

---

# Shrimps Trust: Meeting Minutes

---

**Location:** JB's Bar, Globe Arena, Christie Way, Morecambe LA4 4TB

**Date:** Tuesday 29<sup>th</sup> January 2019, 19:30

**Attendees:** Stuart Rae (**SR**), Jimmy Goulding (**JG**), Pat Stoyles (**PS**), Ian Lyon (**IL**), Ron Freear (**RF**) Jack Steer (**JS**),

**Apologies:** Joanna Wilkinson (**JW**), Steve Doran (**SD**), Paul Hodgson (PH)

---

## Meeting Minutes – Shrimps Trust Monthly Trustee Meeting

### Meeting Opened 19:30

Minutes approved to be published.

### **1. Acceptance of minutes from formal meeting 22/11/18**

### **2. Pending Actions:**

**a): Legends Wall:** **JG** Plastech pricing – ongoing

**b): Auto-renewals:** **RF + JS** sign up by direct debit option to be introduced for 2019 memberships.

**c): Dual Memberships:** **JG** No decision at membership meeting – **RF** to email non-renewals (80 members) with exclusive offer £15 for 18/19 + 19/20 membership period. To be launched for all from 3<sup>rd</sup> February including online – **RF** to liaise with Rob Ellis.

**d): Fundraising Ideas:** **SD** absent, but has done some work in this area pending completion. **SR** has contacted ASFC for introduction to their supporters club (On Stanley On) – awaiting response. **SR** also mentioned Rochdale supporters club have online shopping via website which generates a commission – ongoing.

**e) Trustee for MFC Community Sports:** Committee selected Rob Ellis to be Shrimps Trust representative, **SR** to contact Rob and Stephen Wright (MFC Community Sports Trust Chair).

**f): Local Scouts Visit:** **PH** absent from meeting, visit took place and Scouts enjoyed their day. Thank you to **JG** for arranging stadium tour. Scout also received 2019 Shrimps Trust calendar for helping with litter picking after the Crewe Alexandra game.

**g): Janet Preston (JP) Follow-up:** **SD** absent – advised that currently no feedback from survey. **SR** and **SD** to meet with JP W/C 28/01/19.

**h): Hospital Visit:** Completed by **RF** and **SD** – good response to the Toy Appeal by the membership. £250 donation given to MFC Community Sports, 2019 Wall Calendars given to Children at RLI Children’s Ward.

**i): Trust Interim Financials:** Completed by **JS**. Analysis of clubs accounts, including explaining what they show, also completed by **JS** – pending acceptance from Club. After approval, **RF** to circulate Financial Update to members.

**j): Disability Charter:** **IL** has spoken to RT advising that clubs charter is out of date. To be reviewed in April and send suggested revised charter to the club, taking into account changes in legislation.

**k): Match Sponsorship:** Confirmed for Monday 22<sup>nd</sup> April (Easter Monday) vs. Cheltenham Town. Committee agreed not to pursue ball sponsorship. **SR + SD** to meet with club commercial staff to progress ‘Members Day’ in conjunction with match sponsorship.

**l): Centenary Plans:** **IL** – no progress. 2019/20 is the 100<sup>th</sup> season for the club. Need to find out if the club has any plans.

### **3. Membership Number and Benefits Update:**

**i). Numbers:** in-line with prior year (392 2018/19 vs 395 2017/182). 80 non-renewals, 39 life members. Less members based overseas this year, 12 dual members joined last year.

**ii). Benefits:** **SD** not present – no update given.

### **4. Trust Financial Update:**

**JS** circulated report – no payments for the last two months, but movement cash relating to merchandise sales (calendars + hats), donations, and payments for Oldham coach travel. New Year’s Day raffle did not take place as A. McGowan did not send items to the Trust.

Calendar sales down vs last year (127 vs 168), although 24 were given away as part of sponsorship. Taking this into account, 17 calendars down (-10%). Suggestion to sell calendars earlier next season. Overall reduction in pre-orders. **SR** would like to pass design, sponsorship and production of any future calendars to somebody else.

£1400 has been allocated to raise the Roof – this is primarily from merchandise sales. Committee put forward proposal to include all trading profits from 2018/19 year to the ‘Raise the Roof’ reserve. Voting to members to be included in the Financial Update Mailout.

### **5. Meeting with the Club (update from RF):**

Club has asked for volunteers to assist with non-cash turnstiles vs Bury and Lincoln City. 3 volunteers have come forward to date. **SR** to contact volunteers and forward details to club, further appeals to take place via all social media platforms. This should free up club staff for other areas according to the club. Trust to monitor this, to see if it makes any impact.

Plans for cover facilities have been submitted according to the club. Still not showing on the council website as at this morning according to **SR** – this needs following up.

