

CF10 ARMS PARK RUGBY TRUST

MINUTES OF THIRTY-FOURTH MEETING OF THE BOARD OF DIRECTORS

HELD AT CARDIFF ATHLETIC CLUB, CARDIFF ARMS PARK ON

THURSDAY 20 FEBRUARY 2020 COMMENCING AT 7PM

PRESENT

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

Observers: Andrew Bold; Gareth Brown; Ben Jones; Sion Williams;

Apologies: Andy Baker; Matt Bold; Neil Harries; Martin Hughes; Viv Jones; Anthony Lewis; James Lewis; Dan Pearce; Matt Sutton;

| ITEM | | ACTION |
|------|---|--------|
| 1 | Chair's introductory remarks and apologies for absence DA welcomed Andrew Bold and Ben Jones to their first meeting and looked forward to them making a positive contribution to CF10 in the future. He also reported on Neil Harries' ill-health and the Board wished Neil well. Apologies were noted. | |
| 2 | Minutes of the Board meeting held on Thursday 14 November 2019 and the inquorate meeting Thursday 23 January 2020 Both sets of minutes were AGREED. | |
| 3 | Matters Arising and Actions Item 3 – Fantasy League: chase VJ for player photographs and promote the league on Twitter. | AC |
| 4 | Cardiff Blues 4.1 CF10/CBSC Meeting with CBL - 11 February DA/HJ had met with representatives of Cardiff Blues Supporters Club (James Lewis and David Elsmere) and Cardiff Blues Limited (Richard Holland and Mike Brown) on 11 February. All agreed that it was a positive move to have a joint meeting of the two supporters groups with CBL. The status of the meeting was uncertain as CBL had proposed to establish a Supporters Working Group as one of four sub-groups of their Board RH reported that he had spoken with Alun Jones about taking the proposed Supporters Working Group forward. The latter wants the Board to approve a proposal and structure. A terms of reference setting out purpose, structure, representation etc. would need to be approved in due course. However, in terms of priority it was agreed that the Supporter Director issue needed to be addressed and resolved first. In relation to this, RH, AJ and Board member Andrew Williams had recently met with Crys16. It is understood that the meeting was very positive. | |

| | | |
|---|--|--|
| | <p>CBL still have a number of concerns about the proposal and it is hoped that a meeting will be held with CF10 before the Board comes to a final decision about the Supporter Director role.</p> <p>The last meeting of PRB held on 21 January, which was Amanda Blanc's first as Chair, approved the Distribution Model which AJ had discussed at the Open Meeting. This now had to be approved by the full WRU Board.</p> <p>The funding available depended crucially on whether the CVC deal was agreed or not.</p> <p>The Model criteria gave priority to the 'National 38'; players on a watch-list; Academy players. Other criteria included governance (business leadership and business management); commercial; coaching; community and success on the field.</p> <p>Having a player in the National 38, a list which doesn't include England-based players, results in an 80% contribution to salary with the Region only picking up 20%. If someone is removed from the list due to injury or form then the Region will only receive 50% funding the following year and zero the year after that. Risks related to recruitment rest with the Regions.</p> <p>The Model is geared towards producing players for Team Wales and it will be difficult for the Regions to back-fill and recruit non- Welsh players.</p> <p>PRB is proposing to hold a series of roadshows to communicate the above with stakeholders. A meeting with CBL staff/players has been scheduled for 26 March and it is expected that PRB will meet supporters soon after that meeting. There was little doubt that communication from CBL was improving and the excellent work done at the Open Meeting and Shareholder Meeting now needed to be built upon.</p> | |
| 5 | <p>Cardiff RFC</p> <p>It is understood that discussions are continuing at CAC in order to seek agreement on the way forward for the redevelopment.</p> | |
| 6 | <p>CF10 Strategic Objectives 2020-21</p> <p>Discussion took place about potential 2020/21 objectives. A number of wide ranging options were put forward including:</p> <ul style="list-style-type: none"> • Supporter engagement; being a conduit for supporters to get views to the CBL board. • Supporter experience – culture of the club; lack of supporter involvement. The need for a CBL budget to deliver improvement. • Redevelopment of the ground. • Fan ownership of the club • Pricing policy; an aging supporter base and the need to bring in younger people. • Community activity. <p>It was agreed that a constructive approach was needed which helps to shape the direction of travel of the club. With the potential of having a Supporter Director it was essential to evidence that supporters have something to contribute to the development of the club.</p> <p>It was agreed that a campaign approach would be required, focusing on 2/3 issues which were clear and had the support of the membership. The following three issues would be put to members at the AGM:</p> <ol style="list-style-type: none"> 1. Supporter engagement – if the Supporter Director role was to be successful, then the person would need to communicate up/down; | |

