

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Minutes of the Board Meeting held on Monday, 17th March, 2014 at the Landore Academy, Swansea commencing at 5.35pm.

Present:

Phil Sumbler, Will Morris, Huw Cooze, Viv Brooks, Alan Lewis, Barbara Cook, Duncan Thomas, Ron Knuszka, Gareth James, Jim White, Cath Dyer, Ian James, Kevin Mahoney, Nigel Hamer.

Apologies: . Viv Williams, Stuart McDonald..

The Minutes of the meeting held on the 27th January, 2014 were approved.

Supporter Director Report:

Further to previous e-mails, **HC** reported to the Trust Board the Football Club's decision to change Managers, with matters on-going it is inappropriate to add any more at this time.

There are 90 Americans over in April on a week long tour to Swansea, they will be playing our Under 14's boys team, also an Under 14 girls side will play a game. There will be coaching sessions and we are looking for another team for them to play, maybe Port Talbot. This is an association that has been developed over a number of years with *North Shore United* from *Wisconsin*, they are a Club with over 1200 youngsters playing recreational soccer. We entertained their Under 14's two years ago on another week long tour.

We also have an Under 16's team coming over in May from *Oss* in the *Netherlands*, this party is smaller with just 16 playing members with 6 adults acting as chaperones. A *Swansea City Supporters Club* is also being set up in *Oss* and with support from the Trust we can make it grow.

The *Ticket Office* is having a much needed new system installed this summer and transactions will improve. More information will follow.

The Club's initiative for away fans continues with reductions of £10 for Adults at Sunderland, £5 for Seniors and £7 for Under 16's. The Club will have expended over £200,000 on away travel initiatives this season on the following:

<i>Tottenham Hotspur - £15 off Official Club travel.</i>	<i>WBA – free customised scarf.</i>
<i>Crystal Palace – purchase a child ticket, adult ticket half price.</i>	<i>Cardiff City – free coach travel.</i>
<i>Southampton – free meal deal.</i>	<i>Fulham – free match day programme.</i>
<i>Chelsea – free customised beanie.</i>	<i>West Ham – kids for a quid.</i>
<i>Manchester City – subsidised ticket price.</i>	<i>Norwich City – reciprocal ticket deal.</i>
<i>Aston Villa – reciprocal ticket discount (£25/£10).</i>	<i>Liverpool - £10 discount Club Shop.</i>
<i>Manchester United – free match day programme.</i>	<i>Stoke City – free meal deal.</i>
<i>Arsenal – free match day programme.</i>	<i>Everton – free match day programme.</i>
<i>Hull City – Reciprocal ticket discount (£20/£5)</i>	
<i>Newcastle United – Reciprocal ticketing price cut (£20/£10)</i>	
<i>Sunderland - £24 (£10 saving). Over 65 - £18 (£5 saving), Under 16 £5 (£7 saving).</i>	

HC gave a full report on a two day *Seminar* he attended on *Club Best Practice* at the *Etihad Stadium, Manchester* on the 4th/5th March, the Board discussed some of the challenges ahead. One of the many interesting points was that many of the larger Clubs thought that the Away fan initiative had not worked, but, the smaller Clubs like *Swansea City* think it has.

Liberty Stadium Expansion – it's not what supporters want to hear, but, *Outline Planning* consent was just the first step, there are still many boxes to tick before work can begin, we are probably about a year away from gaining full planning consent.

Europa League fixture in Naples –**HC** had reported previously that he had met *Swansea East AM, Mike Hedges* to explain the abhorrent treatment of Swansea fans at the *Napoli* fixture. *Mike Hedges* assured **HC** that he would bring this up in the *Welsh Assembly Senedd*, MP's, *Sian James* and *Geraint Davies* would be asked to lend their support in the *House Of Commons*.

HC also had a meeting with *President Elect* of the *Football Association of Wales*, *Mr. David Griffiths* to ask if the *FAW* could help. A letter from the *CEO Jonathan Ford* has now been sent to *UEFA* on behalf of the Club.

Tonight's monthly Board Meeting took place at *Landore*, the home of our *Academy*. All Trust Board members were impressed with the facilities available to our *Scholars*. Hopefully, our April Board meeting will be held at *Fairwood*, the home of our *Senior Squad*.

Treasurers Report:

In the absence of our Treasurer, **HC** confirmed that the documentation with *Building Societies* to ensure that Trust funds had the full protection of the *Financial Services Compensation Scheme* was in place.

TBM 086/07 Community Group:

The *Europa League* fixtures had caused date problems for our Annual Ten pin Bowling night normally held in October/November **VB** and **AL** will check available dates in April with *Ten Pin* before contacting the Management at the Club.

TBM125/08 Centenary 2012:

HC reported that we had sold over half of the printed books ordered. Arrangements have been made to sell the book in *Swansea Market*.

