

	<b>City Fans United</b> <b>2021 AGM Minutes</b>	
	<b>Meeting date:</b>	<b>Thursday 4th November 2021</b>
	<b>Location:</b>	<b>By Virtual Conference through Zoom</b>
<b>Attendees:</b>	<b>Chair: Andrew Morris</b>  <b>Directors: Adam Langan</b> <b>Mike Vickers</b> <b>Jim Green</b> <b>Jeff Banks</b> <b>Nick Phillipson</b> <b>Matt Dickenson</b>  <b>In Attendance: Chris Robertson</b> <b>Independent Scrutineer: Phil Young</b>  <b>Secretary: Christine Robson</b>  <b>83 CFU members registered online through Zoom and 17 CFU members voted through proxy</b>	
<b>Apologies:</b>	<b>Directors: Kieron Shiel</b> <b>Paul Bodman</b>	
<b>MINUTES</b>		
<b>21/1</b>	<b><u>Resolution 1 – Adoption of the minutes of the AGM held in 2020</u></b>  Minutes from the previous AGM held on 12 <sup>th</sup> November 2020 were distributed to members with the AGM papers. There were no matters arising.  <b>Resolved that 17 proxy votes and the majority on zoom approved the minutes.</b>	
<b>21/2</b>	<b><u>Resolution 2(i), 2(ii) and 2(iii) – Affirmative vote that Jeff Banks, Nick Phillipson and Charlotte Walker be elected to the Board</u></b>  Christine Robson thanked Phil Young from Bury AFC (Chair and Independent Scrutineer), Chris Robertson, and Marion Needham for the work they had undertaken as members of the Election Management Group to ensure that the process had complied with the Election Policy. CRR also thanked Mike Day and Kieron Shiel with the  <p style="text-align: right;"><i>Item 21/2 continued</i></p>	

	<p><b><i>Item 21/2 continued</i></b></p> <p>preparation of the AGM mail shots. CRR also reminded the meeting that if members had already used a proxy vote that they could not vote again. For election to the board, the requirement is that candidates must secure the support of more than half of those present at the meeting and those who have expressed their preference by proxy vote.</p> <p>The results were as follows:</p> <p><b>Jeff Banks</b> received 100% support of the 17 proxy votes and the majority on zoom.</p> <p><b>Nick Phillipson</b> received a majority of the 17 proxy votes and the majority on zoom.</p> <p><b>Charlotte Walker</b> received a majority of the 17 proxy votes and the majority on zoom.</p> <p><b>Resolved that Jeff Banks, Nick Phillipson and Charlotte Walker were elected to the Board.</b></p>
21/3	<p><b><u>Chair's report</u></b></p> <p>Andrew Morris presented a report based on the year 1<sup>st</sup> June, 2020 to 31<sup>st</sup> May, 2021</p> <p>Before Andrew commenced his report, he wanted to start by thanking all of those who had supported the Club in the last 12 Months either financially or through their own time. It would not be possible to thank everyone individually but a few he particularly wanted to mention;</p> <ol style="list-style-type: none"> <li>1) Our main principle sponsors MBNA alongside Swettenham's Chemist who have continued to support the Club and Youth Sections this season.</li> <li>2) Our Supporter Groups such as the Exiles and Senior Blues who have not only provided financial assistance but also skills and expertise to support the Club</li> <li>3) Our Match day and Mid-Week Volunteers who give up their free time to support the Club in a range of roles.</li> <li>4) Match Day Volunteers whose support enabled us to play games behind closed doors and reopening the stadium.</li> <li>5) Our Paid employees who have shown commitment to the Club throughout uncertain times going above and beyond to fulfil their duties on a part time basis during furlough.</li> <li>6) The Board of Directors for undertaking weekly zoom calls.</li> <li>7) This year we have also had volunteers of a different sort; our playing and coaching staff who continue to volunteer.</li> </ol> <p style="text-align: right;"><b><i>Item 21/3 continued</i></b></p>

***Item 21/3 continued***

**Football - 2020/21** saw strong performances on the field with us sitting in third place when the season had to be declared null and void in February. This achievement was despite a reduced playing budget while the club also secured significant transfer income from the sales of Joel Taylor and Will Goodwin.

Evidently this season has been disappointing in comparison, despite what we considered was an excellent pre-season with good recruitment. We continue to work with the managers, both parties understand an improvement in results and performances are needed.

Communication within the club relating to football matters has improved with more regular updates and reviews at board level.

The club's football operations have improved with access to better quality facilities at Helsby Community Sports Club for training and a new scouting network with the appointment of a head of scouting and a pool of volunteer scouts.

