

SWANSEA CITY SUPPORTERS TRUST BOARD MEETING MINUTES

Minutes of the Board Meeting held on Monday, 8th August 2016 at Landore Academy, Swansea commencing at 5.00pm.

Present:

Phil Sumbler, Huw Cooze, Will Morris, Stuart Macdonald, Alan Lewis, Viv Brooks, Viv Williams, Ian James, Duncan Thomas, Ron Knuszka, Nigel Hamer (Secretary).

Apologies:

Jim White, Dai Little.

Appointment of Officers:

Nominations had been received for the following posts:

Chairman – *Phil Sumbler*

Vice Chairman – *Jim White*

Treasurer – *Stuart Macdonald*

Secretary – *Nigel Hamer*

Board Members approved the nominations for the four posts.

Confirmation of Elected Board Members to serve for a period of two years from the 1st August 2016.

There were FIVE vacancies with SEVEN Nominations received.

Viv Brooks, Ron Knuszka, Alan Lewis, Duncan Thomas, Viv Williams were re-elected to the Board.

Election by the *Trust Board* members for the *FOUR Co-opted* posts. *TWELVE* nominations had been received.

Elected to serve for a term of ONE year from the 1st August 2016.

Cath Dyer, Andy Godden, Barbara Cook, Professor Huw Bowen.

The Minutes of the meeting held on the 11th July, 2016 were approved.

Chairman Phil Sumbler reported that a Conference Call is due to take place on the 9th August with Representatives of the American owners.

Supporter Director Report:

HC in his report that he had attended a number of meetings mostly internal, but, some external with new and old shareholders.

- *Submitted almost daily updates on all transfer targets throughout the summer.*
- *Organised a wreath to be laid by Professor Huw Bowen to mark the 100th Anniversary of World War 1. Three Swansea Town players lost their lives in WW1.*
- *Met with Club Ambassador, Lee Trundle with Ty Hafal, a mental health in the Community Charity. Both of us will attend their Sports Day on the 1st September.*
- *Attending the Premier League Supporter Experience Event 14th-15th September, venue to be confirmed.*
- *Community Trust – meetings regarding Staffing issues, Bids for projects. AGM to be held during September. Trustee Meeting on the 5th September.*

- *Safety Advisory Group (SAG). Summarising in respect of terrorism, we are on high alert, there is no imminent threat but we have to be more vigilant.*
- *Fan Base Building and promoting of Swansea City Football Club in the United States of America. The North Shore United (Wisconsin) partnership continues to grow; they have recently ordered 66 shirts, socks and shorts off us for their Elite Teams to play in. They represent themselves in many tournaments up and down the Country. A substantial order for Swans related Kit is being placed for parents who support the Swans. For the last 6 years the Club have arranged for Swansea City Summer Camps at their training base in Wisconsin, we send out three qualified Coaches where they undertake coaching clinics with North Shore United coaches to learn the Swansea Way. We have also undertaken winter camps and plans are afoot for Coaches to come to Swansea for a week of intensive Coaching. NSU teams have been to Swansea in 2012, 2014 and 2016 with up to 100 children and Parents visiting. There is an opportunity for our Youth teams to visit NSU and this is under discussion with Nigel Rees, Academy Manager. When we played at Miller Park, Milwaukee in 2014, NSU purchased 1,100 tickets for the game. Our Goalkeeping Coach whom we seconded To represent us at many Summer and Winter camps has gone to work full time with NSU.*
- *Presented a full and extensive report to the Trust Board on the trip to Washington, it is ongoing and a business plan for this needs to be drawn up, but, it will be based on North Shore United Wisconsin and New Jersey, areas we have already made good progress in.*

Treasurers Report:

SMac reported very little change from our last Board Meeting on the 11th July. We had incurred a legal charge for work undertaken in discussions with the new American shareholders. There remains one outstanding payment due for the advert on our website for *Strachan Sports Travel*.