TBM 127/08 Disability Issues:

IJ reported on a Premier League Audit on the 7th February at the Liberty Stadium. The Premier League officials were unable to make the meeting due to the Tube strike. The meeting followed the Premier League format with the results forwarded following the meeting. In attendance were *Don Keefe, Tony Thomas, Tony Avo, Nigel Rees, Linden Jones, Nigel Mathias and Ian James*. The meeting went through the Club's Safeguarding Children/Adults policies and systems including Disability issues. A number of areas for improvement and reduction in duplication were highlighted.

The results of a recent major survey carried out with all *Disabled Supporters* at the Club were being analysed, the feedback was excellent and the report would be forwarded to *SSMC* and the *Club Board*. The idea is to provide direct feedback on disability services at the Club and Stadium.

Level Playing Field a leading *Disability Charity*, responding to a recent *BBC* study regarding Clubs discriminating against their own fans highlighted wheelchair spaces provided as a percentage of *Accessible Stadia* recommendations as follows. Of the 20 Premier League Clubs, *Swansea City* were top with 121% followed by *Southampton* with 104%, the bottom two Clubs were *Tottenham* with 28% and *Fulham* 24%.

TBM 142/11 Wall Of Fame

NH to liaise with **PS** a list of names for the next twenty inductees onto the *Wall of Fame*.

TBM 154/12 Riverside Lounge Memorabilia

VW had met with the Designer of the montage of photos for the Riverside Lounge. **WM** to liaise with the Designer over the next few weeks. **HC** had provided photos .

TBM 162/13 Book on the History of the Swans Trust.

PS reported that we had sold over half of the books to date. The offer to place books at Swansea Market with our *Centenary Book* was available. **PS** to arrange for books to be delivered.

TBM 165/13 Sponsorship of Swansea Schools F.A.

NH reported that a cheque for £1,000 had now been forwarded. A photoshoot of the presentation should take place on Friday 21st March, time and place to be arranged..

TBM 169/13 Website Upgrade.

No further report.

TBM 171/13 Marketing Sub-Group:

JW on behalf of the sub-group had presented a draft report. The sub-group to meet to finalise same.

TBM 172/14 Membership Renewal 2014/15.

A membership sub-group of **JW**, **AL**, **VB** and **WM** to meet before the next monthly Board meeting.. **AL** reported that our Database was not yet up to date as there were a number of membership forms from paying Members which had not been added. **JW** offered the services of his Company to complete this work. It was agreed that **AL**, **DT**, and **CD** would complete the work on the paper forms asap and that **JW** would arrange to update records where Members had paid online.

Any Other Business

Joint Executive Fundraising Committee and Supporters Trust Annual Awards Dinner.

NH confirmed that the Dinner will take place on Wednesday 7th May. **CD** had been co-opted onto the Group co-ordinating the event. The Group is made up of, 3 members of *EFRC*, 2 from the *Club Commercial Department*, 2 from *Liberty Stadium* and 4 from the *Trust*.

Fans Forum Port Talbot Town FC.

PS had received a request from *Andrew Edwards* at *Port Talbot Town* to hold a Fans Forum. It was agreed, awaiting a date.

Financial Business Planning & Administration.

RK suggested that we revisit the idea of engaging assistance in administering Corporate business.

Premier League Trust Meeting.

NH informed the Meeting that a *Premier League Trust* meeting had been called on the 1st April in Birmingham. There were no further details available at this time. At present there were no Board Members available to attend.

SwansAid Charity Football Match.

A Charity football match in aid of *Swansea City Community Trust Fund* will be played at the Liberty Stadium on the 1st June 2014. The event will be hosted by *Selebrity Soccer* and *Swansea City* in partnership with *The Wave* and the *South Wales Evening Post*.

Swans4Cancer Charity Football Match

PS requested that we donate a Box Set to the charity match taking place at The Gnoll, Neath on the 17th May. Agreed.

Supporters Direct Europe Israeli Conference.

Israfans, the national umbrella organisation for Israeli Supporters Trusts and Supporter owned Clubs and *Haadumim*, the *Supporters Trust of Hapoel Tel Aviv FC*, on the 6th March organised the Country's first Supporter dedicated conference. Members of the *Israeli Government* and *Political Parties*, *Club Officials*, *Academics* and representatives of the *Press* along with 200 members of more than ten Clubs participated in the discussion on *Israeli* football.

Following introductions from the Organisers, those present heard from *Ben Shave* representing *Supporters Direct Europe* and *Alan Lewis*, Trust Board Member at *Swansea City Supporters Trust* who related the story of the South Wales Club with Supporters at its heart.

The *Trust* had been invited by *Supporters Direct* to attend the Conference with flights and accommodation in Israel paid by the Organisers. *Alan Lewis* nominated by the Trust Board to attend. The event was covered by Israeli TV and radio and broadcast live by two of the biggest Sports websites in Israel with over 1000 viewers tuned in online.

There being no further business the Meeting closed at 7.50pm.

Next Board Meeting Monday 14th April 2014 at 5.30pm. Venue to be confirmed.