

## Sheffield Wednesday Supporters Trust

### Minutes Trust Board Meeting

#### Virtual Meeting

7:00pm – September 1st 2020

Present: Steve Walmsley (SW), Matt Millward (MM), James Silverwood (JS), Tom Scott (TS), Jenni Smith (JSm).

		Action
<b>1.0</b>	<b>Minutes of the last meeting</b>  The notes of the Board Meeting on 11 August 2020 were approved as a correct record	
<b>2.0</b>	<b>Matters Arising</b>	
<b>2.1</b>	Not able to use a PO Box as our formal registered address. Matt to continue to explore other workable options.	MM
<b>2.2</b>	The Club Customer Charter had not yet been fully amended, James to check with the Club.	JS
<b>2.3</b>	Club have granted permission for the Trust to use copyrighted images and videos in our promotional video.	JSm
<b>3.0</b>	<b>Appointment of Additional Board Members</b>	
<b>3.1</b>	Following the recruitment and interview process the board discussed potential candidates. The Board agreed to offer positions on the board to:  GS – to play a lead role on Diversity and Inclusion MB – to play a lead role on Community Activity CM – to play a lead role on Community Activity jointly with MB RB – to play a lead role on Trust Membership JD – to play a lead role on Trust Membership jointly with RB RC – play a lead role on the Trust website	
<b>3.2</b>	2 further people will be approached to play a volunteer role with the Trust.	JS

<p><b>3.3</b></p> <p><b>3.4</b></p>	<p>Formal offers to be made by James. Only when positions have been accepted will we be in a position to confirm the identity of the new Board Members.</p> <p>If all the offers are accepted, we could still appoint up to a further 5 board members until elections take place in mid-2021. The board noted that we need to try to use further recruitment as an opportunity to ensure that the make-up of the board reflects the diversity of the Sheffield community. For future discussion. <i>Note. RC was not able to accept the appointment due to time commitments.</i></p>	<p>JS</p> <p>SW</p>
<p><b>4.0</b></p> <p><b>4.1</b></p>	<p><b>Allocation of Board Roles</b></p> <p>Including the appointments at (3) above current allocation of Board roles was agreed as follows:</p> <p>Chair – James  V Chair – Tom  Treasurer - Matt  Secretary – Steve (temp until a Secretary can be recruited)  FSA Liaison – Steve  Communications – Jenni with support from Tom and James  Trust Membership – Robert and John  Trust Website – To be recruited  Diversity &amp; Inclusion – Gary  Community – Michael and Chris</p> <p>Some of the above are subject to acceptance. FSA Liaison, Diversity &amp; Inclusion, Website and Communications are areas we may wish to further recruit to. We also need to recruit a Secretary who will not be a board member but will be an adviser to the Board.</p>	<p>All</p>
<p><b>5.0</b></p> <p><b>5.1</b></p>	<p><b>Establishment of the Advisory Panel</b></p> <p>Agreed that we now need to actively establish the Panel to focus primarily on football/financial strategy issues. Panel to include not just ex-players etc but to include other expertise eg from journalism or academia. James to approach the former player to seek a firm commitment to move this forward.</p>	<p>JS</p>
<p><b>6.0</b></p> <p><b>6.1</b></p>	<p><b>Board Development/ Induction/ Ways of Working etc</b></p> <p>Board discussed the above and agreed the following:</p>	

	<ul style="list-style-type: none"> <li>● Approach FSA to deliver an induction and development planning session</li> <li>● Organise a virtual session for the board but more social in nature</li> <li>● Produce pen pics of current board members to share with the new members</li> <li>● Establish 2 WhatsApp groups for Board members – one focused more on the board business and decisions, the second a more social and chat focussed forum.</li> <li>● We need to move towards a more delegated way of working with Board members presenting reports on progress and matters for decision at Board meetings, and exercising judgement on what needs a Board decision. Agenda for a future discussion.</li> </ul>	SW JS All JS SW
<b>7.0</b>	<b>Engagement with the Club</b>	
<b>7.1</b>	James reported back on the latest meeting held with the Club at their request on the 28th August. A summary of the meeting was shared with the Club on the 31st August for their confirmation as a true record of the discussion. Once this has been secured it will be shared with Trust members. Much of the meeting was about the upcoming 20/21 season and how fans may return to games. It was agreed that we should carry out a quick survey with Trust members via Mail Chimp on some issues.	JSm
<b>7.2</b>	Club were still awaiting confirmation of TV deal details for behind closed doors games from EFL.	
<b>8.0</b>	<b>Research/Evidence/Publications</b>	
<b>8.1</b>	Options for papers on key issues eg ticket prices are being pursued.	JS
<b>9.0</b>	<b>Communications and Engagement with Trust Members</b>	
<b>9.1</b>	We can now move forward with the plan for the on-line event with members. First event will be open to 30 members so as to be manageable given our use of the technology will be new. Plan for the event has been put together but needs refining. If this works well we will organise more and/or larger events for members.	JSm/MM/ TS
<b>9.2</b>	It was agreed we should spend between £50-£100 on a Twitter advert for membership recruitment. We will use Google	

	analytics to inform learning from that process. The intention being that new membership subscriptions will more than cover the cost.	JSm/TS
<b>10.0</b>	<b>Finance Update</b>	
<b>10.1</b>	Matt updated Board on the financial and membership position.	
<b>11.0</b>	<b>FSA Update</b>	
<b>11.1</b>	Update email from FSA had been circulated. We will complete the survey.	SW
<b>12.0</b>	<b>Next Meeting</b>	
<b>12.1</b>	It was agreed that the next meeting will take place on Wednesday 16 September 2020 at 7pm. This will be a virtual meeting. There will be a shorter formal agenda in order to enable a practice run of the on-line communication event with Trust members.	SW