



SWANSEA CITY SUPPORTERS' TRUST

Stadium, Plasmarl, Swansea, SA1 2FA

www.swanstrust.co.uk

✉ info@swanstrust.co.uk

Programme Notes – FA Cup Round 3 v Morecambe, Saturday 6th January 2024 – Adam Lewis writes:

Welcome back to the Swansea.com stadium for today's FA Cup match against Morecambe. Today, we will see Luke Williams on the bench for his first match as Head Coach. On behalf of everyone at the Supporters' Trust, I'd like to welcome Luke back to SA1, and wish him and his assistant Ryan Harley (who is also returning to the club) the very best as they step into their new roles. We'd also like to welcome George Lawtey, who has joined as first-team analyst.

It's been a challenging month for everyone associated with Swansea City – including the great supporters of this club. Nobody likes uncertainty or to feel like things aren't going well, and we all rightfully have high expectations of the people who lead our club on and off the pitch. That includes the Trust, and whilst I recognise that we don't always get things right, I want to assure you that we are working extremely hard to put your views across in a constructive and structured way. This is often done privately, and the belief of the Trust Board is that this remains the most productive way to get things done – simply shouting on social media or publicly criticising doesn't do an awful lot to actually change things within the club.

Whilst it has taken longer than we'd all have hoped to find a new Head Coach, I hope our supporters will be happy to see that the club have recruited someone who plays the attractive style of football that we've come to expect, **and** who has prior experience of working in our great city. For the past month we have engaged with supporters on numerous occasions through face-to-face and online discussions, and we fully recognise and share the frustration in the time taken to recruit a replacement. We have continued to engage with the club's senior management team, including Chairman Andy Coleman and Sporting Director Paul Watson. We have also spent considerable time communicating with Ken Gude, who has been a key conduit into the club and supported our engagement in the recruitment process.

We have worked very hard to build constructive relationships with key decision makers, and I can honestly say that in my time on the Board, we are currently experiencing the best levels of collaboration and information sharing between the club and Trust Board. This is hugely important in allowing us to exercise oversight and provide your voice into the club. We would always like to share more of this information to the fans, but at times we are bound by the confidentiality that all other shareholders are bound by.

At times the Trust Board has been accused of being out of touch – I don't believe that is the case, and we continuously monitor social media, forums, and matchday sentiment that we hear first and second hand to inform our position on matters. We balance that with our need to ensure stability within the club as a 10% shareholder – this is not always easy to do, and I appreciate that can cause frustration for supporters.

One of the goals that we have set for 2024 is to continue improving our comms – both in the content and frequency of what we put out. I'm proud of what we did in 2023 but know there is always more that can be done. Football supporters are getting more engaged in off-field matters, and this couldn't come at a more important time given the uncertainty that many clubs across the five professional leagues are facing today, including today's opponents, Morecambe. Wherever possible, we will aim to share information that is insightful for supporters and explains decisions that the club are taking, especially where they have material impact. If you have suggestions of what you'd like to see in 2024, please email us on info@swanstrust.co.uk

The other critical way you can get involved is by **joining the Trust and standing for election** – you can join today for as little as £2, and put your name forward this summer for a potential spot on the Board.

Back to today's game - whilst Morecambe start the day two leagues below us, the magic and mystery of the FA Cup means that form and league position goes out the window – I do hope however that Luke Williams will bring some of the insight and experience that helped Notts County beat them 5-0 just last weekend.

Enjoy the game, and let's hope we can capture some of the magic that the FA Cup brings every year.

Adam