

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Minutes of the Board Meeting held on Monday, 3rd December 2018 at the Liberty Stadium, Swansea, commencing at 5.45pm.

Present:

Phil Sumbler (*PS*), Andy Godden (*AG*), Stuart McDonald (*SMcD*), Dave Dalton (*DD*), Roger Goodwin (*RG*), Sian Davies (*SD*), Barbara Cook (*BC*), Rupert Thomas (*RT*), Viv Brooks (*VB*), Tim Bull (*TB*), Nigel Hamer (*NH*).

By Conference Call:

Andrew McGlashan (*AMcG*).

Apologies:

Cath Dyer (*CD*), Andrew Cude (*AC*), David Little (*DL*), Lisa Clement (*LC*).

The Minutes of the meeting held on the 12th November, 2018. had previously been approved.

1. Matters Arising from the Minutes

2. Shareholding.

AMcG updated the meeting in respect of the on-going Legal issues with the current *Owners* and the selling Shareholders (**SMcD** was not present for this update).

3. Supporter Director's Report

SMcD reported that it had been a relatively quiet period in terms of interaction with the *Club* hierarchy with *CEO Chris Pearlman* having been away for two of the four week period. The *Trust* page is now set as a fixture in the *Club Matchday* programme, and we will hope to widen its content, and appeal, as it develops through the season.

Initial response to the *2019/20 Season Ticket* prices and structure has been positive, and although there will always be differing views on the emphasis and pricing levels set, the extra concessions being made to Juniors have been well received. We were disappointed to have to postpone the *Wall of Fame* unveiling which was due to take place on the day of the *Norwich* fixture on the 24th November. The reason for postponing was straightforward, there were too many of the Inductees, or, their families, who were unable to attend on this date, so it was decided to postpone until the new year, when we will hopefully have a greater availability of attendees.

I have previously referred to the possibility of *Manager Graham Potter* undertaking another Fans Forum which he is keen to do, and it is hoped that it can be arranged in the near future. On football matters, we have been kept informed of the ongoing contract developments, and although there has been an inevitable impatience amongst the Fanbase, there has never really been any doubt about our crop of youngsters committing to new contracts.

4. Treasurer and Finance Sub Group Report

SMcD gave an update on the Trust's current financial position.

SMcD reported that the Finance Sub-Group have access to the Club monthly Management accounts which are reasonably detailed, and which, as far as we are able to scrutinise, give no evidence that the Club is maladministering financially.

There is no doubt that significant cuts and savings needed to be made following our relegation. Where we are at odds with the Club is regarding the amount of detail that they are prepared to provide to us so that we can make a judgement on the forecasts for the next two years and our opinion and suggestions for any alternative or additional cuts. This is the impasse that we are at, which is now tied in to the Shareholding negotiations.

5. IT Sub Group Report

DD summarised the *Swans Trust* website and social media stats for *November 2018*.

The total numbers of page views in November were 1,569, (compared to 2,268 in October). which is around 30% below the seasonal average for the site.

66% of visitors to the website came from UK while 29% were from the USA.

The top 5 pages (in terms of page views) in October were:

1. Trust Homepage = 344 (21.92%)
2. Trust Board Minutes = 239 (15.23%).
3. Remembrance Sunday = 119 (7.58%)
4. Join the Trust = 99 (6.31%)
5. History of Swansea City = 86 (5.48%).

Postings and links to relevant articles and content on the Facebook Trust member's page continue with last month's topics focusing primarily on the Shareholding situation and recent Player contract renewals. The total number of Members to this page has reached 242. The number of Members on our Public Facebook page has risen to 11,826. Twitter saw us increase to 7,672 followers to the end of November.

The total number of emails received and responded to in November via our @swanstrust.co.uk addresses were:

info@swanstrust.co.uk = 5 (compared to 13 in October)

communications@swanstrust.co.uk = 1 (compared to 3 in October)

A total of 18 members have joined (or re-joined) the Trust via our website facility during November (compared to 77 in October).

No emails were sent out to all current Trust members during November while an article commemorating Remembrance Sunday was posted up on our Website..

