

# SWANSEA CITY SUPPORTERS TRUST

## BOARD MEETING MINUTES

**Minutes of the Board Meeting held on Monday, 14<sup>th</sup> January 2019 at the Liberty Stadium, Swansea, commencing at 5.30pm.**

**Present:**

Stuart McDonald (*SMcD*), Roger Goodwin (*RG*), Sian Davies (*SD*), Andrew Cude (*AC*), Barbara Cook (*BC*), Tim Bull (*TB*)

**By Conference Call:**

Andrew McGlashan (*AMcG.*), Dave Dalton (*DD*), Rupert Thomas (*RT*)

**Apologies:**

Viv Brooks (*VB*), Nigel Hamer (*NH*), Cath Dyer (*CD*), Phil Sumbler (*PS*), Andy Godden (*AG*), Andrew Cude (*AC*), David Little (*DL*), Lisa Clement (*LC*).

The Minutes of the meeting held on the 3<sup>rd</sup> December 2018. had previously been approved.

In the absence of the Chair and Vice Chair the Supporter Director chaired the meeting

### **1. Matters Arising from the Minutes**

There were no matters arising from the minutes

### **2. Chairman's Report**

The Chairman's report had previously been submitted. Due to the overlap between this agenda item and Agenda Item 8 it was agreed to combine these agenda items and discuss under Agenda Item 8

### **3. Supporter Director's Report**

**SMcD** reported that, as we enter the January transfer window, no early movement in the market is expected. The Club are working hard to move players out, with there being very little likelihood of any incomings until there have been some departures. The Club is not looking to sell young players.

**VB** is taking forward the work previously undertaken by Alan Lewis in securing the siting of a "Blue Plaque" at the Vetch Field. Funding availability is the concern, more so than the logistics of the operation. **VB** is in discussion with the Council as to how costs will be met. There will be an official ceremony on site, followed by a small reception at the Guildhall.

A compromise has been reached with Gillingham regarding ticket prices for the FA cup tie. The prices are higher than the Swans wished to charge, but lower than what Gillingham wanted. We have, however, been able to hold the kids prices at £1 and have also negotiated a concession for local junior clubs, whereby the kids (as groups) can have free entry.

The Club are in the process of finalising the awarding of the stadium catering contract, which is down to two companies. A decision will be made in the next few weeks, and will take effect from next season. There was a discussion around the lack of facilities in the West Stand compared to the Riverside Bar in the East Stand and also the prices being charged. Facilities are the responsibility of the Club and will be raised with **CP**

### **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 show little change.

There is no doubt that significant cuts and savings needed to be made following our relegation. We continue to be at odds with the Club 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. Thus the impasse continues, being tied in to the Shareholding negotiations.

## **5. Membership Sub Group Report**

**SD** reported on current membership numbers which were 1323. This was an increase on the same period in 2017/18. Renewals continue to trickle in, albeit very slowly.

### **Proposed activities for January/February**

The group had met prior to the full Board meeting to discuss possible strategies to increase membership for the 2019-10 season. It was a very productive meeting with a number of ideas being put forward. These will be tabled for discussion by the full Board in the February Board meeting.

## **6. Website and Social Media Report**

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

The total number of page views in December was 1177 (compared to 1569 in November) which is around 40% below the seasonal average for the site. This number of visits is also the lowest monthly total since the launch of the new Trust website in October 2014

Only 49% of visitors to the website came from UK while 45% were from the USA, the highest percentage of overseas visitors since records began.

AdSense income (from impressions and direct clicks to a displayed advert on our Trust web pages) has generated income of £97.81 since implementation on 13th February 2017. Estimated earnings for December are expected to be in the region of £1.00 (compared to £1.50 in November)

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

1. Trust Homepage = 282 (23.96%)
2. Trust Board Notice of AGM = 90 (7.65%)
3. History of Swansea City = 82 (6.97%)
4. Trust Board Minutes = 67 (5.69%)
5. Latest News = 44 (3.74%)

Postings and links to relevant articles and content on the Facebook Trust member's page continue with last month's topics focusing primarily on recent team performances and the shareholding situation. The total number of members to this page has reached 245. The number of members on our public Facebook page has dropped slightly to 11665. Twitter saw us increase to 7707 followers by the end of December.

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

[info@swanstrust.co.uk](mailto:info@swanstrust.co.uk) = 2 (compared to 5 in November)

[communications@swanstrust.co.uk](mailto:communications@swanstrust.co.uk) = 0 (compared to 1 in November)

A total of 3 members have joined (or re-joined) the Trust via our website facility during December (compared to 18 in November).

