

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Minutes of the Board Meeting held on Monday, 2nd October 2017 at the Liberty Stadium, Swansea commencing at 5.30pm.

Present:

Will Morris, Viv Brooks, Cath Dyer, Duncan Thomas, Viv Williams, Ron Knuszka, Roger Goodwin, Andy Godden, Dave Dalton, Sian Davies, Nigel Hamer (Secretary).

Apologies:

Phil Sumbler, Stuart McDonald, Alan Lewis, Ian James, Matt Griffiths, Dai Little.

The Minutes of the meeting held on the 2nd September, 2017 were approved.

Vice Chairman, Will Morris chaired the Meeting.

Chairmans Report:

PS had submitted his report. We had received paperwork from *Sheridan's, Solicitors* for the *Americans* which is now with our *Legal Affiliate, David Little* to review regards the share purchase. Focus remains key on getting this agreed as soon as possible, frustrating that the paperwork took so long, but, we have been constantly pushing them. I had attended the *Club Board* meeting deputising for *Will Morris* at the meeting on the 10th September, after which myself and *Stuart McDonald* had a brief conversation with *Steve Kaplan* and *Jason Levien*.

Supporter Director Report:

SMcD reported that the *Club* is now very close to reaching agreement with both the *City & County of Swansea Council* and the *Ospreys* regarding taking on the lease of the *Liberty Stadium*, and I would hope to be reporting to the November meeting on it's progression to completion. That also leads into consideration for possible *Stadium* expansion, which is still very much in focus as an integral part of the development of the *Football Club*.

The new *Club Shop* in *Union Street* will be officially opened on the 7th October, and in addition to the standard retail sales, it will also sell match tickets and *Hospitality* packages.

The *Club* is setting up a *Working Group* to consider the *Travel* issues that surround the match day experience. The *Group* will comprise of various interested parties who have an interest in the *Liberty Stadium* operations, including a representative from the *Trust Board*.

The *Club* has increased its commitment to the areas of *Marketing, Sponsorship, Merchandise and Media*, and there is no doubt that the additional resource being applied (by way of staff recruitment) is beginning to pay dividends. *Sponsorship* sales are up significantly compared to last year, as are *Partnership* sales.

Media growth is very strong, following the launch of the new *Club* website, incorporating increased content and new apps, with the initial consumer reaction being very positive.

Significant enhancements have been made, and are continuing, in working practices and systems implementations in the areas of *HR, Health & Safety* and *Equality* action, and also the *IT* infrastructure and telephone systems.

The *Trust Board* has benefited from having guest speakers make a short presentation prior to our monthly *Board Meetings*, and we are now looking to extend this, with likely addresses from *BBC Wales Sport*, the *Swans Community Trust* and *Mr Chris Pearlman, Chief Operating Officer* at the *Football Club*.

I continue to have weekly meetings with *Chief Operating Officer, Chris Pearlman, Chief Finance Officer, Gareth Davies, Head of Media & Marketing, Jonathan Wilsher and Head of Partnership, Mark Davies*.

Treasurers Report:

SMcD reported that our *Bank and Building Society* balances as at the 27th September amount to £832,886, a decrease of £208 on the balance reported at the September *Board Meeting*.. Outgoing significant costs were *Legal Fees, £3,300* and *Returning Officer cost of £400* for the *Consultation* process, with significant receipts coming from *Membership and Raffle monies*.

TBM 127/08 Disability Issues:

CD reported that the *Disabled Supporters Association* had held their *Social Evening* on the 12th September, panellists on the evening were *Lee Trundle* and *Leon Britton* along with *Football Club COO, Chris Pearlman*. *Cyril The Swan* also made an appearance for our Members. Sixty eight *DSA Members* attended the evening, the *Football Club* kindly provided refreshments.

Mobiloo, a changing places toilet equipped with top of the range specialist equipment was in the *South Stand* at the *Watford* fixture. Although it was only used by one Supporter on the day, it should get busier as more and more people get to know about it. This will be at every home fixture for the remainder of the season. The *Mobiloo* was a recommendation by the *DSA* and the *Football Club* agreed it was required.

Matt Daniel, *Operations Manager of SSMC*, attended the September meeting and spoke with the *DSA* committee about *Fire Evacuation* procedure for *Disabled Supporters*, which was very helpful. Congratulations to *Mark Phillips*, the new *Disabled Access Officer (DAO at the Football Club)* – *Mark* is a former *Committee Member* of the *DSA* who along with *Andrew Williams*, the *Football Club Disability Liaison Officer (DLO)* both regularly attend meetings with the *DSA*.

Due to terror threats, it is important that *Disabled Supporters* are aware that their bags will also be searched when attending the *Stadium*. This is just for their safety but for the safety of all spectators. The *DLO, DSA, Catherine Thomas, Customer Services Manager* at the *Football Club*, and *Club Management* are in the process of trying to arrange a meeting to discuss parking issues at the *Stadium* with *Disabled Supporters*.

The *Disabled Supporters Association* represent all of the *Disabled Supporters* of the *Football Club*, not just the *Members* of the *DSA*, and acts as a link between the *Club* and the *Supporters*. The new *DSA* website can be accessed via www.swansdsa.org.uk

TBM 172/14 Membership & Media

AL had e-mailed his report. With our annual membership mailing going out a little later this year following the Consultation exercise, we have not yet issued the usual reminder to Members who have not renewed. The current Membership total stands at 840, this is significantly down on last year's final figure, but, with the anticipated increase when reminder have gone out, it is likely to be close to the levels of earlier years, at this stage of the season. The newly formed Membership sub-group will meet to discuss ways of increasing membership.

