

## SWANSEA CITY SUPPORTERS TRUST BOARD MEETING MINUTES

**Minutes of the Board Meeting held on Monday, 7<sup>th</sup> December 2015 at the Landore Academy, Swansea commencing at 5.55pm.**

### **Present:**

Phil Sumbler, Jim White, Huw Cooze, Barbara Cook, Stuart Macdonald, Duncan Thomas, Alan Lewis, Viv Brooks, Andy Godden, Will Morris, Ron Knuszka, Viv Williams, Cath Dyer, Ian Howells, Nigel Hamer (Secretary).

### **Apologies:**

Ian James, Dai Little.

Prior to the Meeting taking place, **HC** had arranged for *Nigel Rees, Academy Manager* to give a talk on the development of the *Academy* with the addition of the third floor of the complex. The *Trust Board* were given a guided tour of the extra facilities recently completed.

The setup is hugely impressive and it is good to see that the *Club* has invested well for the future by improving the infrastructure and facilities available. The new addition includes an indoor cinema which is being decked out to try and make it feel like the *Liberty* for players when they watch back the matches with all games at all levels being videoed by staff and included in the regular reports shared with Parents and children.

The reports are undertaken every six weeks. In addition to this, there is office space where coaches which number 40 full time and 120 part time can work and prepare the necessary reports for the Parents as well as their own reviews of the matches.

Classrooms are also being made available to ensure that the youngsters get the right education, it is a fantastic insight to see just how much work the youngsters have to put into their potential future careers even though the odds are greatly stacked against them, only 1% actually make it through the ranks to professional contracts.

*Nigel Rees* always talks with passion about the *Academy* and is desperately proud of what we have as a *Club* that in many ways eclipses many of our *Premier League* rivals and he says that at all age groups the teams are well known as *Swansea City* which isn't the same for all Clubs at this level.

The Minutes of the meeting held on the 16<sup>th</sup> November, 2015 were approved.

### **Supporter Director Report:**

**HC** submitted bullet points of his involvements over the past month:

- *Premier League Challenge*: teams from *Llangatwg Community School, Neath, Ysgol Maesteg* and *Pentrehafod* schools went head-to-head in a *Dragons Den* style challenge that tasked them with formulating and pitching a business plan to a panel of Judges which included **HC**. Set by the *Premier League's Executive Chairman, Richard Scudamore*, the challenge tasks pupils to develop a marketing strategy encouraging fans to spend more time at their Stadiums on match days.
- Attended a *Fans Forum* in *Haverfordwest* and the *Supporters Trust AGM*.
- Attended a *Community Trust* meeting.

- Met with the *Braveheart's* to supply 3 of their Coaching staff with training kit, including tracksuits, gloves, hats and winter coats on behalf of the *Football Club*.
- Attended an *Equality, Diversity and Unconscious Bias* workshop which is a part of our *Premier League* commitment, again on behalf of the *Football Club*.
- Attended a live Tourism meeting, this is similar to the mystery shopper where we get assessed as a Club.
- Gave a report on the current Commercial activity at the Club.
- Arranged with *Nigel Rees, Academy Manager* for a talk to Board Members.

There then followed a frank and open discussion on the current position of the *Football Club* including *Management* and *Players*, fully discussed by Trust *Board Members* present. It was agreed that our present situation needed to be dealt with as a matter of urgency.

#### **Treasurers Report:**

**SMac** reported very little change from our last Board Meeting on the 16<sup>th</sup> November.

#### **TBM 127/08 Disability Issues:**

**IJ** was absent, therefore no report given. **CD** reported that the *DSA Committee Members* were meeting on the 17<sup>th</sup> December at the *Swingrill Mulled Wine Bar* in *Oxford Street* with surprise guests. All are welcome to attend between 5pm-6pm.

