



## Notes of the CFU meeting held on 21<sup>st</sup> January 2016 at 7.30pm

### In the Blues Bar – Lookers Vauxhall Stadium

The meeting was attended by 43 CFU members and at the maximum 34 members were listening via the streaming service.

1. **Welcome and apologies** – apologies were received from John Reddy and Mike Day. Simon Olorenshaw welcomed members to the meeting which was his first since taking on the role of CFU chairman.
2. **Notes of the meeting held on 5<sup>th</sup> October 2015** – confirmed these had been published on the CFU website and they were an accurate record. There were no matters arising.
3. **New directors – portfolios** – newly appointed directors were introduced to the meeting and went through the details of their portfolios and SO presented details of all the portfolios – see schedule attached.
4. **Matters arising from the AGM** – JK gave the following responses to these items:
  - a. **Summary of board meeting minutes** – these will be included on the CFU website and also in the fortnightly newsletter. Details of agenda items for board meetings will also be published on the CFU website.
  - b. **Squadbuilder income** – in future this will be shown separately in the accounts.
  - c. **Regular financial information** – this will continue to be a standing agenda item for formal CFU meetings and details will be included in board reports as identified in 3a above.
  - d. **Accuracy of information relating to the youth section expenses** – in response to a query raised by Jane Hipkiss, JK confirmed that he had checked the accuracy of the figures published in the accounts relating to the youth section and all ledger posts were up to date and the view was that what was published was accurate. JH can still follow up if she wishes.
  - e. **Review of election policy** – the governance group will be asked to look at this in time for the next AGM.
  - f. **Allocation of a director to the Exiles** – as already reported this will be Alan Povey.
5. **Finance summary** – LK referred to the fact that the current budget had been adopted with a £40k deficit and his first task has been to look at all budget lines and undertake a reforecast. He said that there had been a number of positive and a number of negative aspects that had impacted on the budget. Some of the positive being more central funding and the Liverpool games, the negatives being the downward trend in gates which impacted on programme sales, car parking and the bar etc., lack of TV income and a shortfall in commercial and event income. In response to questions LK said the net assets of the club remain healthy and are in addition to the £100k special reserve.

- 6. Strategic plan** – SO made a presentation setting out a proposal for developing a strategic plan covering the period 2016 – 2021. This identified a process for engaging key stakeholders to collect data over a period of 8 weeks. This process would identify:
- a. Strengths
  - b. Weaknesses
  - c. Opportunities
  - d. Challenges

It was expected that a number of key themes would emerge from this process which would make it possible to identify and prioritise initiatives. This part of the process would take 6 weeks and be incorporated into a document. Over the following 6 weeks a draft strategy would be produced and issued. The challenging task would then be to deliver and implement the strategy; there would be regular progress reports.

- 7. Commercial report** – JH said he is currently looking at the match day programme and one of the key issues would be sales of the new home shirt. He also talked about more effective use of digital media and how this might be further used to maximise electronic communications.
- 8. Youth development** – BB reported that the youth team are still top of the North West Youth Alliance league and it had been pleasing to see members of the team playing in the match against Hyde in the last round of the Cheshire Senior Cup. The major news was the appointment of Calum McIntyre on a full time basis, an initiative that had been possible as a result of financial support from Swettenham Chemist. Negotiations are still ongoing in respect of the establishment of a scholarship academy with the current delay being caused by Christleton High School not being able to proceed as quickly as planned with the establishment of the International Business School.
- 9. Communications** – NB referred to the need to establish a new website provider as the current arrangements with the Football League will cease in 2017 he said that a small group has been established to work on this. The board has been giving further consideration to the establishment of a fans forum on the lines currently run by FC United. Whilst the board felt this was a good idea they were aware of problems that had occurred at FC United and work was currently underway to identify moderators, this would include a mixture of board and non board members with moderation taking place before postings are published. NB said he had continued to lobby regarding community ownership in sport which could result in tax breaks and extend the current scheme which operates only for amateur clubs. Further information will be available at the next informal CFU meeting. The final report related to the Conference EGM which he had attended on behalf of SO; potential issues that might impact on the club included future use of 3G pitches and a change to the transfer window. Also noted that the National League would be giving more scrutiny in future to clubs operating a deficit.
- 10. Q & A**
- Confirmed that it is the former players association who are responsible for making a recommendation to the CFU board regarding membership of the hall of fame and it is unlikely that the board would refuse a recommendation.
  - DVD's of the Wrexham game will be available – JH to follow up.

- Figures relating to income from the 50/50 draw can be identified separately and the amount has increased year on year.
- In response to a question on accountability SO said it was the responsibility of the board to ensure effective performance in all areas.
- Noted that approximately £2k was made from the Christmas raffle.

**11. Date of next meeting** – this would be an informal meeting and had changed from the original plan and would now be Wednesday 24<sup>th</sup> February at 7.30pm. Part of this meeting would be used to collect data for the strategy document referred to in item 6 and there would be a guest speaker.

**The meeting closed at 9.30pm**

<b>Director</b>	<b>Portfolio</b>
<b>Simon Olorenshaw Chairman, Operations Board and Capital Projects</b>	<ul style="list-style-type: none"> <li>• Disabled access and viewing</li> <li>• Replacement PA system</li> <li>• Football stadia improvement fund</li> </ul>
<b>Ed Jones Fundraising</b>	<ul style="list-style-type: none"> <li>• Seals lottery</li> <li>• Squad builder</li> <li>• Raffles</li> <li>• Events</li> <li>• Third party funding</li> </ul>
<b>Laurence Kirby Operations Board and Finance</b>	<ul style="list-style-type: none"> <li>• Accounts</li> <li>• Annual budget</li> <li>• Loan notes</li> <li>• Donations</li> </ul>
<b>Jonny Hughes Commercial and Marketing</b>	<ul style="list-style-type: none"> <li>• Sponsorships</li> <li>• Match day hospitality</li> <li>• Club shop</li> <li>• Blues bar</li> <li>• Legends Lounge</li> <li>• Kiosks</li> <li>• Season tickets</li> </ul>
<b>John Reddy Governance</b>	<ul style="list-style-type: none"> <li>• Policy review</li> <li>• Investigations</li> <li>• Risk management</li> <li>• Procurement support</li> </ul>
<b>Anne Salmon CFU administration</b>	<ul style="list-style-type: none"> <li>• CFU memberships</li> <li>• Office volunteers</li> <li>• Volunteer administration</li> <li>• Volunteer co-ordination</li> <li>• Volunteer recruitment</li> <li>• HR support</li> </ul>
<b>Alan Povey Community</b>	<ul style="list-style-type: none"> <li>• Senior Blues</li> <li>• Inclusive Blues</li> <li>• Junior Blues</li> <li>• Exiles</li> <li>• Former Players</li> <li>• Community Trust liaison</li> </ul>
<b>Brian Burns Operations Board and Youth Academy</b>	<ul style="list-style-type: none"> <li>• Coaches and Youth Development</li> <li>• Scholarship scheme</li> </ul>
<b>Mike Day Youth Academy and IT</b>	<ul style="list-style-type: none"> <li>• Coaches and Youth Development</li> <li>• Scholarship scheme</li> </ul>
<b>Neil Bellis Vice chair and communications</b>	<ul style="list-style-type: none"> <li>• CFU website</li> <li>• CFU newsletter</li> <li>• CFU streaming</li> <li>• CFU fans forum</li> </ul>
<b>Jim Keegan Operations Board</b>	<ul style="list-style-type: none"> <li>• Safety certificate holder and Safety Advisory Group</li> </ul>