



Board Meeting Minutes

7.00 pm, 5 December 2016

Venue – Football club boardroom, Champion Hill

In attendance – Alex Crane (AC) (chair), Alex De Jongh (ADJ), Dave Rogers (DR), Mel Hughes (MH), and Peter Wright (PW) (acting secretary)

1. Apologies for absence – Walter Johnson (WJ), Darren McCreery (DM) Alex Atack (AA), Duncan Hart (DH), Mark Scoltock (MS), Matt Purser (MP), Isaac Parnell (IP), Andy Greig (AG)

2. Agree 29 September board meeting minutes

- The board minutes from the last meeting on 5 November were agreed.

3. Feedback from meeting with Meadow Residential on 25 November

- AC updated on the meeting that took place at Meadow's offices on 25th November. In attendance from DHST were AC/DH/AA and from Meadow were Peter Bennison, Blake Bennison, Peter Lumb, Keeley Birch and Chris Taylor (by phone). AC noted this was a positive meeting and has established clear lines of communication with the relevant Meadow contacts responsible for their respective areas. DHST has published an article which gives a broad overview of discussions and updates on relevant areas that the Trust are working on. It was established that Hadley Property Group's role as Project Managers in charge of operating the Football Club and running the planning application came to an end in October 2016 with Meadow now taking over these roles.

Key points from the meeting:

- Meadow have agreed to honour the MoU previously agreed with Hadley and re-sign. AC to issue revised draft to Meadow by w/e 11/12/16; [UPDATE: Revised MoU now with Meadow for review]
- DHST have encouraged Meadow to ensure that communications improve on all aspects of both the Football Club operations and Planning Application;
- Meadow outlined their position on the Planning Application and Section 106 Application. As the standard time for determining the application has lapsed the



Applicant has the option to appeal to the Planning Inspector on the grounds of non-determination and we understand that Meadow are minded to do so;

- Meadow suggested that they are happy to provide the Trust with financial information to assist with business planning for fan ownership.
- Meadow signalled their intention to hold a meeting with potential operator of the leisure element of the new ground, GLL, in December. The Trust have indicated that they would also like to be involved in this or at least a follow up meeting which Meadow agreed to.

4. Feedback from meeting with the chairman and vice chair of the Football Club on 11 November

- DH and AC attended a meeting with Football Committee Chair, Liam Hickey and Vice Chair, John Leahy on 11th November prior to the Remembrance Service at the Club which DHST also attended and laid a wreath.
- LH provided useful information into the current structure of the Club and the various entities involved. LH happy to assist with preparing our business plan and providing figures where possible.
- LH noted that the Trust needed to make very clear to fans what fan ownership means. The fan ownership sub-group are currently working on this.
- On shadowing, LH/JL both stressed that the role of Club secretary was most in need of being shadowed as this involves much administration work for which knowledge of how the Club is run and how the football authorities operate is essential. Currently Martin Eede is performing this role assisted by John Lawrence. DM and AA are lined up to provide shadowing in this role and both parties agreed that this should start as soon as possible. AC noted that this was just a shadowing role at this time and shouldn't be seen as Trust board members taking over this role on a permanent or even part time basis at present.
- Volunteering was discussed and the 50/50 lottery and programme sales are the areas where volunteers are most often required.
- **ACTION: PW will continue to work with Mishi Morath on the issue of volunteering.**

5. DHFC has a secure long-term home in East Dulwich:

- Update on progress on ground development
- On behalf of the Trust, and in conjunction with the ground redevelopment sub-group, James Masini submitted comments to Southwark Planning on the application to vary the existing Section 106 agreement. The application has since been



refused and we understand that Meadow are now minded to include this alongside their appeal on the main planning application.

- During the meeting with Meadow on 25th November we queried whether the amendments agreed with Hadley previously had been submitted to Southwark. Meadow have confirmed these were.
 - **ACTION: Ground redevelopment sub-group to establish whether amendments agreed with Hadley will be considered as part of any appeal.**
6. DHFC has an ownership model that involves supporters/community either fully or partly:
- Update from fan ownership sub group meeting on 18 October
AA was not present at the meeting and had not been asked for statement. ADJ noted that since the November board meeting the focus has been on ensuring that we understand issues surrounding the ownership of the club and its operation by Meadow Residential LLP, and the consequential need to update the MoU. This is now well advanced and provides a firmer foundation for work of the sub-group in the coming months. A meeting of the sub-committee is going to be organized in the New Year.
 - **ACTION (from November) – DH/AC to discuss progress on detailed business planning and other corporate issues with the chairman and vice chair from the football club when they meet on 11 November and report on progress before the next board meeting.** Issue discussed in Item 4
 - **ACTION (from September) - AA to continue to press Meadows (the Club's operators and de facto owners) for financial figures to assist with business planning towards fan ownership.** Meadow have agreed to assist with providing information on the business plan. They have indicated this will be available by the end of the year. AA to arrange meeting with Keeley Birch (Meadow) to go through figures.

See 6.1

- **ACTION (from November) – DM to consider the constitutional position regarding Trust members who do not sit on the board but advise it on matters such as IT, ground development, and fan ownership, and report back before the next board meeting.**
Not discussed. DM to **clarify** at next Board meeting.



7. DHFC as a transparent and well run football club:

7.1 Update on match day operations at the football club (including joint working)

- AC continues to engage, issues surrounding toilets and bar operations remain a concern. Bar was particularly bad on 29/11, problems may have been caused by relatively high levels of staff turnover and the staff's relative levels of proficiency. DH/AC liaising with Chris Taylor over potential improvements to the ground for fans.

