

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Monday 16 September 2019 - Liberty Stadium, Swansea.

Present	Apologies
Phil Sumbler (<i>PS - Chair</i>)	Lisa Clement (LC)
Andy Godden (<i>AG</i>)	Dai Little (DL)
Stuart McDonald (<i>SMcD</i>)	Andrew Cude (AC)
Roger Goodwin (<i>RG</i>)	Tim Bull (TB)
Cath Dyer (<i>CD</i>)	
Andrew McGlashan (<i>AMcG</i>)	
Rupert Thomas (<i>RT</i>)	
Terry Sinnett (<i>TS</i>)	
Dave Dalton (<i>DD</i>)	
Mike Bastin (<i>Secretary</i>)	

Welcome

1. The Chair opened the discussion by welcoming Dave Dalton back into the board, with the board agreeing Dave will fill the casual board vacancy for the 2-year term. The board also welcomed back Roger Goodwin, who will be supporting the board's work in his role of Educational Advisor.

Disability Report

2. CD confirmed she would be attending the Watford match to view their sensory room, ahead of the opening of the same at the Liberty. CD has worked with the DSA and the club to introduce the facility and the club, which has provided good support in delivering, will advertise.

Schools report

3. RG discussed his plans for his role on the board, and intention to honour the commitments made by SD during her time with the trust. His immediate focus is on Gowerton and Dwr-y-felin but will need contacts urgently to progress in time for the work to be impactful.
4. SMcD raised the local community focus reintroduced by Trevor Birch and that the Community Trust (CT) arm of the club will be keen to collaborate. RG explained the previous challenges faced when trying to collaborate with the CT but agreed with the board's view that the Supporter's Trust should again explore that relationship, with RG retaining the lead on this work.

Shareholding/Legal report

5. SMcD noted that the club's owners are planning to be in the UK on 2 October and may be in Swansea following the Charlton match. He noted that their plans are liable to change, but PS said the trust must get airtime if it can.

Supporter Director's update

6. The new management team structure under Trevor Birch is working very well, displaying a professional, committed approach and a unity.
7. The appointment of Leon Britton as Sporting Director will see him, along with Trevor Birch, take a leading role in the restructuring and development of both the recruitment process and the Academy operation.
8. Continuing Trevor Birch's focus on developing stronger links with the local community, initiatives are being put in place to work more closely with local businesses and encourage their involvement with the Club.
9. I attended the quarterly Safety Advisory Group meeting, with there being two main items of interest. There is the long drawn out issue of the stadium steelwork, with the Club losing its case against the stadium construction company. It was confirmed that there is no safety issue with the steelwork, but the Club will have to address an ongoing maintenance and painting programme.
10. The second issue which is consistently raised, and one which is of concern under the Safety of Grounds legislation, is the problem of persistent standing in some areas of the ground, specifically the North East corner. It is certainly not a problem that is specific to Swansea City, but it is one which is likely to come more into focus during the current season.

Finance Subgroup update

11. The Finance Sub-Group continue to have access to the Club monthly Management Accounts, which are reasonably detailed and are in line with budget. Our new Chairman, Trevor Birch, continues to lead the drive to reduce our operational costs, which is a necessity as we face up to the financial impact of relegation from the Premier League.

Social/Web report

12. DD provided an update on Social and Web: 700+ of our membership are aged 60+ with fewer than 20 under the age of 16. Ways to encourage membership were discussed.

13. DD also talked through the digital comms channels employed by the trust and how they are currently being used. MB raised the potential for slickening some of these, using analytics to test messaging, better directing users to our content and how to build a more cohesive digital approach for the trust.
14. PS and TS agreed the trust should make better use of its links with partners (schools, DSA, Community Trust) etc to build a broader audience and TS raised the impact of recent events at Bolton and Bury as an effective message for fans. The group agreed MB should prepare a comms plan for the board to consider.

Subgroup membership and governance

15. The board discussed subgroup structure and membership. It was agreed that changes should not be made to the Shareholding and Legal group, as doing so could risk slowing processes at a time when the board may need to react quickly.
16. In light of discussions around membership and fundraising, it was agreed that the membership subgroup's remit be broadened to include fundraising.
17. Discussion turned to the reporting cycles of each subgroup and the agenda for board meetings. MB suggested likely unnecessary for all nine subgroups group to report at every board meeting and that the meetings might benefit from a trialling slightly different approach. The board agreed that MB would write to members two weeks in advance of meetings to seek reports from subgroups that wished or needed to submit a report to the board.

Treasurer Report

18. SMcD gave an update on the Trust's current financial position, with the two significant outgoings during the month, Legal fees and for Board election ballot costs, with significant incomings being Membership renewal and raffle proceeds.

AoB

19. SMcD raised that Trevor Birch is looking to include better materials and memorabilia in the stadium, at walkways and in reception and is looking to source historic kits and Swansea City items to be loaned to the club.