



SWANSEA CITY SUPPORTERS' TRUST

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Programme Notes – Stoke City, 10th April 2024 – Tony Sharpe writes:

"Welcome back my friends to the show that never ends. We're so glad you can attend, come inside, come inside"... Anyone remember this from Emerson, Lake & Palmer?

I used to work with Steve, the former 'DJ', down the Vetch and in the early years here at the Swansea.com Stadium and would cover him when he was unable to attend.

We used to play this as part of a montage for the pre-match build up, which is a big deal for me as I wholeheartedly believe it generates a good atmosphere, which surely rubs off on the players, which we saw for the recent South Wales Derby win.

I sit on the newly formed Matchday Experience Working Group. Our first meeting focused on pre-match build up, and I'm pleased that the Club took on board what was discussed in that first meeting, although I was a little disappointed that for the QPR game there was no music in some of the immediate lead up to kick-off, so it seems we still have some work to do there.

A few seasons ago during a social media debate, I pointed out these issues, and someone asked me to do something about it. So, I joined the Board of the Swans Trust, which has opened up opportunities to discuss issues with the rest of the Trust Board and subsequently with Senior Members of the Club.

I would implore anyone who feels they too would like to get involved and use the opportunity the Trust has to regularly discuss with the club issues that matter by putting themselves forward for election to the Trust Board in the summer, more details of which can be found here: <https://www.swanstrust.co.uk/about/trust-documents/trust-elections/>

Personally, I find Andy Coleman, Ken Gude and all senior management of the club always very approachable, and when they attend Trust Board meetings or meet with us on other matters or on matchdays, they are always content to give us their attention and take interest in the issues we raise.

It was a privilege to receive an invitation to the QPR match on Easter Monday and attend the Centenary Lounge, and it was nice to catch up with John Cornforth, who was captain of the Club for my first season as a supporter. It was also good to meet some of the other players from the 1994 Autoglass Trophy winning side.

I loved seeing the current side in the Autoglass commemorative kit, and I am not surprised that it has proven to be so popular amongst the fanbase. I'd like to take this opportunity to praise Richard Morris and the rest of the Commercial team on recognising the 1994 team's achievement, and I'm pleased that they are allowing fans who missed out a chance to order online an opportunity to get their hands on a bit of history. We are already lobbying them to consider releasing similar retro style kits in the future.

On the field, we've had disappointing results against QPR and away at Middlesbrough. However I do think Luke Williams is the right man for the Club, and we just have to be patient.

Based on our discussions with the Club, the Trust Board and I are predicting an overhaul in the Summer to bring in hungry players who suit the style of play we expect and want to see and get back to 'The Swansea Way'.

I am hoping we'll see a win tonight against the Potters in front of the Sky Sports cameras despite them being one of our 'bogey teams' over the years. It would be remiss of me not to mention Stoke City have a couple of ex Jacks in Luke Cundle & Ben Wilmot in their ranks but I really hope they won't be making any headlines this evening.

If you want to learn more about the work of the Trust please come and see us at the Supporters 'Trust Pod, next to the club shop, before any home match. You can also join the Trust online at <https://www.swanstrust.co.uk/join-the-trust/>. Alternatively, email us at supporters@swanstrust.co.uk

Tony Sharpe STID