

SWANSEA CITY SUPPORTERS TRUST BOARD MEETING MINUTES

Minutes of the Board Meeting held on Monday, 15th January 2015 at the Liberty Stadium, Swansea commencing at 5.30pm.

Present:

Phil Sumbler, Will Morris, Huw Cooze, Duncan Thomas, Jim White, Viv Brooks, Alan Lewis, Andrew Godden, Barbara Cook, Cath Dyer, Ian James, Viv Williams, Stuart Macdonald, Nigel Hamer. (Secretary).

Apologies:

Gwyn Hughes, Ron Knuszka, Dai Little..

The Minutes of the meeting held on the 24th November 2014 were approved.

Supporter Director Report:

HC reported:

Attended a *Shareholders Meeting* on the 9th January, a full report was given to the Board. Until any offer has been made to the Shareholders current discussions have to remain confidential. There is a Q&A available on the trust website with more detail - <http://www.swanstrust.co.uk/2014/12/31/qa-on-potential-new-shareholders-in-swansea-city-football-club/>

Attended a *Club Board* meeting on the 9th January, information on transfer activity to date and the latest on *Wilfried Bony's* transfer to *Manchester City* was presented to the *Trust Board*.

Commercial Department – the *Club* had engaged *TLC Marketing* who have been in discussions with blue chip Companies on different levels of sponsorship. Merchandise and shirt sales have increased year on year.

Social Media continues to grow, again figure are encouraging, members are joining from all over the World.

Expansion – the *Club* are still investigating planning section 106 agreements laid down by the *Council*. **HC** agrees this has been long and protracted, but, can see serious light at the end of the tunnel.

Discussions among the *Trust Board* on the merits of purchasing the *Stadium* were both positive and negative.

Capital Expenditure – *Academy One* status at *Landore* is still the *Club* objective, to attain this, the *Club* have to provide a *Classroom Block* and an *Indoor Barn*, plans for both were shown to the *Board*. A gymnasium and office block is in the process of being built at *Fairwood*, long term, a need for swimming pool facilities will be required.

A *Draft Directors Report*, *Financial Statement* and *Annual Accounts* are imminent.

I have been invited to take part in a *Radio 5 Live* discussion about *Democracy in the Boardroom* on *Tuesday 20th January* with *Adrian Chiles*.

Safe Standing – arranged with *Vince Bailey*, *Secretary* of *Andrew R.T. Davies AM* for a photo shoot at the *Liberty Stadium*. The *Trust* have backed this, *Chairman Huw Jenkins* has given assurances that he will make himself available.

South Africa Under 19 Tour – making progress and scheduled for a two week tour at the end of March 2015. An advanced group will travel to the *Schools and Townships* with some coaching sessions, the *Under-19* squad will take part in the tournament during the second week..

Arranged a £5 ticket discount for *Jack Army Members* for the matches against *Liverpool*, *Hull City* and *Stoke City*.

Away Fan Initiative – this is ongoing, reciprocal deals, or, direct ticket discount we have concentrated on this season, although a meal deal has been arranged for *Blackburn* in the *FA Cup*, and *Southampton* in the *League* fixture.

An *Under 17* team from *Oss in Holland* will with us on the weekend 7th February, there will be a two hour coaching session at *Fairwood* with *Swansea City* coaching staff. No match is possible as the *Club* team have pre-arranged matches.

Treasurers Report:

SMac presented a strong case for continued sponsorship of Swansea Schools Football Association. It was agreed that we would continue our sponsorship this year for £1,000.00. There were no outstanding payments due.

TBM125/08 Centenary 2012 & TBM162/13 History of the Swans Trust

HC reported that book sales were ongoing. Additional books had been requested by the Club Shops.

TBM 127/08 Disability Issues:

IJ reported that a new "Safeguarding Policy Panel" has been set up to discuss *Disability* and *Safeguarding* issues at *Swansea City Football Club*. The panel consists of personnel from the *Club*, *SSMC* including *Leigh Dineen*, *Vice Chairman*, *Ian James SCFC Disability Officer*, *Tony Avo*, *Adult Safeguarding Manager* along with staff from the *Club Commercial and Marketing Department*, *Club Customer Service Manager*, *SSMC Customer Services Manager*, *SSMC Operations Manager*, *SSMC Ticket Office Supervisor* and the *SCFC Disabled Supporters Association* who will all have an input into the Panel on relevant issues.

The purpose of the *Panel*, which meets on a monthly basis at the *Liberty Stadium*, is to determine *SCFC* Disability policies and address any issues or queries that have arisen that affect disabled fans. For example, the Panel recently discussed updates to the Club Disability Policy, issues with disabled lifts in the East Stand, access to Stadium for disabled fans, Disability Training for both *SCFC* and *SSMC* staff.

TBM 169/13 Website Update.

DT submitted a report on website statistics since the re-launch on the 24th October.

Unique Website Visitors: 6,635. Page views: 17,331. Average time spent on site: 1min. 25 sec.

Average Number pages viewed: 1.95.

74.6% of website visitors are new, the other 25.4% are returning visitors. 85.97% of all visitors are UK based. Social Media Stats: 4,495 followers on Twitter. 969 Likes on Facebook Page. 1,752 members on Facebook Group.

TBM 172/14 Membership Renewal 2014/15.

AL reported on increased paid up numbers joining since the 1st September to the 15th January, an increase of 284. The breakdown of members is, *Under 16's - 58*, *Over 65 - 417*, *Adult - 579*.

TBM 173/14 Racism at Football Stadia.

HC reported that there is a Show Racism the Red Card (Wales) meeting scheduled for the 29th January in Newport,.

TBM 174/14 Expert Group.

PS reported that the meeting held on the 25th November was very enlightening. Further meetings are to be held before the final report is produced in the Spring. Our *Legal Affiliate*, *David Little* will attend the *Legal Seminar* later this month, **PS** will attend a further meeting on the 9th February.

TBM 175/14 London Fans Forum.

JW reported on a well attended Fans Forum at the *London Welsh Centre* on Saturday 6th December. *Club Chairman Huw Jenkins* and *Vice Chairman Leigh Dineen*, *Supporter Director Huw Cooze* were joined by former Swans, *Mark Harris* and *Lee Trundle*. The expected profit on the night, £2,700 will be donated to *Swansea Bravehearts* at a future home fixture.

TBM 176/14 American Share Purchase.

PS confirmed that there had been no further communication into our *Lawyers* from the *Lawyers* who are representing the other Shareholders. The last communication was the 9th December. **HC** reported from the Board Meeting of the 9th January that the *American* interest has been on hold due to the Holiday period and which we understand to be for a minority stake and possible loan facility.

AOB

A discussion on holding a Forum took place. A date and venue to be considered.

There being no further business the Meeting closed at 7.50pm.

Next Board Meeting date to be confirmed.