

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Minutes of the Board Meeting held on Monday 14th May, 2018 at Fairwood Training Centre, Swansea, commencing at 5.30pm.

Present:

Alan Lewis (*AL*), Stuart McDonald (*SMcD*) (part only), Cath Dyer (*CD*), Viv Williams (*VW*) ,Ron Knuszka (*RK*), Sian Davies (*SD*), Andrew Cude (*AC*)), Dave Dalton (*DD*), Viv Brooks (*VB*), Roger Goodwin (*RG*), Andy Godden (*AG*), Rhys Thomas (*RT*), Nigel Hamer (*NH*) (Secretary).

By Conference Call:

Lisa Clement (*LC*), Dai Little (*DL*). Andrew McGlashan (*AMcG*)

Apologies:

Will O'Kelly (*WO'K*)

The Minutes of the meeting held on the 16th April, 2018 had previously been approved.

Trust Shareholding

A detailed discussion took place and agreement reached on the way forward. A notification to members would be issued by the end of the week.

Supporter Director Report:

SMcD reported that the *Club's* relegation from the Premier League changes the landscape significantly with the huge drop in Revenues inevitably leading to a significant change in the composition of the First Team squad. There is uncertainty about the position of Carlos Carvalhal, but, whoever is the Manager moving forward, he will be faced with major changes and challenges. Immediately following the Stoke City fixture the Owners issued a statement acknowledging that our recruitment strategy has failed us, and promising that additional resources will be provided to change and strengthen that department. The build up to the new season will be a critical period for us as we look to re-energise for the Championship challenge ahead of us.

Although the biggest revenue impact will be the loss of TV monies, our Commercial Department operations will also inevitably suffer significant revenue reductions, with the likes of shirt sponsorship and Stadium perimeter advertising being particularly hard hit.

A major challenge for all concerned to put together the operational and financial budgets for the forthcoming season.

Attended the Annual Awards Dinner, a successful but rather subdued atmosphere.

Following representations made by the *Trust* to the *Club* on behalf of Fans on several operational issues, *Chris Pearlman* has offered to host a *Fans Forum* following the end of season, details to be confirmed later.

Continue to have weekly meetings with the *Chief Operating Officer Chris Pearlman*, *Chief Financial Officer Gareth Davies* and *Head of Media and Marketing Jonathan Wilsher* to discuss all things *Swansea City FC*.

Treasurers Report:

SMcD reported that our total cash balances in our Bank Account and Building Society Accounts was £822,169 compared to the April balance of £823,404. The one significant incoming credit has been the annual interest to our *Monmouthshire Building Society* account for £2200.00. There was a Legal bill for £2580.00 paid during the month.

TBM 127/08 Disability Supporters Association

CD who is also *Secretary* of the *Disabled Supporters Association (DSA)*, updated the *Board* on recent happenings regarding Disabled Supporter matters.

A *Welsh Regional Forum* was held at the *Liberty Stadium* on the 2nd May, organised by *Level Playing Field (LPF)*, *Swansea City Football Club* and the *Swansea Disabled Supporters Association*. Attendees came from *Level Playing Field*, *Newport County DSA*, *Swans Community Trust*, *Wrexham DSA*, *Barry Town United*, *Football Association of Wales*, *Cardiff City*, *Liverpool*, *Dragons Rugby* and *Ospreys Rugby*.

Kevin Johns as *President* chaired the event, presentations were made by *Level Playing Field, Swansea City FC., Swansea DSA, Richard Jones from Swans Community Trust, Club Ambassador Lee Trundle and Disability Football*. Discussions are under way to set up a *Welsh National Disabled Supporters Association*.

During half time at the *Stoke City* match, the *DSA* presented this year's "*unsung hero of the Year 2018*" award to *Head Disability Steward, Phil Langford*.

The *DSA* has a web page, www.swanseadsa.org.uk, and the *DSA* also have a *Facebook* page.

TBM 172 /14 Membership, Marketing & Communication.

AL had e-mailed his report, current membership is 1,265 members.

RG had submitted the report of the sub-group with the following bullet points.

