

Sheffield Wednesday Supporters Trust

Minutes Trust Board Meeting

Virtual Meeting

7:00pm – April 15th 2020

Present: Steve Walmsley (SW), Ian Brandwood (IB), James Silverwood (JS), Tom Scott (TS), Jenni Smith (JSm), Tom Hocking (TH)

		Action
1.0	Minutes of the last meeting The notes of the Board Meeting on 24 March 2020 were approved as a correct record	
2.0	Matters Arising	
2.1	Seek advice from FSA and other Trusts regarding on-line membership databases. Tom to explore options with colleagues.	JS/TS
2.2	Tom H has drafted a Communications Strategy. There is a further development meeting to take place. Will be considered at the next Board Meeting	TH JS
2.3	James had started work on the Case Studies document	
2.4	Further development of website needed for the future to offer greater capacity. Tom S to cost up options.	TS
2.5	Facebook, Instagram and Linked-In presence are all in place. These will be primarily be utilised for the on-line launch of the Trust. Tom S to share links.	TS
3.0	Trust Development	
3.1	It was agreed to add Board Development to the agreed Action Plan for Trust Development	SW
3.2	The Model Rules for a Trust require the appointment of a Vice-Chair. It was agreed that James be appointed Vice-Chair.	
3.3	The Model Rules also require that the Board appoint Spokespeople for the Board. There was a conversation regarding how this fitted with a more flexible approach to communications and 'horses for courses' rather than fixed Spokespeople. It was agreed to defer the appointment until the	

	Communications and Engagement Plan has been considered by the Board. It was agreed that we need to be clearer on our key messages and our strategy for communicating them.	TH/Jenni
4.0	Approval of Side Policies	
4.1	A suite of draft side policies had been prepared by Steve and shared with the agenda. Board Members to read and submit any comments to SW by close of play on Sunday 19 April	All
4.2	The Side Policies were approved in principle and subject to 4.1 above not raising any significant issues they will be approved and circulated after this.	SW
4.3	FSA logo will replace the SD logo on all the documents.	SW
4.4	There was a conversation regarding the Privacy Policy and Data Retention Policy and whether these might be sufficient for the future, particularly if the website becomes more complex. At this stage we do not envisage holding or processing significant amounts of personal data but agreed to keep this matter under review.	
5.0	Recruitment of Treasurer	
5.1	Board discussed the lack of applicants so far. Jenni suggested a potential name whom she would follow up	JSm
5.2	We will re-post on Twitter and send a new e-mail to those on our contacts database	TH/TS
6.0	Board Development	
6.1	SW confirmed that FSA do have development packages available for Board members' but these can only be accessed when we are registered with FCA. SW to pursue with FSA when registration is complete.	SW
6.2	JSm to look at Civil Service Leadership development to see if there is anything relevant in there	JSm
6.3	Everyone accepted that holding meetings virtually was not always the best for a newly formed Board and that we needed to get to know each other a bit better when circumstances allow for in-person meetings and social time together.	

7.0	Follow up on the meeting with a former SWFC player	
7.1	Board discussed the value of senior football figures and how they could assist the work of the Trust going forward. It was agreed that a structured approach was needed and that we should do this via the establishment of an Advisory Panel for the Board. JS to draft a paper on this for the Board	JS
7.2	We agreed that ex-players etc will be very useful for a Trust launch event and we will consider how to use them for this if possible.	
8.0	Development of Trust Strategy	
8.1	All Board members were encouraged to send into SW their 3 individual ideas for key plans for the Trust asap so that these could be shared. It was agreed that at the next meeting there would need to be a discussion on Trust Strategy.	All
9.0	Any Other Business	
9.1	JS to follow up his conversation with a particular fan on how he might want to make a contribution to Trust Development for a discussion at the next meeting.	JS
9.2	There was a discussion regarding the relevance of the FAQ's on the website. Agreed Tom S to prune them down.	TS
10	Next Board Meeting	
	It was agreed that the next meeting will take place on Tuesday 6 th May 2020 at 7pm. This will be a virtual meeting.	SW