

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Monday 18th January 2021 17h00 – MS Teams videoconference.

Present:	Rupert Thomas (<i>RT</i>)
Andy Godden (<i>AG</i>)	Terry Sinnett (<i>TS</i>)
Stuart McDonald (<i>SMcD</i>)	Sian Davies (<i>SD</i>)
Dave Dalton (<i>DD</i>)	Roger Goodwin (<i>RG</i>)
Ceri Stone (<i>CS</i>)	Adam Lewis (<i>AL</i>)
Cath Dyer (<i>CD</i>)	Paul Barrett (<i>PB - Secretary</i>)
Apologies:	

December Minutes, Actions and Matters Arising

1. Last month's minutes have been completed and the minutes redacted before being published on the Trust web site as per normal.

Trust AGM

2. The 2021 AGM will be held at 7.05pm on Monday 18th January, after this meeting. A pre-meeting was held ahead of this BM to finalise details.

Legal / Shareholding update

3. Trust representatives to meet with Jake Silverstein and others w/c 25 Jan.

Finance / Supporter's Director Update

Trust

4. SMcD advised that the Trust accounts have recently increased which includes sale of some memorabilia and a legacy.
5. Legacy money has been left to the Trust - along with several other charities. Further research needs to be conducted to find out a bit more about what the donator may have wished the funds to support within the Trust's domain.
6. The club have some experience of receiving legacy payments; some items of value may be recompensed to owners. There is one ongoing legacy where a donor from the north of England is sending a package of Swans memorabilia to SMcD.

Club

7. The club board continue to keep a tight rein on the finances and focus on its budget.
8. The club are waiting for a Business Interruption Payment awarded by the high court to be paid.
9. The pitch is in good condition after being relayed, and it will be helped by the postponement of the next Ospreys game.
10. SMcD welcomed the appointments of Mark Allen (Academy Head), and Ben Donovan (Head of Media – ex Swansea Univ).
11. The club board under Julian Winter plans to set up a Former Players Association, in a similar fashion to league clubs elsewhere. The Trust is likely to be involved.
12. The club are pleased with the uptake on the season ticket sales.

Membership and Fundraising

13. The discussion centred around the rebound in Trust membership numbers; 2019 – 1602; 2020 – 1114; 2021 – 1650
14. Books for prizes for the January prize draw need to be signed by a Swans celeb.

Website/Social Media

15. Reference to the website statistics etc is given below

	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
September	6254	6	21	8391	284	12512	2824	203	136	3
October	5280	7	12	8402	306	12531	2851	231	90	5
November	2743	4	14	8403	319	12505	2857	233	54	2
December	3376	7	18	8426	331	12549	2870	235	116	4

16. We intend to update the website later in the year with the new recurring payment system.

DSA Update

17. The DSA held our Christmas raffle via zoom on 17th December. We were joined by Julian Winter and Becky Edwards-Symmons from the club. Thanks to many local businesses, we had 34 items in our raffle. The draw was done live, and the winners notified the same day. Thank you to everyone who bought raffle tickets. Many winners have received their prizes, but due to covid restrictions, there are a few members who have not yet had their prizes, but understand the reasons why.
18. Level Playing Fields “Weeks of Action 2021” will be held between Saturday 27 February to Sunday 14 March, and are asking DSAs to post via social media, “images or videos of yourself and members in your team colours, and a few lines about what you miss about watching live sport using the hashtags #WeeksOfAction or #AccessForAll.” Our DSA will also be contacting the club re Weeks of Action.
19. The DSA hosted a virtual coffee morning via zoom. We also held a raffle during the event. For further details, members can contact us via secswandsa@gmail.com
20. During our recent monthly DSA committee meeting, we were fortunate to be joined by Julian Winter, who spoke to us about his career to date, and the committee members were able to ask him any questions.

Schools Update

21. With all schools reduced to distance learning at present we clearly cannot get into schools to introduce or monitor progress on our “challenge” nor are they going to be involved in visiting the stadium (even if that were allowed by the Swans). It is also not practical to drop books off to them at present.

AOB

22. TS received a call asking if the Trust would (in principle) be interested in a film addressing the years under John Toshack. The Trust is not in a position to fund such an initiative, but would be willing contributors if the project is commissioned.
23. DD updated the board on the Swans Supporters Groups initiative he had been working on. Since the departure of Jonathan Wilsher and Trevor Birch (and the outbreak of Covid) he had been unable to move forward with some of the ideas that had been put to the club by the working group that had been established. However the club have now asked Catherine Thomas, Head of fan Engagement to revisit the initiative and further meetings between Catherine and the working group are due to take place

again every month commencing in January. It is hoped that the club would then be able to drive the project forward with the help and support of the working group.

At the same time the club are looking at improving the Supporters Groups pages on their website to make them more informative for our overseas supporters and the 50+ recognised International Supporters Groups across the world. Efforts to improve the match day experience for any overseas Swans supporter would also be put in place by the time stadiums can be re-opened.

24. SMcD raised the issue of the demographic distribution of Trust members. We have an ageing membership base, we presently have more concessions than adult members. It was suggested that the Trust establishes a discussion group to look at the demographic imbalance of the Trust membership, with a view to increasing the number of younger members, more females and a wider diversity.

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