

Supporters' Committee

Meeting

Monday 26th February 2018

KCOM Stadium

Present: Vicky Beercock- Head of Marketing and Communications (VB), Joe Clutterbrook - Group Commercial Manager (JC), David Beeby – Club Secretary (DB), Dan Clarke – CRM Executive (DC), Joanne Warrington (JW), Chris Wilde (CW), Richard Campion (RC), Julie Alderman (JA), Kate Leeming (KL), Geoff Bielby (GB), Barbara Wilkinson (BW), Kathryn Townsley (KT)

Apologies: John Sherman

MEETING KEY TAKEOUTS:

- The use of the name Hull City: The Club are happy to commit to move forward using the name Hull City on key platforms, the process for the roll out of this name use will begin from 2nd April. This will be the main priority for VB in her new role.
- Concessions: There will be a democratic process with members on how we move forward with concessions. This process will begin next week with a view for the revised model to be live in the next couple of weeks.
- The Crest: The Crest process will involve the fans, the steps for this process will be communicated by the end of March.

Introduction

VB welcomed the members to the committee meeting and thanked them for attending. DB and VB introduced themselves to the committee followed by fellow members.

JC opened the meeting by stating that the Club's owners wouldn't be attending the meeting. This is due to the disappointment they felt from Friday night's protests. However, with how important these meetings are in relation to fan consultation, they have given the senior management team authority and specific deadlines for the key issues on the agenda.

Matters Arising

Brand Guidelines

The Club will begin to use the name 'Hull City' on key platforms from the 2nd April 2018. This gives a month to start this process, and the Club are keen to make the name change consistent across all of these key platforms.

GB questioned if the use of 'The Tigers' as a nickname would be used by the Club from the 2nd April.

VB stated that obviously it is a key part of the brand which she is working on and it is part of understanding what is most suitable for different properties of the brand. There are numerous channels in the Club estate, naturally 'The Tigers' potentially lends itself to being a more conversational term however this will be reviewed depending suitability for the different channels i.e. from corporate business stationary, to the shop, not just social media etc have to be considered. The Club is looking at how best to involve this in relation to all platforms. It's premature to answer exactly how 'The Tigers' will sit in the Club branding and that it is work which the Club is currently working on internally.

GB indicated that it would be key that there is a positive commitment by the Club to work with all the supporters and groups in how the Club communicates its brand. He also suggests if the use of Hull City on key platforms, could be moved forward two days to coincide with the Aston Villa fixture on the 31st March.

VB stated that the Club would take that recommendation on board as feedback however with the amount of properties which the Club produces for each game it may not be possible to roll the change out consistently for that exact fixture.

Concessionary Pricing

The Club will conduct a democratic process on this, with a vote taking place next week (week commencing: 5th March 2018) for Members to have their say in relation to how they want the Club to go forward with concessionary pricing. With the view for the decision to come into force as soon as possible.

KT queried what the question would be for this vote, is it a simple yes/no vote on the concessionary pricing offered by the Club late last year?

DB stated that the question has not been finalised however the question will be offering a differing pricing structure or keeping the current ticketing scheme.

KT queries if a change in ticketing policy would occur this season or would this be looking to change in the 2018/2019 campaign.

DB answered that the Club would be looking to implement the policy (if agreed to by supporters) for the Norwich City game however this has not been finalised. This would not affect anyone on the Membership scheme as the Club hasn't decided on how and when a pricing structure would occur in relation to Members.

GB offered a solution to offering a concession price to Members by suggesting that the Club could stop taking direct debit payments from concessionary supporters who would have already paid enough throughout this current season.

DB queried on how logistically this could be done however stated that the Club would look at this if they think of bringing a different pricing structure into the Membership scheme. VB follows on from this stating that the Club will go away and work on what is possible in relation to this and come back to the Committee on what they would recommend.

RC commented that previous referendums involving supporters of the Club have been worded in such a way, that voting in one specific way, you were also voting to disapprove of the ownership of the Club. Could this be prevented in this forthcoming referendum on concessionary pricing?

VB answered that this is a commitment from the Owners to move forward with the supporters and doesn't believe being vague in relation to the questioning, is part of the agenda on this.

Club Crest

The Club crest redesign process will involve supporters and this process will be communicated by the 31st March. This will inform fans how they will be consulted in relation to the crest and the timeframes involved in the process.

GB enquired what the run time was in relation to changing the crest for the 2018/2019 season.

JC answered that the Club have accepted that the crest would not be complete in time to be available for the playing shirt in the 2018/2019 season. The playing shirt for that campaign will have the Club's current crest present.

VB stated that it is imperative that the Club gets the fan consultation correct in relation to the Club's crest and that they don't make similar mistakes made by other sporting teams in changing crest. The main aim of the process, is for the crest to be something that our supporters are proud of.

KT asked if the new crest and subsequent brand guidelines could be passed to the OSC and Senior Tigers.

JC considered if the OSC/ Senior Tigers could design something alongside a new crest which would complement a new design. VB further stated that there will be numerous touchpoints in which Supporters' groups will be involved in the process.

RC asked if this new crest could have the name 'Hull City' inscribed within it

VB stated that the key components of the crest would be discussed as part of this process and fans would be consulted in relation to this.

AOB

Protests at the Sheffield United fixture (23rd February)

BW mentioned that Friday's protests could have been much worse and that many supporters in the South Stand were upset with what was occurring with the protesting in the North Stand.

VB understood that, however the game was still televised and protests did occur so can still understand the owner's disappointment in relation to the game.

RC and KL both mention that if the protest was humiliating for anyone that is was the protesters, as they felt the way it was carried out was pathetic.

JA also mentioned that many supporters around her at the game, voiced their displeasure with the protesting which occurred at the game.

GB mentioned that he felt the most embarrassing thing in the last three to four years at the Club, is that supporters are berating fellow supporters for different opinions on the Club. He wasn't at the game on Friday, however has heard reports that numerous supporters were falling out with each other. He also felt that there wasn't an appetite for protests at matches anymore due to four years of protesting.

VB stated that the key thing to take away from this meeting is that despite the disappointment felt by the Owners due to Friday's protest, they are still committed to the process of reviewing the Club branding and concessionary pricing.

Joint Statement

It was requested by Supporters' Committee members that a joint statement should be issued immediately, showcasing the positive movements made in the meeting. The Club agreed.

Joint Statement made by all present members of The Supporters' Committee:

It's been a very constructive meeting with commitments given by the owners communicating through the senior management team to move forward with an agreed timescale for all agenda points, more details will be included in the minutes which will follow tomorrow.

VB was keen to inform the committee that the three key action points which have been brought forward in this meeting will be communicated the next day in the form of minutes.

Club staff thanked the Committee for their continued hard work and commitment and subsequently closed the meeting.