

# SWANSEA CITY SUPPORTERS TRUST

## BOARD MEETING MINUTES

**Minutes of the Board Meeting held on Monday 16<sup>th</sup> April, 2018 at the Liberty Stadium, Swansea commencing at 5.30pm.**

### **Present:**

Alan Lewis (AL), Stuart McDonald (SMcD), Cath Dyer (CD), Viv Williams (VW), Ron Knuszka (RK), Sian Davies (SD), Andrew Cude (AC), Dave Dalton (DD), Will O'Kelly (WO'K), 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)

The Minutes of the meeting held on the 19<sup>th</sup> March, 2018 had previously been approved.

### **Supporter Director Report:**

**SMcD** reported that the *Club* have confirmed that season ticket sales for 2018/19 have remained buoyant with the figures at the deadline of the 31<sup>st</sup> March very much in line with those of last season, with there also being a significant waiting list for new season tickets.

A number of points have been raised by fans relating to operational issues, including ticket fees and safe standing. SMcD will be taking up with the Club and will report back at next meeting

There have been concerns expressed regarding the holding of the *Annual Awards Dinner* with the re-arranging of the *Southampton* match presenting particular difficulties around the scheduling of the *Dinner*. The *Club* have now agreed with the *Awards Dinner* sub-group that it will take place on the 2<sup>nd</sup> May.

The work of the sub-group on the *School's Initiative* project is finally moving forward, The Club's Chief Operation Officer, *Chris Pearlman* is ok with various parts of the *Football Club* getting involved with the running of the *Pilot* programme.

Discussed resurrecting the *Pre-Season Open day* at the *Stadium* last held when the *Stadium* originally opened. Also looking to set up tours to the *Fairwood Training Centre* and *Landore Academy*.

### **Treasurers Report:**

**SMcD** reported that our total cash balances in our Bank Account and Building Society Accounts was £822,000. There is one invoice to be paid of £493.00 for Directors and Officers insurance cover.

### **TBM 127/08 Disability Supporters Association**

**CD** who is also *Secretary* of the *Disabled Supporters Association (DSA)*, updated the *Board* on a number of things being worked on by the *DSA*

The Club celebrated World Autism Awareness Day on the 2<sup>nd</sup> April, 2018 by launching new Match day guides specifically for Autistic Supporters. The new support resources come in the form of a downloadable Picture Story Guide, as well as an ASD Parent or Carer Guide, which includes practical advice on Sensory triggers, peak times and further information on the Club's facilities.

'**DISABLED GO**' which helps *Disabled Supporters* is completed and is now online. It includes information on the resources available to help them, or, someone they care for during their time at the *Stadium*. It explains about the *Stadium* in a good format so that *Disabled Supporters* can understand, before their visit, what the facilities are at the *Stadium* for *Supporters* with accessibility requirements. The Club are using *Zeelo* to transport *Supporters* to the *Stadium*, unfortunately the coaches are not fully accessible not having wheelchair lifts fitted. If *Disabled Supporters* use fold up wheelchairs, or, can get on board with assistance, the coaches will be able to accommodate them.

An *Access Audit* has recently been undertaken and following this an action plan will be formulated.

The *Club DSA* recently held a *Social* event for their *Disabled Members*, *Manager Carlos Carvalhal*, *Club Ambassador Lee Trundle* and *Katy Hosford* of the *Swans Ladies* team were their guests. Ninety one *DSA Members* attended. The *Club* provided the refreshments with *Kevin Johns* hosting the event.

The *DSA* has a web site, [www.swanseadsa.org.uk](http://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 1,252 members.

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

1. *Co-ordinating the use of e-mail, website, Facebook page and Twitter*: suggested consistent guidelines for publishing relevant news items across these platforms, the object being to encourage people to join the Trust while also keeping Swans fans as a whole in the loop. Potential releases subject to a decision as to whether “*radical updates*” or simply “*non-contentious*” news to determine whether they go out to “just members” or “the public” as a whole.
2. *Revamp and manage Website*: suggesting making it a two tiered platform as from 1<sup>st</sup> August 2018, with one tier for *Members* only having the cream of the improved content with more interaction, video etc...
3. *Trust Members and matchday presence and “Trustwear”*: suggesting that *Board Members* wear their *Swans Trust* clothing whenever they feel they are “on duty” to make it easier for them to be identified/approached and that they confirm where they will be pre/post-match each week via *WhatsApp* so that the information can be posted on the various platforms.
4. *Car window stickers and/o Pin Badges for members renewing*: the *Trust Board* authorised expenditure on this up to £2500 for all future *Trust Members* to receive both a sticker and pin badge. Ready in time for the *2018/19 Renewal of Membership*. Method of distribution to renewing members yet to be decided..
5. *New Membership Leaflet*: need to revamp the existing leaflet which is some years old.

