



SWANSEA CITY SUPPORTERS' TRUST

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Programme Notes – Watford, Tuesday October 24th 2023 – Dave Brayley writes:

Hello, and welcome back to the Swansea.com stadium just a few days after the Leicester match which, despite the result, I thought we gave them a real game right up to the final few minutes and considering the value of both their starting eleven and their bench that is something we should all take a lot of positives from.

This is my first programme article as a Trust Ambassador since my recent appointment and in this new role, I'm really looking forward to promoting the great work that the Trust does for fans of the club.

For those of you that don't know me, I'm an author of sports books, with the most well-known probably being Ashley Williams's, 'My Premier League Diary'. I wrote it with Ashley during our first season in the Premier League, and it was just an incredible experience. Alongside my writing career, I make visits to schools to promote the importance of reading for pleasure, and when I show them that book, their interest in the Swans comes to the fore, and I always encourage them to tell me why they follow the Swans.

It's when I listen to the enthusiasm with which they talk about football, that I'm reminded of two things.

1. The importance of capturing the passion that young people have for our club, ensuring that they become lifelong supporters of the Swans, and don't become tempted by the easily available delights of Real Madrid, Barcelona and PSG; and 2. my own early days supporting the club, when nothing else mattered in my life more than getting down to the Vetch.

The fact that today's opponents are Watford is very coincidental. As a kid, I always considered Watford to be our biggest rivals, as it seemed that our march to Division One under John Toshack was carried out step by step alongside Graham Taylor and Elton John's club. Fortunately for us, we got to the promised land of the First Division before them, but with the likes of Luther Blissett, Steve Sims and Ross Jenkins, they weren't far behind.

Indeed, it was a game played against Watford on a classic, floodlit Vetch night on 3 March 1978, that was one of the most exhilarating I ever saw. It had everything. Tosh's debut, an early lead by Kevin Moore, Tosh's first goal, followed by the inevitable Watford fightback to lead 3-2 with minutes to go. I can still remember the roar that greeted Curt's late equaliser. Watford games were always competitive.

I think we all need to encourage the young people we know to come to the Swansea.com and make their own memories of this fantastic club, now and into the future. Who knows, maybe tonight's game will be a thriller like the one back in 1978, although I hope we can score one more than them this time.

If you want to learn more about the work the Trust is doing to preserve the history of our great club, have suggestions about how to improve the matchday experience, or would like to join the Trust, please come and see us at the Supporters' Trust pod, next to the club shop, before any home match or email us at supporters@swanstrust.co.uk

And of course, you can also join the Trust online at www.swanstrust.co.uk/join-the-trust

Finally, can I thank everyone who over the past few days who has taken 5 minutes to complete our online [Matchday Experience Project](#). As we mentioned in our Leicester matchday notes this is something that we have been discussing with the club for several months, and we're delighted with the number of responses we have received so far. Just scan this QR code to access the survey >>



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This is the first in a multi-stage process of building more enjoyable experiences for all supporters and we want to hear from our supporters every aspect of what they enjoy about their match days and more importantly the areas that perhaps need improving?

Enjoy the game, cheers.

Dave Brayley