**Community** - The King George V Community Sports Hub project is now under construction and is due for completion in January 2022. This fantastic facility will have significant benefits for the club and Community Trust as well as the wider community. It will provide a base for the Academy, Chester FC Women and may possibly be used for daytime training by the first team.

This year's Christmas appeal for West Cheshire Foodbank will coincide with the creation of a permanent donation point at the Deva Stadium to enable supporters to help those most in need in our community.

Work is ongoing to relaunch the Junior Blues supporters' club and hopefully, an announcement will be made in December with further details.

**Media -Streaming Figures** - 800 – 1000 viewers, predominately season ticket holders, despite playing games with modest away support to increase figures.

Incremental Improvement – introduced adverts, Sponsors etc.

**Seals Live**

**Away Games** - 800 visitors against York, continued growth and engagement

**Website** - Average 170,000 Impressions and 10,000 clicks on the page

**Twitter** - 45k followers 5% increase in followers in 12 month

**Facebook** - 15.5K Followers Broadly static in declining platform

**You Tube** - 2180 subscribers 20% increase in 12 months 3800 views Alfreton, 4300 views Blyth Highlights.

**Instagram** - 7700 Followers, 20% increase in 12 months highest growth of engagement

***Item 21/3 continued***

***Item 21/3 continued***

**Retail** - We have broadened our retail partners to provide a wider range of offerings to customers, building on the successful launch of on-line platforms.

We now offer an ordering service in store and via email, if we do not have it we will order it for you. We are proposing to do this online as well.

The new Away kit, selected by the CFU members via a voting system. We will look to do something similar for next season's new home shirt in the new year.

We have had a record year in retail in terms of gross sales and unit sales, during a pandemic!

**Academy/Youth Section** - The success of the youth section was measured in many ways. Success of the National League Alliance Cup Final is the most important achievement on the pitch, but off the pitch, the ability of the programme to operate its education element during COVID with online learning, was just as successful.

The younger age groups, as with the scholarship programme, similarly have operated under very difficult circumstances with player recruitment, match days all adversely impacted by the pandemic.

The relationship with education providers Warrington & Vale Royal College continues to flourish. Following excellent academic results for the scholars last year, WVRC have been very supportive with recent recruitment issues due to the Covid situation and have also been able to help us by bringing forward one of the payments due to the club.

**Fundraising** – Adam Langan came into the post after the last AGM meeting and his next four months were busy with planning for the summer's big fundraiser – Boost the Budget. I know the result of this was not in this reporting period, but the effective planning meant that we succeeded with the scheme and raised over 100k yet again. This was always going to be difficult without the novelty of the first year, a massive thank you to all volunteers associated with the fundraising working group, as without them it would not have been possible.

***Item 21/3 continued***

***Item 21/3 continued***

**Fan Engagement - The Stats**

**Schools Season Tickets** – around 300 tickets were given to Schools around the area, who will reward different pupils each week, leading to new supporter's from primary & high school ages.

**Students** – We are currently linked in to the Chester University, looking at doing a special one-off limited tickets deal to entice students down to the Deva Stadium, to boost numbers on the Harry McNally Terrace. More details to follow on this.

**Online Ticketing** – Scanners were implemented in 2020, and are now fully functional and provide quick access into the Stadium for fans with season cards & prepaid tickets. We encourage more to purchase their match day tickets online for smooth access. Reports also provide helpful information on scanning times.

**Contactless/Chip & Pin at Turnstiles** – implemented during Summer 2021, and whilst there were initial teething problems (particularly during first home match which was resolved the following day); we are now seeing less queuing at kick off times.

**Areas of note for improvement:** Turnstiles – issues experienced (particularly at FA Cup matches) and resolved through call for more operators who have now come forward to boost numbers.

**Catering** – Nick Phillipson is working on catering issues raised by supporters, which will be resolved.

**Car Parking** – limited parking was available in August & September combined with record number of car parking season passes purchased – situation now resolved with car parking capacities returning to normal.

Actual experience inside the Stadium (pre match/half time) – We have been unable to re-start entertainment inside the ground due to Covid restrictions, and are hopeful of re-starting this imminently, once we have the go ahead from the authorities concerned.

***Item 21/3 continued***

*Item 21/3 continued*

**CFU Membership**

**Progress:** Membership cards produced as expected, with numbers now close to 1000, which isn't far off what we had in 2020, and Covid-19 restrictions meant that whilst the club office was closed in the Spring, less people renewed their membership at the same time as purchasing a Season Ticket.

Cards arrived at Stadium in July. We have a stock of cards at the ground, which allows the ticket office to create new cards for new joins/renewals.

Strategy being formed for 2022-23 as well as looking at still boosting the membership numbers for 2021-22.