TBM 179/15 International Honours Board.

The format of the *International Honours Board*, no final decision has been taken .

TBM 186/15 Swans Trust Website Stats.

DT had submitted a report of the *Website, Social Media* and *Google AdSense* stats for September 2017. The stats indicate the top 5 most visited pages for the month were: *Homepage 28.39%, Trust Board and AGM Minutes 13.50%, Join the Trust 11.57%, History of Swansea City FC 7.61%, Trust Members Consultation Vote Result 3.37%*.

An SSL Certificate was acquired and installed on the Swans Trust website on the 26th September, therefore visitors to the website should now see the 'secure' green padlock symbol alongside the Trust website address in their web browser.

Social Media presence figures – 10,134 members in our *Facebook group*, 2,206 Likes on the *Facebook Page*, with 6,973 *Twitter followers*.

TBM 188/15 Football Club Financial Information

The *Finance Sub-group* continues to review the *Football Club Management Accounts* as they become available and are able to provide assurance to the Trust Board that they are comfortable with the information provided.

Following on from the September Minute, the *Club's* Year End audit has now been completed, and it is anticipated that a healthy profit will be reported for the year end, with cash flow also expected to have benefited from the *Gylfi Sigurdsson* transfer

TBM 189/15 Fans Forums.

DD after confirmation from **SMcD** confirmed that a Fans Forum on behalf of the *Ceredigion Jacks* will be held at *Lampeter Rugby Club* on the 18th October. It is anticipated that *Club Chairman Huw*

Jenkins along with *First Team Coach Paul Clement* will attend. *Lee Trundle* will hold a coaching session prior to the main event. *Kevin Johns* agreed to act as MC for the event.

TBM 194/16 Former Players Association.

No further meetings have taken place since the last *Board* meeting.

TBM 195/16 Replacement Mobile Phone:

CD has purchased a replacement handset as the official Trust mobile phone.

TBM 197/17 Riverside Lounge.

VW requires a photo of the *Lifetime Achievement Award* recipient for 2017, *Richard Lillicrap*.

TBM 199/17 Schools Initiative.

SD had circulated to Board Members the revised *Welsh Baccalaureate, Key Stage 4 National/ Foundation, Enterprise and Employability Challenge* which will be available for assessment from *January 2018* if successfully adopted by WJEC.

TBM 207/17 Blue Plaque

AL had submitted his report – we have been in discussions with the *City & County of Swansea* about recognising the historical significance of the *Swans* former home at the *Vetch Field*. A *Blue Plaque* is now to be located in *William Street* close to the former *North Bank* entrance. There is considerable work being undertaken there at present and the plaque will be unveiled in *October 2018* when the current building development work is completed.

TBM 208/17 Annual Awards Dinner

NH reported no further details of outstanding issues with the *Caterers* at the *Annual Awards Dinner* before a final financial report is received.

TBM 209/17 Sponsorships Season 2017/18

SMcD confirmed that cheques will be forwarded to the *Swansea Junior League* and *Swansea Schools Football Association* as sponsorship for season 2017/18.

TBM 210/17 Sub-Groups.

AG proposed that we look at the setting up of sub-groups:

Membership/Communication/Marketing – AL, VB, DD, SD, RG.

Share Sale Investment – SMcD, PS, WM.

Swans Trust Governance – NH to submit the previous document Board Members.

Football Club and the lease of the Liberty Stadium. – SMcD, PS, WM and VB.

Football Club Corporate Governance – PS.

TBM 211/17 Football Club Website.

CD would look further into translating some of our website news etc., into *Welsh*, even discussing further with the *Media Department* at the *Club*..

TBM 212/17 New City Centre Shop.

An invitation had been extended to the Trust to attend the opening, RG and CD to attend on our behalf.

A.O.B.

Guest Speakers at Trust Board Meetings. It had been previously discussed that we would incorporate into our monthly Board Meetings a guest speaker from the world of football mainly. It was agreed and confirmed by DT that *Helen Elton*, *Assistant Head* of the *Community Trust* would be our first *Guest Speaker*.

National Library of Wales.

The *Trust* has granted permission to the *National Library of Wales* to provide public access to copies of our website held within the *UK Web Archive*. The *Library*, working with our legal deposit partners, archives *UK Websites* under the terms of the *Legal Deposit Libraries (Non-Print Works) Regulations 2013*. This content is collected at least once a year, building up an archive of *UK Websites* as they change over time, in order to preserve websites for future users. When permission is granted, access to the archived websites is made available freely across the web. The public archive can be seen at

www.webarchive.org.uk

Welsh Language Act.

At the September Board Meeting it had been noted that the *Club* website has been translated into *Mandarin*. It was confirmed that *LeTou* as part of their sponsorship package had covered the cost of this translation. The question was asked why the *Football Club* had not made use of the *Welsh Language* on their website. **CD** volunteered to follow this through. *Welsh* translation is due to go on the *SwansDirect* website within the next month, this is easier as there is less copy to translate. **CD** also reported that consideration is being given using the *Welsh Language* on the *Disability Supporters Association* website, although cost and staff resources are prohibitive at present.

There being no further business the Meeting closed at 8.02pm.

Next Board Meeting Monday 6th November, 2017 at 5.30pm at the Liberty Stadium.