

SWANSEA CITY SUPPORTERS TRUST BOARD MEETING MINUTES

Minutes of the Board Meeting held on Monday, 16th November 2015 at the Liberty Stadium, Swansea commencing at 5.30pm.

Present:

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

Chairman welcomed our new Co-opted member Ian Howells to the meeting. The Board Members introduced themselves to Ian.

The Minutes of the meeting held on the 5th October, 2015 were approved.

Supporter Director Report:

HC submitted bullet points of his involvements over the past month:

- *Attended the quarterly Safety Advisory Group meeting, fans will be requested to turn up early for the next home fixture against Bournemouth on the 21st November due to extra security checks. There were other issues brought up regarding the floodlighting along with parking congestion.*
- *Met with Roy Thomas and Nigel Rees of the Youth Department regarding brand/fan building in America, Arranging a conference for 60/70 coaches, a Hotel conference setting on day one, and more technical experience at an indoor arena on day two.*
- *A very successful two day seminar for Supporters Liaison Officers and Disability Access Officers took place on the 13th/14th October, in Swansea. The main focus was Stadium Access and Facilities for Disabled Fans. Swansea City have received very good press in recent years in regards to our Disabled provisions for Supporters. A lot of hard work has gone on behind the scenes and it would be fair to thank Catherine Thomas and Lucy Norman at the Club for making it all come together along with Ian James and Tony Avo for their continuing work and being keynote speakers at the Seminar.*
- *Attended on behalf of the Club the Stadium Business Design and Development summit in London on the 20th/21st October with Andrew Davies, Stadium Manager. Projects varied and each one had different challenges, what was noticeable was that all new and revamped Stadia embraced mixed and multi-use development in order to gain extra revenue, it is far more than 90 minutes on a match day. We had reports on various projects including Qatar, Amsterdam Arena, Helsinki stadium, Camp Nou, Anfield, Cheltenham Race course, Twickenham and the Aegeas Bowl at Southampton.*
- *The Public Address system, after more complaints at the recent Fans Forum and correspondence received, the matter was brought up again, SSMC have now received costings and it is now in the hands of its Directors.*
- *North Shore United are over from America, for a week in March with 95 visiting, 55 are due from FC Oss, Holland also in March.*

November and December meetings attended and to attend:

November 13 – met with Alan Honeyman of Bravehearts to supply kit to team coaches.

November 18 – Safety Advisory Group meeting.
November 20 – Club Board meeting.
November 25 – Community Trust Premier League Challenge Event
November 26 – Pembroke Fans Forum, Hook Sports & Social Club
December 4 – Follow up meeting re: America.
December 7 – Community Trust Meeting.
December 7 – Supporters Trust Board meeting.
December 8 – Visit Tourism meeting.

- Club social media figures from the Premier League - Twitter Followers, the Club are 12th in the table with 424,000. Arsenal are top with 6,510,000. Facebook Likes – the Club are 13th with 1,046,263, Manchester United are top with 66,812,999.

Treasurers Report:

SMac reported that the presentation of a Sponsorship payment due to *Bravehearts* had been made prior to the home fixture against *Stoke City* on the 19th October.

SMac presented the Year End Accounts to the Trust Board prior to the AGM which follows this meeting. The Trust Board approved the Accounts for the Year End 31st May 2015. A proposal to change our year end to the 31st July from 2016 was agreed.

TBM 127/08 Disability Issues:

IJ reported that there has been concern that towards the end of matches, Supporters congregate in the areas surrounding wheelchair users often pushing and shoving into the Disabled person in that wheelchair. There have been one or two unfortunate incidents which were distressing to the Disabled supporter. It was agreed that the Trust would assist in bringing this concern into the public domain. *Disabled Supporters Association* will be mounting a campaign regarding standing in front of and adjacent to the Disabled Supporters. The launch of the Disability Policy should be taking place within the next week.

TBM 172/14 Membership

AL reported that our Social media presence continues to grow, there are 4,348 members in our *Facebook Group*, 1,168 Likes on the *Facebook Page* with 5,193 *Twitter* followers. Paid membership numbers are 1,130.

TBM 178/15 Annual Award Dinner 2016.

A Sub-Group has been set up to discuss the Awards Dinner for 2016.

TBM 179/15 International Honours Board.