8. DHFC has a growing Supporters' Trust that communicates regularly with its members:

- Update from merchandise sub group
- The last date for online orders will be 9/12. Article to be published on the website and via social media ASAP, regarding this. MH has received many orders and will be packing with assistance from MS and Claire Keeble on Tuesday 6/12 and Saturday 10/12.
- New merchandise lines have been introduced including customized caps, gloves, socks and a new t-shirt. A new batch of the two tone scarf is arriving on the 6/12. The DHFC Punk design and new scarf is currently on hold until the New Year. MH noted that Purple were now producing a number of our items.
- Calendar production completed and ready for November. MH reported that these were selling well.
- Update on new online shop website and new DHST website:
- AC has issued Purple a draft service level agreement which outlined the scope of services required by DHST prior to Purple taking over online shop operations. Purple have responded by issuing a different agreement which doesn't currently meet our needs. AC liaising with Purple and their legal team to agree terms. Aiming to have agreement signed by end of 2016 with new shop going live in the New Year.
- **ACTION: AC to report progress at next Board meeting.**
- **ACTION (from November) – DR to urgently review issues with the DHST website and report back to the board on progress. [update – issues resolved, but it will be closely monitored to avoid a repeat].**
- Major issues have been resolved but problems still persist with shop.
- **ACTION - DR to try and resolve outstanding problems by w/e 12/12. If this is not possible then external assistance may be required.**



- Feedback from DHST Christmas party on 1 December
- Just under 40 people attended and everyone agreed it was a successful party. It was agreed that the attendance may have been higher had it been held later in December however also noted that this date was previously agreed by the Board.
- DHST will investigate holding the party after a game in future, although potential logistical issues surround this proposal. Raffle and auctions were deemed a success and a good sum of money was raised. The profits will be split between DHST and FBB.
- In future DHST should attempt to attract a larger attendance of the part with a greater number of 'non-regulars' and non-members.
- **ACTION: MS to publish article thanking those who donated prize for the raffle and auction.**
- Drive for new members update
- PW has attempted a few initiatives in the past month to attract new members. This included a publication in the Brixton Buzz and giving away sweets at the gate following a game.
- It has become apparent that advertising Trust membership at the gate is not effective. PW has asserted that talking to non-members on away days for example is far more effective. The Trust membership continues to grow however, concerns remain regarding the relative retention of members.
- AC asserted that an active membership will be more important to DHST aims than a large one. MH suggested that the 11 reasons to join initiative could be republished in the SE22 magazine.
- **ACTION: MS to consider the '11 reasons to join' article for future publishing in SE22 magazine.**

9. DHFC has strong links with its surrounding community:

- Update on plans for community engagement and supporting other causes for 16/17
- DR produced posters for the Remembrance Day and Pay what you want events in November.
- AC and DM in discussions with Dog Kennel Hill Adventure Playground (DKHAP) about assisting with their own planning application to redevelop their site.



- **ACTION: AC to follow up with DKHAP on the above and also follow up from the 'Pay what you want' day.**
- AC noted that the Trust's piece in the local community newsletter articles hadn't been as successful this season. This is partly due to the slightly sporadic nature of when the newsletters are issued and their deadlines for submissions never being entirely clear.
- **ACTION: MS to continue to ensure that community newsletter articles are submitted.**
- DR reported that the Football Committee have agreed to his suggestion of allowing local charity, the Bike Project, to hold a bike amnesty during the Tonbridge match on 17/12. Bike Project very pleased.
- **ACTION: DR to liaise with the Bike Project and the Club's General Manager, Chris Taylor, to discuss arrangements.**
- PW has sent out complimentary tickets for the Tonbridge game on the 17/12 to people who signed up at Goose Green Fayre and Lambeth Country Show.
- The Football Committee's Community sub-group held a 'Community and Commercial' meeting on 23/11 which outlined a number of events for the rest of the season. We understand details of this will be published in due course.
- ADJ fed back on the recent East Dulwich Christmas Cracker fair and suggested that this may be something that we consider having a stall at next year.
- Update on DHST communications strategy
- **ACTION: (from November) ALL board members to review the DHST communications strategy ASAP and report back to MS. MS to publish communications strategy prior to the next board meeting.**
- Communications strategy still awaiting final comments. All to feedback before next meeting.
- An Instagram account has been set-up by MS, this currently needs to be populated with content.
- Club flyer distribution
- PW has been distributing flyers alongside fixture posters and will continue to look at managing this process efficiently.
- Ball boys and girls
- Not discussed as MS wasn't present. To be discussed at next Board meeting.



10. Trust governance and miscellaneous items

- Next Board meeting date
- DM has set up an online poll to determine the most popular date for the next meeting.
- **ACTION: DM to confirm meeting date before end 31/12.**

11. AOB

- **ACTION - IP to send declaration of expenses to other board members ASAP after the board meeting.**
- AC raised possibility of submitting an application for the Southwark Neighbourhood Fund 2017/18. We have been successful in this for the last 2 years and funding has gone towards helping us have a presence at local summer fairs.
- AC questioned whether we needed further funding for next year's fairs and whether it was morally right to take funding from this source when there are many other needy causes.
- It was suggested that DHST could assist another group to acquire it in the local area. Dog Kennel Hill Adventure Playground was one group suggested that might like to investigate the potential of submitting an application.
- **ACTION: AC to contact DKHAP. All other Board members to consider any other areas which would be worth putting an application in.**

Meeting closed 20:33