Club has asked Trust to remind members to purchase correct ticket categories. Trust has declined to do this, high proportion of members are also season ticket holders of the club – and also it is not within the Trusts remit to police ticketing.

## **6. Match Day Service/Catering:**

Resistance to the Trusts suggestions to improve provisions for half-time refreshments. Communication Group currently putting together best practice guide which the Trust plans to publish. Practical solutions needed – costing the club revenue, and creating frustration amongst support base.

As per meeting with board, mystery shopper report the club received from the EFL highlighted a lack of staff training, pre/post-match entertainment and a focus on the club becoming more welcoming/family friendly. The visit reflects the feedback already received by the Trust from supporters/members.

## **7. Oldham Coach Travel:**

Good response to travel, sponsored by Qualify Driving. Trust now running second coach. Currently 85/108 spaces filled – envisaged that this will be full at time of travel. Push needed on social media. Well done **JG** for processing all requests for travel to date.

**JG** and **PH** stewarding a coach each. Bonus ball game to cover drivers tip. **JG** awaiting confirmation that JB's Bar will be open, hopefully serving refreshments. 11 am departure from Globe Arena, collection also from Lancaster Park & Ride.

Proceeds from transport after cost circa £750. Surplus to be used to purchase a giant flag/banner. **SD** contacting Exeter City supporters to find out supplier. **SR** to contact club about dimensions.

## **8. Kevin Ellison Day – Sat 23<sup>rd</sup> Feb (vs Lincoln City):**

Proposal to raise money for Lancashire Mind (mental health and awareness charity) as part of Kevin Ellison 40<sup>th</sup> birthday celebrations. Contact Kevin to see if he agrees to this proposal, then club, then the charity. Volunteers necessary for bucket collection either from charity and/or Trust.

Trust has agreed to purchase signed Kevin Ellison shirt for £75 in aid of Adam Stansfield Foundation. **JS** to arrange payment. Auction this for the charity after the game.

Trust to produce custom collage card of Kevin for members to sign – **SR** to arrange.

**SR** to design Kevin Ellison flag to be displayed at home games. Committee to approve cost.

Decided against purchasing bald caps in favor of flag – seen as more of a permanent tribute. RF to publicize Kevin Ellison Day and encourage members to buy their own bald caps.

Suggestion to purchase a framed print to present to Kev on behalf of the membership.

## **9. Members Day – Mon 22<sup>nd</sup> April (vs Cheltenham Town)**

Sponsorship package is to be segmented and either auctioned or raffled to ensure that there are no suggestion that Trustees benefit from the package, and also to cover the cost of sponsorship/provide funds for additional events activities to take place on the day. Raffle prizes include pre-match center circle photograph with captains and match officials + present man of the match. Raffle to involve selling tickets in advance of draw (Grimsby Town) and adhere to provisions Small Lotteries license. **SR** to contact Colin from MFC lotteries for assistance. Framed shirt will be auctioned.

**SD** to confirm clubs availability for small event in Local Choice Suite following the game. Other suggestions for activities events to be discussed at planning meeting on Tuesday 29<sup>th</sup> January. **SR** to invite **JP** and all other members that have helped the Trust organizing events previously. Need to put out an appeal for volunteers when plans have been finalized.

## **10. Programme Articles**

No interest amongst those present of producing articles – **SR** to continue to try and provide for the remainder of the season, happy to accept articles from all Trustees.

## **11. A.O.B.**

Gary Hocking (Sardines on Tour) has donated 2x Checktrade Trophy Final tickets to the Trust for fundraising purposes. Trust to list on EBay (**JS**).

Membership sub-group suggested introducing U16 £5 seasonal membership from 2019/20. Still shareholders in the Trust, but no voting rights. No entry into the prize draw. Apply through Information Point in person. Agreed by all Trustees.

**JG** cutting back on Trust duties – membership already handed over to **RF** and **JS**. Legends Wall voting slips from last vote boxed up and ready to hand over. Will review things at the end of the season, but unlikely to seek re-election to the Trustee Board or have involvement with managing the Trust.

**IL** also considering position for next season.

Travel has been successful – approach Rob Wilkinson to see if he would like to be co-opted onto the Trustee Board specifically to help with arranging Transport. Trust to find out if there is interest for Transport to Notts County and Macclesfield Town away.

## **Meeting closed 9.25pm**

Meeting dates and trust timetable 2018/19:

Tuesday 29th January – sub-group for Members Day planning  
Tuesday 26<sup>th</sup> February – Committee Meeting  
Tuesday 26<sup>th</sup> March- start renewals discussions and paperwork  
Tuesday 23<sup>rd</sup> April