NH to liaise with **VW** to discuss format of the Honours Board before obtaining quotes..

TBM 186/15 Swans Trust Website Stats.

DT had submitted a report of the Website and Social Media stats for October 2015. During October over 55% of visitors to the website were from the UK, followed by the USA, 13%, Germany, 3%, Holland 2% and Ireland 2%, the remaining 25% were made up of less than 1% from countries around the globe.

As the new Trust website celebrated its first birthday on the 24th October, we will now be able to make some fair month on month comparisons with regards to how well (or not) the site and its content is performing.

TBM 187/15 Co-opted Board Membership

Interviews had taken place with **NH** and **SMac** representing the Trust Board. A recommendation had been made and accepted by the Trust Board and Ian Howells was present at the meeting..

TBM 188/15 Football Club Financial Information

The Finance sub-group continue to review the *Club Management Accounts* for the previous month and provided assurance to the *Trust Board* that they were comfortable with the information provided.

TBM 189/15 Fans Forums.

A *Fans Forum* was held in *Lampeter* on the 22nd October. Over 85 Ceredigion bases fans turned up for the event, the *Club* were represented by *Assistant Manager, Pep Clotet, First Team Coach James Beattie, Club Ambassador Lee Trundle* and *Supporter Director Huw Cooze. Trust Vice Chairman Jim White* chaired the event. A Juniors training session with over 100 local youngsters aged 6-16 with *Lee Trundle* was well received. It was fantastic to see so many of the children wearing *Swansea City* shirts and tracksuits proving that the *Club* has a strong following in the *Ceredigion* area. The next *Fans Forum* will be held in *Haverfordwest* on the 26th November.

TBM 190/15 Premier League Trusts & Supporters Direct Meeting.

DL attended the meeting at *Supporter Direct* offices on the 10th October. There were 20 present from most of the Premier League Clubs with Supporters Trusts, also the *Football Supporters Federation*. Discussion points were:

- *The FSF had written to all Premier League Clubs asking how the Norwich City parachute payment of £24,000,000 which is being distributed among PL Clubs would be used, suggested capping ticket prices at £20 as part of the Twenty's plenty campaign. Very little response from PL Clubs to date.*
- *The Safety Liaison Officer role at Clubs was discussed.*
- *Shadow Sports Minister, Clive Efford. is introducing a 10 Minute Bill on the 4th December raising the proposal that all Club's be compelled to have Supporters on their Board. This Bill will not get onto the Statute Book, but, will gain much publicity.*
- *Supporters Direct and restructuring and what their Terms of Reference should actually be, what Terms of Reference for the Premier League Trust Group and how it links with the Football Supporters Federation.*
- *There is recognition among the Premier League Trust Group that there is little or no possibility of any of the Premier League Clubs ever increasing their own Supporters Trust stakes in their football clubs.*

DL attended the *Expert Working Group* meeting at the *Premier League* offices, *Gloucester Place, London* on the 13th October. The final report should be published towards the end of November 2015.

TBM 191/15 Codes of Conduct for Officers & Trust Board Members

NH and **DL** continue to review and report back to the Trust Board meeting in December.

TBM 192/15 Strategy Sub-Group

WM, RK, AG, BC and **PS** formed the sub-group to develop a three year strategic plan for the Trust which will review what our aims are and how we look to operate and manage ourselves. Their report to be presented at the January 2016 Board Meeting.

TBM 193/15 Traffic Concerns, Liberty Stadium.

HC had contacted SSMC who agreed to monitor the concerns.

TBM 194/15 Landore Social Club.

JW reported that the arrangement for mainly Trust members and Swans fans could use the upstairs facilities at the Club for a trial period. It was intended that this site could become a meeting place for the Trust and its members.

TBM 195/15 Model Rules 2014 Presentation.

DL introduced the *Model Rules 2014* which will replace the Model Rules 2001 and 2011. *Supporters Direct* expect us to adopt the new Rules. These would be proposed for adoption at the AGM following this meeting. There were few amendments/changes which are relevant to our Trust. Once adopted, we will have to forward to the Financial Conduct Authority (FCA) for approval before publication onto our website.

There being no further business the meeting closed at 7.15pm.

Next Board Meeting Monday 7th December, 2015 at 5.30pm. Venue to be confirmed.