



SWANSEA CITY SUPPORTERS' TRUST

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Programme Notes – Coventry City, Saturday 19th August 2023 – Adam Lewis writes:

Welcome back to the Swansea.com Stadium for our game against last season's playoff runners up, Coventry City. Having been at Wembley three years ago when we suffered the same heartbreak against Brentford, I know that sense of crushing disappointment of being so close and yet so far. I'm sure we all know how their fans must have felt over the summer – the what-ifs, the frustration at opportunities missed and, ultimately, the acceptance of facing another season in a highly competitive Championship division.

Coventry have had some tough years, with multiple relegations, a forced relocation from their home ground, takeovers and several big stars heading for pastures new. Throughout this, the supporters have stuck with them fervently. Elements of Coventry's story aren't uncommon across the EFL, including at Southend United – we've engaged with their different supporters' groups and offered support and guidance to them in recent months.

On a more positive note, it was fantastic to see Bury play their first game back at Gigg Lane after four years in exile. Congratulations to their supporters for their passion and dedication, and we wish them luck on their ascent back through the football pyramid.

We at the Trust are acutely aware of the impact that financial mismanagement, poor governance, and a lack of consistency in leadership can have for a club – our primary focus is ensuring those same pitfalls are avoided at Swansea City through our regular engagement and oversight of the running of the club.

We have had some excellent engagement with the club already this season, and with Andy Coleman now at the helm, we are looking forward to strengthening that relationship. Andy clearly recognises the importance of the Jack Army and has been openly supportive for the work that we do on behalf of you all. In February, we privately and publicly challenged the owners to empower local decision makers to run the club after a poor January Transfer Window, where there were clear breakdowns in process. We are delighted to see this has come to fruition. Credit goes to the work that Paul Watson and his team have done, with local decisions by Andy enabling us, to reshape the squad for Michael Duff.

It's a busy time at the Trust too. A few weeks ago, I was elected to become the new Associate Director for the Supporters' Trust, alongside Paul Meller, who has become Supporter Director. I'm honoured to take on this role and hope that together we will deliver for members and supporters every day. We have some big ideas planned, first and foremost through the **establishment of a 'Supporter Office'** – your place to chat with us directly, give feedback and ask for support to resolve issues that you may be experiencing with the club. This will be a virtual office, but one that enables any member or supporter to chat with us about goings-on within the club and share your views on anything and everything – from the matchday experience to ticketing, from questions about the playing squad to longer-term strategy. We will endeavour to answer as much as we possibly can. This relies on engagement in good faith, with focussed and constructive discussions. We hope you will come along with us in this exciting time for the club, where the Trust has a strong and active voice in how things are run. We truly can make a difference when all parties work constructively together.

Recent examples of this include our work with the club on the decision to refund those who purchased matchday passes for our pre-season game against Reading and the recent resolution to the resetting of Jack Army loyalty points to enable loyal supporters to have the best chance to secure tickets for the South Wales Derby. We'd like to thank **Richard Morris, Cath Thomas**, and their teams for their work with us on this.

If you'd like to talk to us, please send us an email supporters@swanstrust.co.uk

We'd also love you to take a few minutes to [join the Trust](#) this year – every additional member gives us a stronger voice, and we'd love to see our membership increasing over the coming season.

Today will undoubtedly be a tough test as Coventry have picked up where they left off late last season. I'm sure the Swans will be eager to get three points on the board and address some of the issues in last week's defeat. Whatever the outcome, I know the Jack Army will be in loud voice once again.

Enjoy the game! **Adam.**