

Minutes of the Supporters Trust meeting held on Monday 16th November 2020 on MS TEAMS.

Present – Andy Godden (AG), Adam Lewis (AL), Dave Dalton (DD), Sian Davies (SD), Ceri Stone (CS), Terry Sinnett (TS), Stuart McDonald (SMcD), Rupert Thomas (RT), Roger Goodwin (RG) Cath Dyer (CD).

1. Discussion with Rebecca Edwards-Symmons (Head of Commercial)

- Andy introduced Beccy, who gave a comprehensive report of her role at the club, along with discussing topics such as the move to digital programmes and the ticketing deal with Ticketmaster.
- The rest of the time was used for a Q&A session.

2. October Minutes and Matters Arising.

Paul (PB) had previously sent out the minutes, and Andy (AG) queried whether there were any outstanding issues. No issues were raised.

3. Legal / Shareholding Update.

AG provided an update to the Trust Board on the current state of progress regarding our activities in relation to the dispute arising from the 2016 sale.

4. Finance Update.

Stuart gave an update on the club's finances, based on the reports received during the recent club board meetings and information received as a director of the club.

5. Supporter Director Update.

- Stuart (SMcD) and Andy (AG) had met with Jake Silverstein, which was a positive meeting.
- Julian Winter seems to be settling in well with positive feedback received from the club's management team
- Agreement with club's management team, plus Steve Cooper, to attend our monthly board meetings as requested.
- During attendance at the Brentford game, Stuart (SMcD) had discussions with Andy Scott regarding our transfer and recruitment plans.

6. Membership and Fundraising.

Dave had submitted the report prior to the meeting. SD reported that as of 9th November the total number of Trust members recorded on our database for 2020/21 was 1501, an increase of 227 members since the September meeting.

The total number of members at the end of 2019/20 was 1114 so an encouraging increase of almost 400 new members since the 1st August.

For comparison purposes these are the past five seasons total members at 31st July

2015/2016	1388
2016/2017	1824
2017/2018	1262
2018/2019	1593
2019/2020	1114
2020/2021 (to date)	1501

7. 20th Anniversary Discussion.

- Dave (DD) queried calling it 20th Anniversary year or season. Proposal is to launch in January for 20th year and focus on specific dates accordingly.
- Terry (TS) suggested announcing new Trust members on social media. AG questioned whether any GDPR concerns with this approach, or whether members would want this information publicised without consent. AG proposed we confirm GDPR position and adding a line to the membership form asking members to consent to this in future.
- To encourage recruitment, proposal is to look at adopting Trust Ambassadors (potentially former players or famous fans). AG raised point that any ambassador must share vision and ethos of the Trust.
- Membership to look at various items of Trust merchandise to be available for members/fans to purchase.

8. Website / IT Update.

Dave (DD) had previously submitted the reports prior to the meeting.

The following table summarises the Swans Trust website and social media stats for November 2020 and the previous three months for comparison purposes.

	Website Visits	Website Updates	Gen Trust Emails Received & Replied	Twitter Followers	Instagram Followers	Facebook Public Group	Facebook Private Group	Facebook Trust Members Only	Online Member Signups	Emails to Members
August	7414	6	43	8362	271	12524	2356	194	134	7
Sept'ber	6254	6	21	8391	284	12512	2824	203	136	3
October	5280	7	12	8402	306	12531	2851	231	90	5
Nov'ber	2743	4	14	8403	319	12505	2857	233	54	2

9. PR / Comms

No further update. The October update was sent on 28th October and has received positive feedback from a number of members. We have been working to a 5-week cycle, so next update planned for early December.

10. DSA

Cath (CD) had previously submitted the DSA report.

- The club and DSA worked together on International Day for Disabled People, IDDP, on Dec 3rd.
- The club have had many queries for the sensory room when the football starts back.
- The club are planning for when football does come back, working out plenty of ideas, and will be involving the DSA when the time is right.
- The DSA chair and secretary have had an online meeting with Julian Winter, who is supportive of the DSA, and will be attending quarterly meetings.
- Sporting Memories – The DSA met with Julie Williams, who has organised an “At Home pack for Sporting Memories.”
- The DSA are again supporting the Mr X Appeal this year, which supports disadvantaged children in the area.

11. ANY OTHER BUSINESS.

A) Sporting Memories.

Cath (CD) mentioned previously submitted a report to the Trust. The DSA had been in contact with project coordinator, Julie Williams. Cath wondered whether the Trust

would care to get involved too. Everyone agreed. AG noted that this would seem to overlap with Swans' Community Trust interests. SMcD concurred and added that the club may also wish to be involved.

B) Memorial Game.

Cath (CD) mentioned that a memorial game to remember all the Swansea City fans and family members who we have lost throughout 2020 due to COVID 19. Stuart (SMcD) stated that he thought all clubs would officially do that when spectators get back into stadiums. The board agreed it is a good idea.

C) Honorary or Lifetime Members.

Terry (TS) queried whether the Trust have anybody. Andy (AG) stated this no honorary/lifetime members have previously been confirmed, and suggested that the Membership subgroup considers and presents any suggestions to the full board.

D) Schools Initiative.

Roger (RG) stated that he is keeping in contact with the schools involved in the initiative prior to the Covid crisis. As schools are restricting access at the moment, along with the proposed 2020/21 qualifications changes within Wales, the scope of this initiative for 2020/21 is unclear at the moment, however RG will continue to liaise with schools and update the board accordingly.

E) Structured Dialogue.

Dave (DD) queried whether information had been sent out.

Cath (CD) explained she had received an email that day.

Stuart (SMcD) suggested that Dave contact Cath Thomas at the club.

F) AGM.

Andy (AG) stated that the date for the AGM is January 18th 2021.

The secretary will lead the admin tasks.

Stuart will sort out the financial tasks.

Members need 30 days' notice as advised in model rules.

Terry (TS) said that Wycombe are doing their AGM on You-tube.

Andy (AG) stated that this is not possible for live broadcast due to potential information relating to our legal proceedings however, if unable to hold the AGM in person, we will plan for a virtual AGM using MS Teams/Zoom, which can be recorded and edited for public viewing.

Sian (SD) suggested asking people to register their interest in attending and submit any pre-prepared questions, prior to the evening.

G) Trust Prize / Christmas Draws.

Terry (TS) suggested monthly draws for members with a gift to adult / junior members. The discussion followed around monthly, regular, Christmas or 20th year draws. Stuart offered Trust books.

Alan Curtis is our Trust president. Could he and Lee Trundle sign the books.

Sian (SD) suggested a Christmas draw early December and starting a monthly draw in the new year – to start off our 20th Anniversary year. Everyone agreed.

H) EBAY

Stuart (SMcD) stated that he sells programmes and books on ebay and makes monies for Trust funds. As there are collectors around, would it be worth advertising some on the Trust website.

Dave (DD) asked Stuart (SD) for a list of 30 items.

As there was no other business. Andy (AG) closed the meeting at 7.45pm