

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Minutes of the Board Meeting held on Monday 8th January, 2018 at the Liberty Stadium, Swansea commencing at 5.30pm.

Present:

Alan Lewis, Stuart McDonald, Cath Dyer, Viv Williams, Ron Knuszka, Roger Goodwin, Sian Davies, Andrew Cude, Will O'Kelly, Rhys Thomas, Dave Dalton, Viv Brooks, Nigel Hamer (Secretary).
Dai Little, Andrew McGlashan and Lisa Clement joined the meeting via phonelink.

Apologies:

Andy Godden.

The Minutes of the meeting held on the 12th December, 2017 were approved.

Chairman Report:

AL opened the meeting discussing the recent news of the majority shareholders putting on hold further talks on purchasing the Trust's shares. DL, AMcG and LC dialled into the discussion. The sub-group of *Alan Lewis, Stuart McDonald, Dai Little, Andy Godden, Lisa Clement and Andrew McGlashan* would continue discussions and update Board Members between Trust Board Meetings.

Trust Board members who were available met with Club Chief Operating Officer Chris Pearlman on the 4th January with a Powerpoint presentation. These meetings will be scheduled as a routine addition, perhaps every six months or so to the regular weekly meetings Chris Pearlman has with our Supporter Director.

Statements are on our website www.swanstrust.co.uk in relation to our *Update on proposed sale of Trust shares in Swansea City Football Club*, our *Detailed response to Huw Jenkins' interview in the media*, our *Initial response to Huw Jenkins' interview with Wales Online*, and our, *Trust reaction to Carlos Carvalhal appointment*.

Supporter Director Report:

SMcD reported that the *December/early January* period proved to be a hectic and eventful time, with much of the proceedings taken up with the dismissal of *Paul Clement*. His departure on the 20th December saw *Leon Britton* installed as *Caretaker Manager*, with *Carlos Carvalhal* appointed as our new *Manager* prior to the away fixture at *Watford*. The dismissal of *Paul Clement*, the appointment of *Leon Britton* and the appointment of *Carlos Carvalhal* the *Trust* were fully engaged with.

The second significant matter saw, in early *January*, the decision by our majority owners to put on hold the discussions with ourselves to purchase some of the Trust's shares in the *Football Club*. As a result of this, the Trust Board confirmed that a *Members* consultation would take place prior to any decision being made on a possible sale of any of our shares.

The finalisation of the agreement for the *Club* to take on the lease of the *Liberty Stadium* has not yet been completed, but, is now imminent, with the *Club* of the view that securing certainty over the long term management of the *Stadium* is vital in plans to develop both the *Club* and the *Stadium*.

Despite the uncertainty that our current *League* position inevitably brings, the *Media* and *Marketing* departments continue to perform admirably, with the *Club* reaping the rewards of the investment in upgrading the website, apps and social media functions.

There had been concerns expressed regarding the playing of piped music during the match against *Tottenham Hotspur* on the 2nd *January*. The *Premier League* rules are clear on this, that music, other than as part of goal celebrations, is not to be played whilst a match is in progress. This was very much a one off incident, which has not re-occurred.

Again, despite our precarious *League* position, there is still much background work continuing around the expansion of the *Stadium*, which is seen as fundamental to the development of the *Club* and cementing our status as a *Premier League Club*

Treasurers Report:

SMcD reported that our total cash balances in our Bank Account and Building Society Accounts was £833,000. There is one Invoice due to be paid for Legal Fees of £7,400.

TBM 127/08 Disability Supporters Association

CD provided an overview of the workings of the *Disability Supporters Association*. The *DSA* was set up by former *Board Member Ian James* who was the *Club Disability Liaison Officer* at the time in February 2013. I represent the *Trust* on the *DSA Committee* and have also taken on the role of *Secretary*. We act as the Link between the *Disabled Fans* and the *Club*, and promote that everyone deserves the chance to watch football matches, and if *Disabled Fans* need extra assistance then this is how we need to help them. We hold events twice or three times a season for our *Members* and these are always thoroughly enjoyed with regular members turning up and telling us that they feel part of a 'family' and that these events are the only ones that some are able to attend. The *Club* are very supportive with current players often attending events. Our *DSA Lifetime President* is *Kevin Johns* with our *DSA Ambassador*, *Lee Trundle*. We hold monthly meetings at the *Liberty Stadium*, our *Christmas* social event was attended by over 120 of our *DSA Members* with player *Tammy Abrahams* attending. A video of the event can be watched at <https://www.swansea-city.com/new/watch-disabled-supporters-association-christmas-party>.