TBM 127/08 Disability Issues:

IJ submitted his report:

- Drafted a new Club Access Statement which has now been sent to the premier League for approval. This will cover information on Disability Services and Facilities, also has a basic travel plan for both Home and Away supporters. It is now a requirement from the Premier League that every Club has an Access Statement available.
- Prior to the first home fixture against Hull City, walked around the Stadium as a meet and greet with Disabled Fans. Disabled Parking, Communication issues, ticketing, PA's and Disabled persons split at the game were addressed. To be followed up at next Safeguarding Meeting.
- Training organised for Disabled Stewards prior to the Hull City fixture. Requesting additional Stewards, 2 extra for East and West stands, 1 extra for North and South stands.
- Finally sorted a BSL (British Sign Language) interpreter via *Catherine Thomas* which allows groups of Deaf Fans to have a tour of the Stadium.
- Previous Chairman of the *Disabled Supporters Association* has stood down; *Ian James* is the new Chair until such time as a new Chair is appointed.
- New targets discussed as potential fundraising/awareness targets for the Club/Stadium could potentially include:
 - Wheelchair provisions
 - Changing places toilets
 - Interpreter costs
 - Closed caption costs
 - Sensory Room costs
 - Push Button doors

TBM 172/14 Membership & Media

AL reported that Standard Membership numbers for 2015/16 ended as 1408. For the 2016/17 membership year we will be using the term 'Full Membership' in identifying paid members. We have had over 300 full memberships paid in the first week of the 2016/17 membership year. The vast majority online. Initial costings for our membership mailing from the distribution Company, *Apex Direct Mail* suggest it will be cost effective and a lot more practical to use them again instead of a DIY job. The initial quote excluded one item however, so we are currently awaiting an update. The savings they achieve on postage, envelope purchases etc., is still likely to see them as the more cost effective solution. The aim is to get a mailing out by the Hull City fixture enclosing a Newsletter, Membership Form and Raffle ticket book. We have a large number of blank membership forms from last year so; despite them showing 'Standard Membership' these will be used. Raffle books have been printed. As previously mentioned prize format has been changed to reflect smaller distribution of the raffle books, main cash prize of £500 remains. The draw is planned to take place for the weekend of the 1st October.

TBM 179/15 International Honours Board

The format of the *International Honours Board* was discussed. No final decision has been taken. Also under this section were the Wall of Fame recipients for this year. **NH** suggested that October 22nd the Watford fixture would be the date of the next Wall of Fame inductees. **NH, SM**, and **PS** will liaise with a list of names.

TBM 186/15 Swans Trust Website Stats

DT had submitted a report of the *Website* and *Social Media* stats for July 2016. The stats indicate the top 5 most visited for the month were: "*Trust remains disappointed at the lack of engagement over ownership of Swansea City Football Club*" = 20.70%, "*Homepage*" = 19.11%, "*Trust ready for detailed discussions with new Swans owners*" = 8.05%, "*Trust Board Elections 2016 result*" = 7.06% and "*Trust Election candidate statements*" = 5.43%.

SCFC2 and Planet Swans continue to be the biggest source of redirected traffic to our website, which illustrates how important a role the fan websites play in getting key Trust messages across to fans.

Random facts of the month – 79.5% of all visitors to the Trust website during July were from the UK. USA based visitors accounted for 9.69%, the second largest visitor acquisition.

Social Media presence figures – 5,788 members in our *Facebook group*, 1,466 Likes on the *Facebook Page*, with 5,844 *Twitter followers*.

TBM 188/15 Football Club Financial Information

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

TBM 189/15 Fans Forums

No further information regarding an August Fans Forum.

TBM 191/15 & TBM 192/15 Codes of Conduct for Officers & Trust Board Members

WM reported that The *Code of Conduct for Trust Board Members* is still a work in progress as is the role of the *Supporter Director*.

TBM193/16 Trust Member Survey

JW to undertake a member survey questionnaire.

AOB –

AL had been approached by *Supporters Direct* to give a talk about the Trust at the *British Science Festival* in *Swansea* between the 6th and 9th of September. The relevance of the request to speak at the *Conference* relates to a *Lecturer* from *Brighton University* who undertakes some work for *Supporters Direct Europe* looking to have a short session on *Fan Involvement* with *Clubs*. Agreed that **AL** would represent the *Trust* and speak at the event, **HC** volunteered to attend.

There being no further business the Meeting closed at 6.55pm

Next Board Meeting Monday 5th September, 2016 at 5.30pm. Venue to be confirmed.