

SWANSEA CITY SUPPORTERS TRUST

BOARD MEETING MINUTES

Monday 10th May 2021 17h30 – MS Teams videoconference.

April 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.

Mr Andrew Brayley: Chair Disabled Supporters Association

2. Andrew introduced himself to the TB; he has an accountancy background, and invited questions from everyone.
3. His objective is for the DSA to be as effective as possible, and wishes to increase the size of the DSA fan base. AB wishes to work in tandem with the Trust to increase disabled persons' membership of both Trust and DSA. AG acknowledged and accepted the support. Current DSA membership is c. 150. TS noted that the DSA and Trust have similar issues in gaining new members.
4. AB continues to liaise with other clubs' DSAs; Swansea is recognised by others to be one of the foremost DSAs.
5. AB advised that it has been tough to keep the membership engaged during lockdown, as events have been very limited. SD commented that the work done by the DSA during lockdown has been fantastic.
6. AB has met with Julian Winter, who has been very supportive, as well as Steve Cooper, though DSA members have missed the matchday engagement with the players, as well as the competitions, quizzes and hampers, though the Coffee Morning was well attended.
7. PB asked if any additional support from the club was forthcoming in relation to accessing SwansTV; AB advised it's the same as for all STHs, and wishes it to remain so. Some comments were raised on the use of sub-titles on the SwansTV programme, but this has since been addressed by the club's media team.
8. AG mentioned that re-entry to the stadium will need special consideration for the more vulnerable people, some are still in isolation.
9. AG advised that Julian Winter will be asked as guest if he can attend the next BM in June.

Finance / Supporter's Director Update (SMcD)

Trust

10. Finance Report – very little to report; Public Liability Insurance has been paid,

Supporters' Director's Report

11. The club reported a profit of £2m for the year ending mid-2020. The Trust had prior sight of these accounts some time ago. Some discussion on director remuneration, which was clarified as being Trevor Birch's salary as the sole paid director. This is expected to change in future with TB departure and two paid working directors.
12. According to *Swiss Rambler*, only one other club in the C'ship (Hull) made a profit over the same period. Several clubs made huge losses, and may contravene the FFP rules.
13. Our wages/turnover ratio is 77% (target was 65%), which is one of the lowest in the C'ship. We are in a strong financial position compared with most other C'ship clubs, although we should note this has been solely due to player trading.
14. The Community Trust AGM was held in mid-April. Their finances are still strong. Their staff are stadium based, and the club is looking to integrate the Community Trust into the club's control.

15. The Disabled Access / Player Care Officer – Mark Phillips – has left the club. The Academy is still in the process of being restructured.
16. The club have received the first instalment of the EFL, though this money will not normally be drawn upon, as it's meant to cover for salaries, taxes, VAT and NI.
17. No news on the Former Players' Association. This will be formed under the Community Trust umbrella. Our FPA representative DD has also not yet received contact.
18. The Liberty PA System has been commissioned.
19. SMcD recently participated in the club's Structured Dialogue Meeting, co-ordinated by Catherine Thomas of the club. Several fan groups are involved, and some of the questions and answers are summarised as follows:
 - a. Down grade of the Academy? The club view is that Category 2 is the best use of the club's resources whilst we remain in the Championship.
 - b. Swansea Ladies not (yet) allowed to play in the Liberty, as there are presently too many complications with the Covid restrictions.
 - c. The club will look to conduct more fans' forums away from the city (eg NPT, W.Wales).
 - d. Fan engagement has continued with Swans fans around the world; USA, Turkey, Brazil via MS TEAMS.

Membership and Fundraising

31. SD noted the list of actions for Trust Board approval.
32. TS mentioned need to retain a "special prize" to allow some leeway in supply.
33. PB confirmed in the adapted rules that the voting age for Trust Members is 16.
34. Some discussion is needed on DSA / Trust memberships for alignment (see AB discussion above).

Website/Social Media

	Website Visits	Website Updates	Gen Trust Emails Received & Replied	Twitter Followers	Instagram Followers	Facebook Public Group	Facebook Public Page	Facebook Trust Members Only	Online Member Signups	Emails to Members
January	2502	5	12	8489	365	12499	2888	240	19	4
February	4006	10	9	8523	379	12519	2894	240	5	1
March	3152	5	6	8533	416	12821	2927	250	8	0
April	3133	7	5	8542	425	N/A	3028	259	5	3

PR / Comms Update

35. A meeting is needed to discuss legal matters.

DSA Update (see CD report – Appendix 3)

36. The club will review how sub-titles are presented on SwansTV.
37. Cathy Thomas is now the club's point of contact on Disability Issues.
38. Lots of assessment work has been carried out with regard to fans re-entering the Liberty. CD has been in discussion with Beccy; disabled fans will be given access with nominated carers at the play of semi-final.

Schools (see RG report – Appendix 4)

39. RG advised that the Trust's liaison with schools was the correct approach during lockdown etc. RG requested when the club intends to restart stadium tours and the use of a stadium hospitality box for school children visits.

AOB

- 40.PB suggested that the board considers a face-to-face event at the next meeting. SMcD stated that the Swansea Senior League met recently at the Landore Club, and that might be a possibility. AG suggested that this will need to be discussed further to determine whether meeting can be held in a way that allows all board members to attend in a safe and productive manner.
- 41.PB will check the rules ahead of the forthcoming election to the Trust Board, particularly on co-option.
- 42.CD advised that she checks ahead with AG/SMcD for all media interviews.
- 43.DD mentioned that Swansea Pride (with Proud Swans involvement) still plans to go ahead on 17th July. If the event takes place, it's desirable for one or two Trust representatives to attend.
- 44.CS congratulated CD on her recent award.

The meeting closed at 7.45pm.

The next Trust Board meeting will be held on MS Teams on Monday 14th June at 5.30p.m.

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