**FEWG:** Covid-19 restrictions got in the way of FEWG actually doing much at the Stadium, and had to pretty much sit out the duration. We are now looking at initiatives to bring to the matchday experience, when permitted to do so.

Meetings have recommenced online and we will be meeting regularly going forward

**CFU Social Media Manager** – we now have a manager in place, who has assumed responsibility for updating all social media platforms, which will help boost membership numbers, as well as promoting the many member discounts that we currently have available.

**Infrastructure** - photos of the car park full of 435+ concrete plinths, courtesy of Vinci with the possible strap, line were shown to members

Car Park Resurfaced. Replacement Doors. Remodelling Ticket office for second serving hatch. Replacement floodlights. Removal of signage

**Commercial** - The Covid pandemic over the last 2 years has meant having to rebuild from a few steps back.

We have secured sponsorship for the South Stand and shirt advertising from Precision Facades. They are a local company who want to sponsor the club for into the future.

*Item 21/3 continued*

***Item 21/3 continued***

The club are in talks with a prominent local company who are looking to sponsor the main stand and/or the ground. Also discussing sponsorship with a local training company who are looking to use our car park and sponsor the Harry McNally Terrace.

Young Drivers Training have added more dates to their schedule running for the first 6 months of next year.

After a slow start the up-take on the match-day sponsorship packages has been very encouraging; as of today, we only have 5 packages to sell to be full. We have currently a limited capacity in the Legends Lounge due to Covid. The Hospitality take-up is improving after a slow start. As the season progresses we will increase the capacity to get more people taking hospitality.

Player sponsorship has also gone well; very few players still need a sponsor. We as a club have added a couple of companies to help generate leads for sponsorship over the coming months and for future seasons.

The commercial working group is being set up to include some high profile local business people who we have contacts and this will hopefully help the club to move forward.

The bridge between the business communities, so badly damaged by previous owners has a very high priority to be re-built. The close working with prominent business people will do this.

This also applies to the City of Chester. The City and the Football Club must work as one and not separate entities. This again will have a high priority

**Other Areas – Volunteering.** Following stadium maintenance days we now have a group of willing volunteers who we are engaging on a more ad-hoc basis.

**Systems** - Our streaming service provided fans access to the games throughout the pandemic, the speed to setup was a fantastic achievement by the media team and Mike Day and quality of service was right up there in our league.

**People** - Job Descriptions and role profile reviews carried out and put into place.

21/4	<p><b><u>Resolution 3 – Receive the unaudited financial statements for the year ended 31st May 2021.</u></b></p> <p>Matt Dickenson delivered a power point presentation of the unaudited financial statements for the year ended May 2021, which had been circulated to all CFU members, prior to the AGM.</p> <p>The Club had entered the reporting period amidst great uncertainty, after the 2019/20 season had to be stopped due to the ongoing impact of the pandemic.</p> <p>Through a combination of fundraising and generosity from supporters, tight control of expenditure and unbudgeted income , the Club were able to end the year in a healthy financial position, alongside remaining competitive in the 2020/21 season (before it was curtailed).</p> <p>Notable non-recurring income sources in the year included FA Grant income of £108,000, Job Retention Scheme income of £185,000 and Transfer income of £83,000.</p> <p>Matt stated that the Board is committed to continuing to operate a prudent financial model and has allocated funds at the year-end to increase the Special Reserve to £125,000, create a contingency of £105,000 to cover the budgeted loss in 2021/22 and allocate funds for stadium improvement and contingency for on-going impact of Covid-19.</p> <p>The Board would like to place on record their appreciation for the incredible support given by the fans this season.</p> <p><b>Resolved that the unaudited financial statements for the year ended 31st<sup>h</sup> May 2021 were approved by 17 proxy votes and a majority on zoom. These will be submitted to the Financial Conduct Authority</b></p>
21/5	<p><b><u>Resolution 4 Arrangements for the financial statements for the year ending 31<sup>st</sup> May 2022</u></b></p> <p>AM put the motion to the members that the Society continues with the arrangement to undertake an independent examination of the accounts in place of a full audit in accordance with rule 89 of the constitution.</p> <p><b>Resolved that an independent examination of the accounts in place of a full audit for the year ending 31<sup>st</sup> May 2022 in accordance with rule 89 of the constitution be approved by 17 proxy votes and a majority in the room</b></p>

<b>21/6</b>	<p><b><u>Resolution 5 - Re-appoint Hargreaves &amp; Wood as Independent Chartered Accountants</u></b></p> <p>AM put this motion to members</p> <p><b>Resolved that Hargreaves &amp; Wood be reappointed by 17 proxy votes and a majority on zoom</b></p>
-------------	--

The meeting closed at 9.30pm.

Minutes agreed as a true record of the AGM held on .....

Signed .....

Signed .....