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

**DD** summarised the *Swans Trust* website and Social media stats for March 2018. The total number of page views in March were 5,746. Top 6 pages in March were – *Meet the Trust Board* – 1,789 (31.13%) *Trust Homepage* - 594 (10.34%), *Trust Board & AGM Minutes* – 299 (5.20%), *Alan Lewis Profile* – 217 (3.78%), *Ron Knuszka Profile* – 214 (3.72%), *Cath Dyer Profile* – 213 (3.71%).

*Social Media presence figures* – 11,112 on our *Facebook Group*, 2,412 likes on *Facebook page*, 7,315 *Twitter followers*.

Over the past few weeks a determined effort has been made to post up relevant articles and content to the new *Facebook Trust members* page, most of which was previously e-mailed out to *Members* in the weeks beforehand. This generated some interest and dialogue between *Members*. The total number of *Members* to this page is now 220, an increase of 70 since *February*.

**RT** posted an introduction video of himself and it is hoped other *TBM's* can be encouraged to do something similar over the coming weeks, some feedback has suggested that this type of video content should also be posted up on our *Trust website* which ties in with other website enhancements the *MMC Group* are currently looking into.

The *Public Facebook group* remains steady albeit a little quieter than usual, 20 members have unfortunately had to be banned this month for constant breach of the *Group* rules, but numbers still remain over 11,000 of which almost 8,000 are active *group members*

**RT** set up a special *Facebook Group* for *Canadian Swansea City* fans at the request of members of the *Public Group*, this quickly built up to 48 members and they subsequently requested the setting up of their own chat group to suit *Swans* related matters to suit the *Canadian* time zone and possibly to arrange to meet up to watch streamed games together.

This was the first request we had received to set up a *Group* like this, and we were able to respond within the hour in order that the *Group* could be set up under the *Swans Trust* name With the help of *Graham Lucas* we were able to ‘*land grab*’ this little bit of territory before anyone else did and we should probably be looking at similar initiatives in the future

### **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**

Agreed to forward the list of 20 names for this years *Wall of Fame* recipients to *Board Members* within 48 hours.

### **TBM 199/17 Schools Initiative.**

**SD** reported that **RG** had spoken to the *Welsh Bac Co-ordinators* group in *Swansea*, as a result *Gowerton Comprehensive School* are keen to be involved in the *Challenge* pilot. The *Welsh Bac Regional Support* officer for *Swansea* has also indicated that the *Pupil Referral Unit (PRU)* in *Aberdare* may also be interested. This week **SD** is meeting with the *Welsh Bac Co-ordinator* at *Dwr y Felin Comprehensive School* in *Neath* to discuss the *School's* plans for piloting the *Challenge* during the *Summer Term 2018*. **SD** and **RG** have been in touch with the *Swans Community Trust* regarding a follow

up meeting to the one held in December 2017, however, the *Community Trust* have indicated that they would like to focus on their existing *Enterprise Education* activities.

#### **TBM 208/17 Annual Awards Dinner**

**CD** reported that the original date for the *Awards Dinner* was the 9<sup>th</sup> May, however, as the re-arranged fixture with *Southampton* had been set for the 8<sup>th</sup> May, after *Club* consultations with the *Manager* it has been agreed that the *Awards Dinner* will now be held on the 2<sup>nd</sup> May. There was lengthy discussion by *Board Members* concluding that the *Awards Dinner*, due to the perilous position of the *Club* in the *Premier League* be cancelled. The final decision would be one for the Awards Dinner Organising Committee but Trust reps **CD** and **NH** would inform them of the view of the *Trust Board* at the next meeting.

It was also agreed that we would not nominate anyone for the *Trust Lifetime Achievement Award* this year should the *Dinner* takes place.

#### **TBM 209/18 Travel Group.**

There was no report this month.

#### **TBM 211/18 Governance & Policy Documents:**

**AC** had submitted comments on the *Governance & Policy* documents. Due to time constraints at Board Meetings it was agreed that a sub-group be set up with **AG, AC, WO'K and NH** reviewing **AC's** comments.

#### **TBM 213/18 Data Protection Regulations**

**AL** Had been working with **DD** on the *GDPR data protection regulations* due to become effective in May 2018.

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

**Next Board Meeting Monday 14<sup>th</sup> May at Fairwood Training Centre at 5.30pm.**