



SWANSEA CITY SUPPORTERS' TRUST

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Programme Notes – Hull City, Saturday 25th November 2023 – Adam Lewis writes:

Welcome back to the Swansea.com stadium for today's game against Hull City. It's been a long three weeks since the team last played here, in what was a raucous atmosphere for our hard-earned point against Sunderland. Despite some very poor officiating, the boys left everything out there on the field and the crowd gave it back in kind. Hopefully we can see more of that today and through December, when the schedule gets heavy and the noise from the crowd will be a shot in the arm for what will undoubtedly be some tough fixtures.

The Swansea.com stadium was still used during the break however, when the brilliant Swans Women made their first appearance there this season and came out 2-1 winners against a good Wrexham team. The attendance record was smashed, and the women responded with an excellent performance that puts them firmly in contention to reclaim their league winner's crown. We have seen the growth and potential of the women's game internationally, and we look forward to supporting this growth for the Swans Women in whatever way we can. We can't wait to see them back at the stadium in the future to smash the attendance record once again.

The work of the Trust didn't stop during the international window either, and we continue to go through the almost 1000 responses to our **Matchday Experience Survey**. We have been working with the club on analysing the results and hope to come out to members and supporters in the near future with key findings and recommendations that will be put forward.

We were also delighted to welcome **Ken Gude, Chief of Staff and Head of Strategy**, to a virtual Q&A with our members on Tuesday night. Ken talked directly to our members about his role at the club, what he hopes to deliver, and answered questions directly from our members on plans to improve commercial opportunities, expanding the club's contact with our Global Jacks, the appointment of Gavin Levey as Head of Academy, the catering facilities, and much more. We will be releasing some notes of the meeting to all supporters in the coming days.

If you would like to join these types of events in the future, you can do so by joining the Trust. It takes less than 5 minutes to do by clicking the link [HERE](#).

During the break, the Swans Foundation also hosted their **#SwansBigSleepOut** to raise awareness and much needed funds for Matthew's House, a charity aimed at supporting the most vulnerable people in our community. The event was meticulously planned by the Foundation team, led by the Head of the Foundation **Paul France**, and the event has smashed its original target of £15,000, with the total raised now at over **£25,000**.

I'd also like to give a shout out to **Trust Chair, Dave Dalton**, and **Trust Board Member Cath Dyer**, who were two of the 70 people who took part in the Sleep Out. They both raised significant funds, and I know that both came away with a new understanding of the challenges that people struggling with homelessness face every day, especially as we enter the cold winter nights.

There is still time to donate to the fund that the Foundation has set up, which you can do by clicking the link [HERE](#).

As a Trust, we believe that we have a role in uplifting our community and are always looking at ways to raise awareness and funds, as well as making targeted contributions to vital causes in our city, which we keep under constant review. If you think there's something worthwhile, please reach out to us.

Today's opponents, Hull City, are off to a decent start this season, and currently sit 7 points above us in the table. Like us, their form recently has been mixed, but I'm sure they'll be fighting hard to take the points today. Personally, I am still mad that Kingston upon Hull beat Swansea to the glamorous title of 'City of Culture' back in 2017, so hopefully we can right that wrong today with three important points.

Enjoy the game, stay warm, and shout loud.

Adam