: Andy Baker; Neil Harries; Martin Hughes; Viv Jones; Anthony Lewis; Matt Sutton; Sion Williams;

ITEM	ACTION
1	Chair's introductory remarks and apologies for absence DA said that the focus of the meeting would be the '1000Members Campaign' and turning the marketing plan and the thoughts discussed at the last meeting into an action plan. Given there had been significant rumours about discussions taking place at the PRB and the implications for regional rugby this would be discussed first. Apologies were noted above.
2	Minutes of the Board meeting held on Thursday 17 January 2019 AGREED
3	Matters Arising and Actions All items were on the agenda.
4	Cardiff Blues In recent days there had been increased rumour about the restructuring of the four regions and whether a new model would be agreed. If a regional team was to be successful at European level there was general agreement that the structure needed to change, but there was no agreement on what it should. Social media was suggesting 3+1; 2+2 or even an amalgamation of two regions to allow RGC to become a development region. It was believed that an announcement would be made the following week after the England game. An emergency meeting of the CF10 Board may be needed depending on the outcome and the announcement. DA reported on the meeting which had taken place with Richard Holland and Mike Brown on 6 February. At the time, little was known about the above issues. The Q&A with AJ/RH on 14 March may shed more light on the new regional structure.

	<p>CBL was expecting its accounts for 2017/18 to be signed-off by their external auditors the following week, after which a meeting of shareholders would be organised.</p> <p>Regarding the redevelopment of CAP, AJ was meeting with their CAC representatives to discuss the way forward.</p> <p>A copy of the Cardiff Blues Community Foundation constitution had been provided but this said little about work priorities.</p> <p>The commitment of Cardiff Blues to the Welsh language had also been discussed but given the potential upheaval to the region, this would be an ongoing matter for discussion.</p> <p>The development of the new Cardiff Blues website was nearing completion. There would be two weeks of testing prior to the launch. This included sections on CF10 and CAP plus a link to the online museum.</p>	
5	<p>1000 Members Campaign, Marketing Plan, Pricing Policy</p> <p>The attached plan sets out the conclusion of the discussion.</p> <p>It was agreed that a proposed membership fee of £1 would be put to members at the AGM in March. A fee was required as part of share purchase.</p>	AC
6	<p>AGM 2019 - 14 March</p> <p><b>6.1 Structure, Roles, Election</b></p> <p>The structure and roles as set out in the briefing paper were agreed. The membership fee proposal would be put forward by AC.</p> <p>Additional time may be available for questions depending on whether elections were required or not.</p> <p>The evening was also an opportunity to seek increased involvement in the working group. In the meantime HJ would contact a person who had expressed concern about the 'Ladies' Day' initiative.</p> <p>Additional microphones for the Q&amp;A would be helpful. SB would bring along two wired mics and DA would check with CBL the situation with radio mics.</p> <p>As the Q&amp;A was a joint with CBSC, their involvement was important and they would be contacted to discuss the extent of this.</p> <p>The Comms team would now need to promote the AGM and Q&amp;A</p> <p><b>6.2 Annual Report 2017/18</b></p> <p>The annual report was agreed subject to a minor grammatical change. This would now be put on the website.</p>	AC HJ SB DA SC LG/DP /MH/AL HJ/SB
7	<p><b>Welsh Language</b></p> <p>AB was looking at updating the website using a new version of Drupal. This would make bilingualism much easier to incorporate.</p> <p>In the meantime, and as a pro temp arrangement on the current website, SB would meet with SW to discuss how Welsh could be incorporate in the existing site, even if this was only to a limited degree.</p>	SB/SW
8	<p><b>Working Groups</b></p> <p><b>8.1 Heritage</b></p> <p>It was reported that CAC Management Committee were not happy with the proposal that photographs should be digitised and neither were they happy that material be sent to the Glamorgan archive for storage. It was believed that they had misunderstood the situation. VJ would attend a meeting of the RFC to</p>	

	<p>clarify the position.</p> <p>The group had received a briefing on oral histories and this work would commence soon. It was agreed that an audio recorder would be purchased at a cost of £71. Five ex-players had been identified initially for interview and a standard pro forma would be drawn up to ensure consistency. It was understood that CBCF was undertaking some work with dementia sufferers and there was an opportunity to link with them on oral histories.</p> <p><b>8.2 Communications</b></p> <p>The Twitter Plan was discussed and agreed.</p> <p>It was suggested that Walesonline may be interested in articles on some of the museum items. Simon Thomas' advice on how to take this forward would be sought.</p>	VJ DA DA
11	<p><b>Finance Report</b></p> <p>DR reported that the balance of funds stood at £1,969.39 (£1,858.07 in the bank; £111.32 with PayPal). The external auditor had been paid and a return made to the FCA.</p> <p>It was agreed that a contribution of £25 would be made to Pontypridd RFC in their quest to raise £100K to survive the rest of the season.</p>	DR
12	<p><b>Governance Action Plan February 2019</b></p> <p>The action plan highlighted continuing risks related to the database/website and Welsh language development.</p>	
13	<p><b>Other Identified Business</b></p> <p><b>13.1 CBCF Quiz Night: 20 March 7pm</b></p> <p>A 5 person team comprising DA, DR, HJ, LG and SB would participate.</p>	DR
14	<p><b>Date and time of next meeting</b></p> <p>Thursday 21 March 2019 commencing at 7.30pm</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	Comments
1. Target other bars and ground areas (North Stand, Family Stand, CRFC matches) for direct face-to-face sign-ups. Seek CBL approval for this.	FD/SC/LG to lead but all to contribute	1000 members	DA to raise the matter with RH to ensure that there were no issues
2. Determine membership fee from April 2019 –most favoured proposals seem to either a. make this a one off, low-cost membership or b. free membership (in keeping with other regional groups).	AC	Membership fee/ share value of £1	Agreed by Board and to be put to AGM in March
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	AC to develop appropriate wording and add his mobile number.
4. Include sign up routes on CF10 page on revised Cardiff Blues website; try and persuade CBL to mail contact list with CF10 joining info?	DA	Done – now included on new website	Contact MB to discuss mailing contact list
5. Offer additional specific member benefits: a. car sticker b. fantasy league	AC	To consider options ready for August implementation.	Costed proposals to June/July Board
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. Produce videos (involving all Board Members-who can	DP	Highlights package to be produced.	Speak to AL/MH

produce these?) on values and manifesto (as per marketing plan)	AC	Short clips post-Board to be produced (pilot at next meeting)	about videoing
8. If CBL Board position is secured, use a major driver for membership	AC		Consider in due course
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 19/20 season	
10. Routinely invite members to submit issues/questions for monthly meetings with RH	HJ		To be done via Twitter when dates of meetings known.
11. Devise specific strategy for engaging with those not on social media (inc. pitch at shareholder meeting)	AC/FD/DR DA		To consider approach and report back to Board. DA to make pitch when CBL announce date

AC/DA 21.2.19