2 emails were sent out to all current Trust members during December while 3 news articles were posted up on our Trust website. Any **BMs** with any article of interest should forward it to **DD** for publication on the Trust website

It was agreed that **AC** will forward a copy of the Trust article for the Club matchday programme to **DD** prior to each home game, thus enabling the article to be posted on the website after each game.

**DD** and **SMcD** will meet to discuss the potential for an on-line shop selling Trust books, match programmes and memorabilia.

## **7. Schools' Initiative Report**

**SD** reported that a small group of pupils, from Llangatwg Comprehensive school, chosen by the assessment team as they completed the Challenge, visited the Liberty Stadium for a tour on 19<sup>th</sup> December. They had a very comprehensive tour of the changing rooms, pitchside, the Press Room and a Hospitality Box. Our thanks go to Stuart Button who has been extremely supportive, and flexible, with regard to stadium tours. A visit by the Club Ambassadors is being arranged for the New Year, to view the pupils' work and talk to the pupils about their ideas.

Planning continues with a group of pupils from Dwr y Felin re face painting which was scheduled for 26<sup>th</sup> January (v Birmingham). Due to the FA Cup game, now on that date, the activity has been postponed until 16<sup>th</sup> February (v Brentford). Again the club has been very supportive re this initiative.

The progress of the three groups in Gowerton Comprehensive School has been reviewed during a visit to the school by **RG**. Pupils have come up with an interesting range of ideas including catering, physical activity and social media. Presentations are likely to take place in late January with both **RG** and **SD** present.

**SD** has received a request from Qualifications Wales (the regulatory body for all qualifications in Wales (except universities)) to use an article about the Welsh Baccalaureate Challenge in Dwr y Felin as a case study for their website. **SD** is preparing the article.

## **8. Shareholding and Mediation Report**

**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).

## **9. Disabled Supporters Association**

**CD** reported that the Disabled Supporters section of the club website has been updated to include the following

Welcome  
Access guide / statement - Provided by Disabled Go  
Ticketing  
Swans DSA  
Quick Reference Guide  
ASD Supporters - Picture story and Parents Guide.  
Contact Us.

MOBILOO, a changing places facility, are at all home matches as part of our matchday facilities. They are based near the South East corner of the stadium adjacent to the Jack Zone.

The DSA held a fantastic Christmas social evening on the 5th December, where manager Graham Potter was in attendance, along with Alan Curtis, Daniel James and Jay Fulton. Kev Johns hosted the evening, and over 90 DSA members and carers attended, and also had the chance to meet Cyril the Swan and Santa.

The disability team at the club meet with the DSA monthly, and have a good working relationship.

## **10. Governance**

Due to priority being given to a number of other issues **AC** had informed the Board that he, **TB** and **BC** had been unable to review the Trust Governance prior to the meeting. The documents have been circulated and a meeting will take place shortly. Among other things, the Governance Review should address Affiliate roles and term times for BMs and Officers. It was agreed that this should be put on the agenda for the next Board meeting.

## **13. AoB**

### **Appointment of Secretary from 1<sup>st</sup> August 2019**

**NH** has given notice that he will be stepping down from the role of Trust Secretary on 31<sup>st</sup> July 2019. It is important to appoint a successor as soon as possible so that the person can shadow **NH** from February to July. There was a discussion around the role and agreement that we will (i) look at the SD Model Rule sand our own Governance

documents to decide whether or not the Secretary could be an elected BM and (ii) place an advert on the Trust website asap. The role will be on a voluntary basis and will be open to members and non-members. **TB** volunteered to work with **DD** and **NH** to draw up an advert. **BMs** recorded their immense thanks to **NH** for his incredible efforts and achievements over the best part of twenty years in the role.

### **Notices of Motion for the AGM**

The Board agreed to get a legal view on the Notices of Motion that have been put forward for the AGM

### **Wall of Fame**

The Trust does not have contact details for some of the inductees into the Wall of Fame. **SMcD** will speak to JW at the club regarding contact details for these inductees. Once all inductees have been contacted a date for the unveiling of the last twenty names will be arranged.

There being no further business, the Meeting closed at 7.40pm.

**Next Board Meeting Monday 11<sup>th</sup> February 2019 at the Liberty Stadium, Swansea at 5.30pm.**