

## SWANSEA CITY SUPPORTERS TRUST

### BOARD MEETING MINUTES

Monday 12<sup>th</sup> July 2021 17h30 – LIBERTY STADIUM / MS Teams videoconference.

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

#### **Julian Winter (JW) – Update on Club Operations etc**

- JW gave an update on club activities, and answered questions raised by BMs. The club will be updating the fans on most of the information that was presented to the Trust Board.
- The Community Trust will be relaunched with a different role as the Swans Foundation.
- The Former Players Association held its first meeting on Monday 12<sup>th</sup> July. A significant number of former players have returned contact with the club.
- JW outlined some of the changes that were taking place in the EFL board structure; the C'ship has three representative directors.
- The Stadium steelwork painting has been almost completed.
- The Stadium PA remains to be commissioned.
- New unmanned turnstiles have been installed around the stadium.
- The temporary pitch taken up at the end of the season has been relaid at Fairwood. The club have moved from a Desso pitch to CisGrass, the synthetic weave will be laid by the contractor very soon, ahead of the Southampton match.
- The in-house catering team are picking up; they've already served a couple of functions within Covid limitations.
- Return of the fans: there is a review planned by WAG on Weds 14<sup>th</sup>. Following the test events in Wales; a 1.5m separation distance allows 6,500 in the Liberty, 1m allows 8,000. Still discussions ongoing to determine capacities and limitations for home and away support.
- Live streaming is likely to continue in the new season to cater for fans unable to attend matches. Pressure is being exerted on the EFL to allow the live streaming.
- A Digital Archive of all club programmes and memorabilia is being explored by the club, with the aim to create a digital museum for the club.
- The arrangement / partnership with the Ospreys is now covered by a landlord / tenant type agreement.

#### **Election Results**

- PB summarised the current situation with regards to the Trust Board election. Seven nominations were received for seven vacancies; hence the need for further election amongst the Trust members is obviated.
- The Election Working Group (EWG) has been working through the nominations, as per the Trust Board Election procedure.
- Some evaluation of the candidates' skills and experiences utilising their 250 page summaries has been conducted by the EWG; further evaluations in relation to the Trust Board roles and responsibilities will be carried out by speaking with each individual as the new board is formed.
- The profiles of the new board members are now being received; these will assist in the formulation of the new board.

- The Trust Board requested that each candidate was asked whether they prefer to stand for one or two years; the responses have since been received and two candidates have indicated willingness to stand for one year, the remainder will stand for two years.
- Adam Lewis has agreed to be co-opted onto the Trust Board for 2021/22. The trust board decided to put further co-options on hold for the immediate future, until the board has settled and defined gaps to any needs.

### Finance / Supporter's Director Update (SMcD) Trust

- The Registered Office for the trust is held at the trust's auditor's office. Trust documentation needs to reflect this.

### Supporters' Director's Report

- See Julian Winter's Update.
- SMcD will aid the new supporters' director with some introductions to personnel within the club.
- The new supporters' director will have a role in the revised Swans Foundation, as well as a place on the Safety Advisory Group.

### Membership and Fundraising

- **Purchase of the Trust Pod:** The board recommended that the Trust should proceed with purchase of the existing Pod, after looking at the options to lease, or purchase a new pod. The Trust will purchase the pod with the necessary security coverage that has existed since the pod's launch. AG and Becky to set up a formal agreement.
- The club have a contractual agreement with the Swans Travel Club Pod.

### Website/Social Media (see DD report – Appendix 2)

The following table summarises the Swans Trust website and social media stats for June 2021 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 Public Page	Facebook Trust Members Only	Online Member Signups	Emails to Members
March	3152	5	6	8533	416	12821	2927	250	8	0
April	3133	7	5	8542	425	N/A	3028	259	5	3
May	2953	6	20	8506	437	N/A	3039	259	9	3
June	2621	5	7	8509	439	N/A	3056	261	3	4

- Considering the time of year another, encouraging month of visitors to our website and supporter interactions via our various social media platforms.
- The number of followers and interactions on all our social media channels remains steady with an increase in followers across all platforms.
- We have now closed the online memberships for 2020/21 and any received from the 1<sup>st</sup> July will automatically be moved into 2021/22. Work to update the online memberships portal of the website for 2021/22 will commence shortly with the aim to have it completed by mid July.
- We will announce details of our 20<sup>th</sup> Anniversary membership rates in the coming weeks and encourage renewals and new memberships via our website and social media platforms from the 1<sup>st</sup> August.
- The ongoing review of our Swans Trust website [www.swanstrust.co.uk](http://www.swanstrust.co.uk) led by Adam Lewis continues in preparation for the next phase, details of which will be announced later in the summer.

- Part of this review includes the link up between our website, Intouch CRM and our online membership/payment systems and whether there is any scope to reduce the time required for board members to administer and update. These discussions are ongoing and will be presented to the board in the near future.

#### **PR / Comms Update**

- AG advised that an end of season update will be issued as soon as timing allows, the target date is 31<sup>st</sup> July 2021.

#### **DSA Update**

- DSA AGM – This was held at the Liberty on Tuesday 6th July, in the Cwtch at the Liberty. Thank you to some of our members who attended. The committee was then formed for the 21/22 season. The club kindly provided refreshments for the evening.
- NEWSLETTER – Our end of season DSA newsletter was recently sent to our members, sponsors, Swans Trust and club staff, and has been very well received with plenty of positive comments on all our hard work. Special thanks must go to DSA member, Richard Haselgrove, who is instrumental in planning and preparing our newsletter.
- COFFEE MORNING – Our recent DSA coffee morning was held on Monday, 5th July, where our special guest was Julian Winter, CEO at the Swans. Julian spoke about his career, and then answered questions from our members. Liam Bird, of LPF, who supported our DSA once again. Huge thanks to DAWSONS who kindly sponsored the event.
- The club and DSA are in regular communication regarding supporters attending games next season, and when updates are available the club, through Cath Thomas, hold meetings with us.
- The DSA supported LPF's Annual Fan Survey, which was conducted through all clubs in England and Wales. 1400 responses from disabled supporters were received. Results will be published shortly.

#### **AOB**

- DD outlined the plans to revamp the Riverside Bar (under the E Stand). Use of existing materials, old pictures, internationals etc, the Liberty Years, etc.
- The report from the first Former Players Association meeting held on Monday 12<sup>th</sup> July will be circulated to the Trust Board soon.

**The next Trust Board meeting will at 4pm on Monday 2<sup>nd</sup> August 2021.**