#### **TBM 172/14 Membership**

**AL** had circulated a brief update from the membership sub-group on future membership policy. Further work is planned, for discussion at the January board meeting. Current Standard Membership is 1208. Our Social media presence continues to grow, there are 4,503 members in our *Facebook Group*, 1,191 Likes on the *Facebook Page* with 5,217 *Twitter* followers.

#### **TBM 178/15 Annual Award Dinner 2016.**

A Sub-Group has been set up to discuss the Awards Dinner for 2016.

#### **TBM 179/15 International Honours Board.**

**NH** is due to liaise with **VW** to discuss format of the Honours Board before obtaining quotes.

#### **TBM 186/15 Swans Trust Website Stats.**

**DT** had submitted a report of the Website and Social Media stats for November 2015. The stats make interesting reading as 3 of the top 5 pages viewed were those highlighted in our monthly e-mail Newsletters. Other points to note were that over 45% of visitors to the Trust website came from mobile devices, 39% from desktops and 16% from tablet devices.

#### **TBM 188/15 Football Club Financial Information**

The Finance sub-group continue to review the *Club Management Accounts* for the previous month and provided assurance to the *Trust Board* that they were comfortable with the information provided.

#### **TBM 189/15 Fans Forums.**

A *Fans Forum* was held at the *Hook Sports Club, Haverfordwest* arranged by *Pembrokeshire Jacks* on the 26<sup>th</sup> November. There were over 224 present to put questions to *Chairman Huw Jenkins OBE*, *Supporter Director Huw Cooze*, *Club Ambassador Lee Trundle* and current player *Leon Britton*. The evening was chaired by *Trust Vice Chairman Jim White* who did an excellent job facilitating the Q&A and making the whole night run smoothly. The event really emphasised the support the *Club* have in

*West Wales and Pembrokeshire* in particular adding to the successful event held in *Lampeter* in October.

**TBM 190/15 Premier League Trusts & Supporters Direct Meeting.**

DL had informed us that the final report of the Football Supporter Ownership and Engagement Expert Working Group had been delayed until mid-December 2015.

**TBM 191/15 Codes of Conduct for Officers & Trust Board Members**

NH and DL continue to review and report back to the Trust Board meeting in January.

**TBM 192/15 Strategy Sub-Group**

WM, RK, AG, BC and PS formed the sub-group to develop a three year strategic plan for the Trust which will review what our aims are and how we look to operate and manage ourselves. NH has been invited to join the Sub-Group. Their report to be presented at the January 2016 Board Meeting.

**TBM 193/15 Traffic Concerns, Liberty Stadium.**

HC had contacted SSMC who agreed to monitor the concerns.

**TBM 194/15 Landore Social Club.**

JW reported that the arrangement for mainly Trust members and Swans fans to use the upstairs facilities at the Club for a trial period was working well. Average attendance at the facility is 45.

**TBM 195/15 Supporters Direct & Swansea City Supporters Trust.**

We had been contacted by *Supporters Direct (Europe)* to support the launch of a *Supporters Trust* by *Lierse SK* a *Belgian* second division side. **Alan Lewis** represented the *Swans Trust* to give a talk on how we as a *Trust* had developed over the past fourteen years and how it began with us.

The event was attended by some 80 Supporters and was covered by local Press and TV. The Club are struggling both on and off the field under the ownership of an *Egyptian* who fronts an *Egyptian* based 'consortium'. The event also included *Supporters Direct England and Wales* and also *FC Antwerp Supporters Trust*. The feedback of the event was very positive.

The *Trust* have been invited to provide a Speaker at the *Supporters Direct Scotland – Supporters Summit* in *Glasgow* on the 10<sup>th</sup> January. It was agreed that *Chairman Phil Sumbler* as he would be in *Glasgow* that day would make the presentation at the event. Also at the *Summit* will be the *Sports Minister* in *Scotland* who is creating legislation around Supporter involvement and other examples of *Supporter* involvement throughout the *UK*.

There being no further business the meeting closed at 8.15pm.

Next Board Meeting Monday 11<sup>th</sup> January, 2015 at 5.30pm at the Liberty Stadium.