6. Membership Sub Group Report

SD reported on current membership numbers which were 1313 which was an increase on the same period in 2017/18 although our target of 1500 by the end of October has not been achieved.. There are approximately 342 members from last year who haven't renewed, however there have been 384 new/returning members (members prior to 2017/18 season), e-mails to those who haven't renewed have yielded 15 recent renewals.

Update since last meeting.

At present the Group's focus is to increase current membership numbers. Fliers continue to be handed out around the Pod and have proved quite productive. However, there is still need for more Board Members on the ground to distribute Fliers in areas away from the Pod. There is also a need for more Board Members to man the Pod, ideally on a rota basis.

Proposed activities for December.

- Send electronic Christmas card to current members.
- Send electronic Christmas card to non-renewers as a final push.
- Target an area of the Stadium, or, nearby, to sign up new members. Again this requires buy in by Board Members.

7. Community Sub Group Reports

Disability Supporters Association

CD reported that there had been issues with Fans leaning against Wheelchairs and crowding around the area of Row J hence the Club are looking at 'signage ' *Disabled Supporters Section – keep area clear*' being looked into.

Season Ticket renewals – in accordance with ticketing policy, *Disabled Supporters* who renew their season tickets will be required to fill in the *Club's* proof of eligibility criteria and provide supporting documentation. In the coming weeks the *Club* intends to draft communications for the *DSA* to review and once approved, assist the *Club* in promoting the message and reasons behind the process.

Sensory Space funding – an expression of interest form has been submitted for a *Pop Up Sensory Room* proposal to be held in *Executive Box 20*. As part of the application process, a visit was held on the 23rd November by *Peter and Kate Shippey* of the *Shippey Campaign, (Autism Spectrum Disorder)* where with *Club Staff* and *Cath Dyer (DSA Secretary)* met and had a very productive meeting.

The *Disabled Supporters Association* are holding a *Christmas Social Event* in the *Stadium* on the 5th December.

Schools' Initiative

SD reported that *Llangatwg Comprehensive School* in *Neath* completed the *Schools Challenge* with their Year 10 cohort (some 120 pupils) at the end of November. The School adopted the same model as *Dwr Y Felin Comprehensive School* in *Neath* as this worked very well in July. **SD** visited the *School* as the pupils prepared their work for the *Challenge* and spent two days taking part in the assessment of the pupils presentations together with the *School's Welsh Baccalaureate* co-ordinator and the *Welsh Baccalaureate Manager* for *Neath Port Talbot*. Again the pupils came up with some very innovative ideas and a number of pupils gave excellent presentations speaking very knowledgably and enthusiastically about their product. During a recent *Parents Evening* at the *School* parents commented on how much pupils had enjoyed the *Challenge*. A small group of pupils chosen by the *Assessment* team will visit the *Liberty Stadium* for a tour on the 5th December. A visit by the *Club Ambassadors, Lee Trundle* and *Leon Britton* will hopefully be arranged in the New Year to view the pupils work and talk to the pupils about their ideas.

The *Football Club* have agreed that a group of pupils from *Dwr Y Felin Comprehensive School* can take the idea of face painting forward. They will be at the game versus *Birmingham City* on the 26th January 2019 in the *Family Stand*. Planning is underway.

8. Comms/PR Report

AG reported that Programme articles submitted during November were:

- Norwich City: Focus on Schools Initiative & Remembrance Sunday.
- West Bromwich Albion: Focus on the Disabled Supporters Association and the sad passing of two former players, Dave Stewart and Kevin Austin.

The *Comms Group* had been preparing a *Statement to Members* announcing the upcoming *Mediation* meeting on the 29th/30th November, however, the *Mediation Meeting* had been postponed probably until the new year.

10. Governance

AC had informed the Board that he, **TB** and **BC** would review the *Trust Governance* documents as soon as possible.

13. AoB

NH confirmed that the *AGM* will be held on Monday, 28th January, 2019.

There being no further business, the Meeting closed at 8.20pm.

Next Board Meeting Monday 14th January, 2019 at the Liberty Stadium, Swansea at 5.30pm.