



SWANSEA CITY SUPPORTERS' TRUST

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Programme Notes – WBA, Monday 1st January 2024 – James Williams writes:

Welcome to the Swansea.com Stadium for our game against West Bromwich Albion.

I was pleased to have been given the opportunity to address supporters in our first home fixture of 2024. The Trust is acutely aware that this time of year can be increasingly difficult for individuals, not least due to the ongoing cost of living crisis and inflation levels. The fact you have chosen to attend the game today to support the team and spend your hard-earned money over our recent games, home and away, does not go unnoticed.

So, before anything else is said, I would like to dedicate these programme notes to you.

Today's Fixture

Today marks an opportunity for the team to bounce back after some of our recent games leading into and around the busy festive period and set the standard for the remainder of the season.

I am sure that many will remember this season's earlier game against West Brom in August, where we were by far the better side, but let ourselves down with momentary lapses of concentration. I was impressed with the desire shown by the players to earn a point at Coventry, and hope we can take that fight into today's match.

Our Head Coach/Manager Search

Like most supporters, I was disappointed to read club Chairman Andy Coleman's update before Christmas, in which he confirmed that we would not have a permanent head coach/manager in place for our fixtures against Preston North End and Southampton and that of course was also extended to the battling draw at Coventry last Friday.

We are now a few weeks on from Michael Duff's dismissal, and believe me when I say I share the frustrations we are hearing from our supporters. However, we are in constant communication with the Club, have been kept right up to date on the ongoing recruitment exercise, and believe that our new head coach/manager will now be announced in the not-too-distant future.

If you haven't had chance to yet read our latest statement on the situation that was released before these programme notes were published it's available to read on our website here: <https://www.swanstrust.co.uk/news-events/>

I was however encouraged to read in Andy's notes (and those in our Trust release) that we are on the hunt for a project manager who is more aligned to our historic style of play and the "Swansea Way". For me, the Swansea Way has always been about doing things different, punching above our weight, and not being afraid to take the game to our opponents - both on and off the pitch. Simply put, we have not been good enough this season: we haven't done things differently, we haven't punched above our weight, and there have been times where we have been afraid to take the game to our opponents on and off the pitch. It's time for all of us to step up, show a bit of character, and make us proud to support this club that plays such an important part of our lives.

The Transfer Window

Finally, today marks the opening of the January transfer window.

Last year, I spoke with the majority owners following the transfer window, and they assured me that lessons had been learned. The Club has been planning for this window since the end of the last, and I am hopeful we can bring in some much-needed reinforcements throughout the course of this month whilst also balancing the need to be sustainable and not live beyond our means.

Happy New Year, Jack Army.

James Williams