| | | |
|---|--|--|
| | <p>supporter engagement was essential in order to avoid a single person's view being given to the CBL Board. What/how needed to be considered.</p> <ol style="list-style-type: none"> 2. Ground redevelopment – supporters influencing what they want to see at CAP. This would be structured in terms of short, medium and long-term changes that could be made to the ground in order to improve the experience of being there. In that way we could identify both micro changes (e.g. sustainable cups) to macro changes (need for terracing; facilities for people with hidden as well as visible disabilities; museum; promoting heritage around the ground to improve branding; improved bar and social facilities, options for income generation etc.). This could be done in partnership with CBSC through a joint working group. 3. Culture – identity of the club, retaining its heritage and promoting its history. | |
| 7 | <p>Annual General Meeting: Wednesday 25 March 2020</p> <p>7.1 Structure of Meeting and Roles</p> <p>The structure of the AGM will be as follows:</p> <p>7pm start – Registration</p> <p style="padding-left: 40px;">Meet and greet</p> <p style="padding-left: 40px;">Audio/Visual</p> <ul style="list-style-type: none"> • Introduction • A short update on progress during the previous year • CF10 priorities 2020/21 (see item 6 above) • An opportunity for members' questions and discussion • A presentation of the accounts • The election of a Treasurer and up to six Board Directors. <p>7.45 Interview with Gerald Davies CBE</p> <p>7.2 Accounts 2018/19</p> <p>DR presented the accounts. These were approved subject to the addition of a date being added for FD's resignation.</p> | <p>AC</p> <p>SC/LG</p> <p>SB/BJ</p> <p>DA</p> <p>HJ</p> <p>SC/LG</p> <p>DR</p> <p>HJ</p> <p>DA</p> <p>DR</p> |
| 8 | <p>Working Groups</p> <p>8.1 Heritage</p> <p>Glamorgan Archive's Bleddyn Williams collection, which has now been added to the online museum, will be launched on Saturday (his birthday). An invitation has been received to make a presentation at the Rugby Memorabilia Society on 12 March.</p> <p>A meeting of organisations interested in heritage in the city has been organised under the title 'Cardiff: A Sporting City'.</p> <p>8.2 Communications</p> <p>DA reported that Twitter indicators had declined during the month, which was understandable given that the 6 Nations was the dominant issue.</p> <p>DR reported that St Joseph's RFC had included the CF10 article in their programme; which was very positive.</p> <p>8.3 Welsh Language</p> <p>SW reported that the Pro14 Final which was being held in Cardiff this year was on the same weekend as Tafwyl. He agreed to notify Mike Brown so that CBL could seek to be involved.</p> <p>Also agreed that critical social media posts should be bi-lingual in future.</p> | <p>SB</p> <p>SC/SB</p> <p>DA</p> <p>SW</p> |

| | | |
|----|---|----|
| | | |
| 9 | <p>Finance Report</p> <p>DR reported that available funds stood at £1698.05 (£1632.29 in the bank, £65.76 with Paypal).</p> <p>An annual report to the Financial Conduct Authority (FCA) was nearly complete. This would be submitted along with the accounts.</p> | DR |
| 10 | <p>Governance Action Plan February 2019</p> <p>This was noted. There were no specific areas of concern.</p> | |
| 11 | <p>Other Identified Business</p> <p>10.1 Video</p> <p>DA reported on the meeting in a video for Twitter.</p> <p>10.2 European Touch Rugby Championships</p> <p>AC reported that the above tournament was taking place in Cardiff during the summer. He agreed to find further details to see if CF10 could assist.</p> <p>10.3 Issues with delays in receipt of membership cards had been resolved.</p> | AC |
| 12 | <p>Date and time of next meeting</p> <p>AGM - Wednesday 25 March 2020 commencing at 7pm</p> <p>Board Meeting - Thursday 23 April 2020 commencing at 7pm</p> | |