1. **News Items for our Social Media platforms.** - **RT** and **DD** are anxious that Board Members continue to feed them as much content as possible, current items in the pipeline – articles on the structure of the *Trust* and *Club* structure. An article on the *parachute payment* structure relegation to the *Championship*. Follow up articles to "*Where do we go from here*", **RG** and **SD** updating the *Schools Initiative* project.
2. **Day to day issues on the management and co-ordination of the various platform:** **RT** is receiving a number of enquiries via *Facebook* on club issues and there are also concerns around the nature of some of the postings on the public *Facebook* Group. **RT** would look to direct questions and other issues to *BMs* with appropriate/specialist knowledge to respond to the questions/concerns raised.
3. **The MMC Sub-Group** feel that the process of trying to promote membership has been somewhat piecemeal in approach so far, it is intended to hold a "strategy meeting" before reporting back to the Board. This could entail holding another *Member's* survey.
4. **Regional Groups** – **DD** intends sending out a brief e-mail to *Members* of the two *West Wales Regional* groups, including a link to the new membership leaflet online, gently suggesting that they consider becoming members of the *Trust*.
5. **RT** suggested that we consider different ways of telling our own story of the *Trust*, to be discussed further at the next *MMC Sub-group* meeting.

TBM 186/15 Swans Trust Website Stats

DD summarised the *Swans Trust* website and Social media stats for April 2018. The total number of page views in April were 2,124. Top 5 pages in April were – *Trust Homepage* -498 (23.45%), *Trust Board & AGM Minutes* – 260 (12.24%), *North Shore United article* – 202 (9.51%), *Meet the Trust Board* – 167 (7.86%), *History of Swansea City* – 120 (5.65%).

Social Media presence figures – 11,329 on our *Facebook* Group, 2,409 likes on *Facebook* page, 7,359 *Twitter* followers.

Efforts to post up relevant articles and content to the new *Facebook Trust members* page continues and a number of questions raised on our public *Facebook* page generated some interest and dialogue between members. The total number of members to this public *Facebook* page is 11,329 with 229 on our *Members only* page. *Twitter* interactions were also a little below average last month and current followers stand at 7,359.

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

The list of 20 names for this year's *Wall of Fame* recipients recommended are as follows:

Julian Alsop (1998-2000), Billy Ball (1912-20), Cyril Beech (1949-1954), Leon Britton (2002-2010, 2011-18), Jonathan Coates (1993-2000), Dorus de Vries (2007-2011), Harry Deacon (1922-1931), Robbie James (1973-83, 1988-90), Michael Laudrup (2012-14), Michu (2012-15), Garry Monk (2004-2014), Kristian O'Leary (1995-2010), Angel Rangel (2007-18), Andy Robinson (2003-08), Brendan Rodgers (2010-12), Jason Scotland (2007-09), Franks Scrine (1947-53), Steve Torpey (1993-97), Ashley Williams (2008-16), Ronnie Williams (1929-35, 1936-39).

TBM 199/17 Schools Initiative.

SD reported that *Dwr-Y-Felin Comprehensive School* in *Neath* is going to pilot the *Challenge* with the *Year 10 cohort* (approximately 250 pupils) in early *June* with the associated presentations taking place later in *June*. **SD** will be involved in assessing the presentations together with the *Welsh Baccalaureate*

Manager for Neath Port Talbot. The intention is to arrange a tour of the Liberty Stadium for the best one, or, two groups of pupils in July and also to arrange a 'retrospective launch' of the Challenge in the School in September.

Gowerton Comprehensive School will pilot the Challenge with certain Year 10 pupils in the new Academic Year. A meeting to discuss this further has been arranged after then Whitsun half term break. Despite a change in personnel in the Pupil Referral Unit (PRU) in Aberdare, the Unit continues to be interested in piloting the Challenge. A meeting will be held with the Unit and the Welsh Baccalaureate Regional Support Office shortly.

TBM 208/17 Annual Awards Dinner

CD reported on the *Annual Awards Dinner* held on the 2nd May at the *Liberty Stadium*. Less tickets were sold than usual but 530 attended the evening. *Jimi Webb* provided entertainment as guests arrived and during the evening which was hosted by *Kevin Johns*. *Chairman Huw Jenkins* and *Chief Operating Officer Chris Pearlman* spoke, the evening was concluded with a Q&A featuring *Club Ambassador Lee Trundle* and former player *Wyndham Evans*.

Award Winners were – *Under 23 Player of the Year – George Byers, Community Champion – Leon Britton, Away Player of the Season – Lukasz Fabianski, Best Newcomer – Connor Roberts, Top Goalscorer – Jordan Ayew, Goal of the Season – Jordan Ayew v. Wolves, Player's Player of the Season – Jordan Ayew, Supporters Player of the Season – Lukasz Fabianski.*

TBM 209/18 Travel Group.

There was no report this month..

TBM 211/18 Governance & Policy Documents:

Being reviewed by sub-group.

There being no further business the Meeting closed at 8.55pm.

Next Board Meeting Monday 4th June at the Liberty Stadium, Swansea at 5.30pm.