TBM 172 /14 Membership & Media

AL had e-mailed his report, current membership is 1,231 members.

SD reported following a discussion of the Membership, Marketing & Communication sub-group it was agreed to press ahead with a revamp of social media channels, in particular the Trust Facebook Group. Other ideas for more pro-active engagement with fans was being pursued.

TBM 186/15 Swans Trust Website Stats.

DD summarised the *Swans Trust* website and Social media stats for *November* and *December 2017*. The total number of page views in *November* were 8,059 compared to 2,433 in *October*. The top 5 pages in *November* were – *Trust Homepage* 1,910 (23.7%), - *Announcement from Trust* 1,146 (14.22%), *Opportunity to be co-opted onto Trust Board* 680 (8.44%), - *Trust Board Minutes* 486 (6.03%), - *Meet the Trust Board* 403 (5.00%).

The total number of page views in *December* were 17,151 compared to 8,059 in *November*. The top 5 pages in *December* were – *Detailed Trust response to Huw Jenkins Interview* 5,089 (29.67%), *Trust's initial response to Huw Jenkins interview with WalesOnline* 3,071 (17.91%), - *Trust reaction to Carlos Carvalhal appointment* 2,274 (13.26%), - *Trust Homepage* 1,984 (11.57%) – *Trust response to Paul Clement departure* 808 (4.71%).

Social Media presence figures – 10,500 on our Facebook Group, 2,300 like on Facebook page, 7,200 Twitter followers.

TBM 188/15 Football Club Financial Information

SMcD reported that the *Finance Sub-Group* continues to review the *Football Club Management Accounts* as they become available, and are able to provide assurances to the *Trust Board* that they are comfortable with the information provided.

TBM 197/17 Riverside Lounge. & Wall of Fame

VW mentioned that if we are adding names to the *Wall Of Fame*, we would have to make contact with the *Firm* that previously undertook the previous 80 names.

SMcD and **NH** have a list of the additional names to be added.

TBM 199/17 Schools Initiative.

SD reported that work is progressing regarding piloting the *Welsh Baccalaureate Enterprise Challenge* in schools in *Neath/Port Talbot* and *Swansea*. Meetings have been arranged with the *Welsh Baccalaureate Manager* for *Neath/Port Talbot* on the 25th January and the *Chair of the Welsh Baccalaureate Co-ordinators* group in *Swansea* later in January prior to addressing the *Group* on the 23rd March. In addition, discussions are on-going with *Olchfa Comprehensive School*, *Swansea*, regarding piloting the *Challenge* with a group of approximately 25 *Key Stage 4* pupils. Having had experience of working regionally with *Welsh Baccalaureate Co-ordination Groups* in *Carmarthenshire*, *Pembrokeshire*, *Ceredigion* and *Powys*, it has been agreed that I will be the contact for schools to the *West of Neath/Port Talbot* with **RG** the contact for schools to the *East*.

The *Awarding Body*, *WJEC*, has been in contact and would like to use the *Swansea City Enterprise Challenge* to help promote the *Welsh Baccalaureate* across *Wales*. They have asked if we could arrange for some promotional photographs involving a *Swansea City* player. If the *Board* agrees that we can approach the *Club*, we could link this to promoting the pilot group in *Olchfa School*.

TBM 208/17 Annual Awards Dinner

Final settlement of the Awards Dinner from May 2017 not concluded..

There being no further business the Meeting closed at 7.53pm.

Next Board Meeting Monday 12th February, 2018 at 5.30pm at the Liberty Stadium.