

# Sheffield Wednesday Supporters Trust

## Minutes Trust Board Meeting

### Virtual Meeting

7:00pm 11<sup>th</sup> August 2020

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

		Action
<b>1.0</b>	<b>Minutes of the last meeting</b>  The notes of the Board Meeting on 16 <sup>th</sup> July 2020 were approved as a correct record with 2 amendments. SW to amend.	SW
<b>2.0</b>	<b>Matters Arising</b>	
<b>2.1</b>	Agreed to explore the possibilities of utilising a business address for the Trust. Matt to look at possible alternatives	MM
<b>2.2</b>	SWFC have been informed of our details for inclusion on the SWFC Customer Charter. We are awaiting it being updated by the club.	
<b>2.3</b>	Further work still needed on the recruitment video.	JSm
<b>2.4</b>	We have received offers of assistance with Trust activity – more detail under item 7 below.	
<b>3.0</b>	<b>Establishment of the Advisory Panel</b>  We need to approach the former player to move this on asap. If he is not in a position to help at this point, we need to establish a list of contacts to work with. Discussion took place on how Advisory Panel(s?) might be structured. Options paper to be produced.	JS

4.0	<p><b>Engagement with the club</b></p> <p>Club have agreed to meetings to discuss Strategy and to discuss how we can work together on community activities. We noted that there may be differences of view regarding Strategy but that our approach will be guided by our members. We want to be seen as critical friend of the club. In the current situation the club will need to positively engage with fans and positive relationships with the Trust can play a part in that.</p>	JS/TS
5.0	<p><b>Fans Returning to Games</b></p> <p>We noted the national developments outlined by the FSA. We agreed we needed to approach the club to seek an urgent meeting to understand and contribute to club planning for the safe return of fans to games, and for the options available to those season ticket holders who are not in a position to attend games.</p>	JS
6.0	<p><b>Diversity/Inclusion/Anti-Racism</b></p> <p>We have established contacts with key individuals who may be able to help in this regard. Club seem content for a meeting on Community Activity and we can raise this issue then. Noted that the Club had advertised to appoint an Inclusion Officer. It was noted that we need to appoint our own lead for this area of activity as approved at the 28 July meeting. See below.</p>	JS
7.0	<p><b>Research/Evidence/Publications</b></p> <p>We are continuing to move possible pieces to publication stage.</p>	JS
8.0 8.1	<p><b>Board Roles</b></p> <p>We agreed to share the information from possible volunteers so that Board members to comment before we agree to meet (Zoom meetings) with possible candidates. We may have 2/3 people allocated to some Board roles to try to ensure a range of views and team work drive our activity. Some volunteers may wish to be Board members and some not.</p>	JS
8.2	<p>We need to some further work to try to ensure that the make-up of the Board represents the diversity of the fanbase and Sheffield population to seek to include a range of views to inform our work.</p> <p><b>Finance Update</b></p>	All  All

<p><b>9.0</b></p>	<p>Still working on securing internet access to account. Paper updates are arriving.</p> <p>Majority of money still in Paypal account – to be moved.</p> <p>Currently £1800 surplus available.</p>	
<p><b>Communication and Engagement with Trust Members</b></p>		
<p><b>10.0</b></p>	<p>Recent comms around the IDC decision on points deduction had gone well in that it had been well seen. Broadly 2 types of response – engaged and dis-engaged/cynical. We have to</p>	
<p><b>10.1</b></p>	<p>listen to what wider fans say but ultimately, we are accountable to Trust members.</p>	
<p><b>10.2</b></p>	<p>In future communications our approach will generally be “members first” and we can then advise others of the comms benefits of membership. We also need to be clear about our comms that are targeted at informing/engaging with members and those comms that are focussed on attempting to grow membership.</p>	
<p><b>10.3</b></p>	<p>We will run an on-line consultation event with members in accordance with the draft plan for this. We will hold a dry run to test the technology of break out rooms in Zoom. Bookings via Eventbrite. Email out to members. A number of small events rather than one larger one.</p>	<p>JSm</p>
<p><b>10.4</b></p>	<p>Item on advertising budget to be on the agenda for the next Board meeting</p>	<p>JSm/MM</p>
<p><b>10.4</b></p>	<p><b>Report from FSA Network Meeting</b></p>	<p>SW</p>
<p><b>11.0</b></p>	<p>Steve had circulated a note. Meeting had focussed on return of fans to games and the FSA Sustain the Game campaign.</p>	
<p><b>11.1</b></p>	<p>We have agreed to approach SWFC re return of fans to games.</p>	
<p><b>11.2</b></p>	<p>Agreed to support the Sustain the Game campaign and add our name to it. We will advise the club of this at the appropriate point and seek their comments on the campaign objectives. Steve to contact FSA.</p>	<p>JS</p>
<p><b>11.3</b></p>	<p><b>Next Meeting</b></p>	<p>SW/JS</p>

<p><b>12.0</b></p>	<p>Agreed to have a short Board meeting on 27 August at 7pm to be followed by a trial of the Zoom technology and break out rooms in advance of the on-line members meeting.</p> <p><i>Note: The meeting on 27 August was postponed in order to enable meetings re the recruitment of Board members to take place. The next Board meeting took place on 1<sup>st</sup> September 2020.</i></p> <p><b>End of Minutes</b></p>	<p>SW</p>


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