



Sheffield Wednesday Supporters' Trust (the "Trust")

Board meeting held by video conference

on Thursday 26 November 2020

MINUTES

Minute		Action																																	
	<p>Interim Directors</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 35%;">James Silverwood</td> <td style="width: 15%;">(JS)</td> <td style="width: 50%;">Chairman</td> </tr> <tr> <td>Christopher Macdonald</td> <td>(CM)</td> <td>Community Coordinator</td> </tr> <tr> <td>Gary Slinn</td> <td>(GS)</td> <td>Diversity & Inclusion Coordinator</td> </tr> <tr> <td>Jenni Smith</td> <td>(JSm)</td> <td>Communications Coordinator</td> </tr> <tr> <td>John Dyson</td> <td>(JD)</td> <td>Membership Coordinator</td> </tr> <tr> <td>Matt Millward</td> <td>(MM)</td> <td>Treasurer</td> </tr> <tr> <td>Michael Brown</td> <td>(MB)</td> <td>Community Coordinator</td> </tr> <tr> <td>Robert Bonser</td> <td>(RB)</td> <td>Membership Coordinator</td> </tr> <tr> <td>Steve Walmsley</td> <td>(SW)</td> <td>FSA Liaison Coordinator</td> </tr> <tr> <td>Tom Scott</td> <td>(TS)</td> <td>Website & Communications</td> </tr> </table> <p>In attendance</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 35%;">Paul Smith</td> <td style="width: 15%;">(PS)</td> <td style="width: 50%;">Secretary to the Trust Board</td> </tr> </table>	James Silverwood	(JS)	Chairman	Christopher Macdonald	(CM)	Community Coordinator	Gary Slinn	(GS)	Diversity & Inclusion Coordinator	Jenni Smith	(JSm)	Communications Coordinator	John Dyson	(JD)	Membership Coordinator	Matt Millward	(MM)	Treasurer	Michael Brown	(MB)	Community Coordinator	Robert Bonser	(RB)	Membership Coordinator	Steve Walmsley	(SW)	FSA Liaison Coordinator	Tom Scott	(TS)	Website & Communications	Paul Smith	(PS)	Secretary to the Trust Board	
James Silverwood	(JS)	Chairman																																	
Christopher Macdonald	(CM)	Community Coordinator																																	
Gary Slinn	(GS)	Diversity & Inclusion Coordinator																																	
Jenni Smith	(JSm)	Communications Coordinator																																	
John Dyson	(JD)	Membership Coordinator																																	
Matt Millward	(MM)	Treasurer																																	
Michael Brown	(MB)	Community Coordinator																																	
Robert Bonser	(RB)	Membership Coordinator																																	
Steve Walmsley	(SW)	FSA Liaison Coordinator																																	
Tom Scott	(TS)	Website & Communications																																	
Paul Smith	(PS)	Secretary to the Trust Board																																	
	The meeting started at 19:00. All were present.																																		
2020-01	Apologies for absence																																		
	There were no apologies for absence.																																		
2020-02	Minutes of previous meeting																																		
	Paper 1, the Minutes of the Board Meeting held on 4 November 2020, were approved.																																		
2020-03	Matters arising																																		
	SW reminded the Directors to approach their contacts and networks to recruit individuals to fill the current two vacancies on the Board.	ALL																																	
2020-04	Appointment of Secretary to the Trust Board																																		
	PS was introduced to the Board. The Directors unanimously agreed to formally appoint PS as the Secretary to the Trust Board.																																		
2020-05	Urgent Actions Committee Decision(s)																																		
	Paper 2, an urgent action decision to invest £240 in new hosting facilities for the Trust's website, was noted.																																		
	MM was asked to allow for £240 a year expenditure for website hosting costs in budget planning for future years.	MM																																	

Minute		Action
2020-06	Chair's Report	
	The following items from Paper 3, the Chair's Report, were discussed:	
	<p>a) Club Engagement – SW reported that he had attended the Press Briefing with Dejphon Chansiri (DC). The Directors noted that SW had subsequently arranged a formal meeting with SWFC (the “Club”) via the Club’s Director of Communications, Trevor Braithwait (TB); the meeting took place on 24 November 2020 with JS, SW, TB and DC all present.</p> <p>JS reported that there was a wide-ranging conversation with DC and, arising from that, it was agreed to explore the possibility of further engagement with the Club regarding future Club strategy and objectives, the financial position of the Club and ticket prices.</p> <p>JS reported that DC had suggested the possibility of the Trust writing a strategic business plan for the Club – it was agreed to follow this up and JS was asked to contact TB with a view to arranging a formal meeting to discuss this. The Directors agreed that the Trust would be prepared to facilitate the delivery of a Strategic Business Plan for the Club, in consultation with all stakeholders (e.g. the Club’s Executive Team, the Advisory Panel and the wider fanbase).</p>	JS
	b) Asset of Community Value (ACV) Process for Hillsborough – it was agreed that JS would take this forward in the New Year.	JS
	c) Open Letter for fans to sign / Survey of Members – in consideration of recent engagement with the Club, it was agreed not to pursue these items at the current time.	
2020-07	Communications and Website Reports	
	The following items from Paper 4, the Communications Report, were discussed:	
	a) Social Media Channels – it was noted that followings at 21 November 2020 stood at 2,349 (Twitter), 128 (Facebook), 122 (Instagram) and 11 (LinkedIn).	
	b) Member Emails – the open rate was above 60% for the emails that were issued on 29 Oct (Member update), 3 Nov (Ask the Chairman) and 13 Nov (Ticket Pricing Report).	
	c) Roles and Responsibilities – it was noted that a document detailing the roles and responsibilities of Communications and Membership teams was with the Membership team for comment.	JD / RB
	d) Promoted Social Posts – it was unanimously agreed to a budget of £80 for a promoted Twitter post containing a graphic and accompanying ‘call to action’ text regarding the launch of the new website. TS and JSm were asked to take this forward.	TS / JSm
	e) Social video – it was noted that TS had asked an editor friend to provide some guidance on this. The intention is to use the video for a future membership drive.	
	f) Communications Cheat Sheet – JSm presented Paper 5, a draft Communications Cheat Sheet, and stated that the purpose of the Cheat Sheet is to help all communications from the Trust to be done in a consistent way. JSm asked attendees for feedback on the draft.	ALL
	g) Charity Selection Email – it was agreed that CM’s Charity Selection email, which includes the Football for Foodbanks initiative, would be issued in early December.	
	h) Membership Fact Sheet – Paper 6, the Trust’s Membership Fact Sheet, was noted and that this could be used with communications that had any potential commercial partners.	

Minute	Action
i) Directors' Blogs – SW is to circulate his draft blog and asked attendees for comment. It was agreed that the blog would be in the name of the Trust and to post the blog when the new website goes live. Future blog content was discussed. JSm offered to include a forward-looking calendar on the Trust's shared drive and asked Directors to add their ideas to the calendar.	SW / ALL JSm / ALL
j) Owlstalk – JD agreed to be the Trust's representative and to offer an exclusive Q&A.	JD
2020-08 Finance Report	
MM reported that there were 243 members, with 10 joining in November.	
PS offered to get in touch with his contact for the audit of the Trust's year end accounts.	PS
2020-09 Website Report including file storage and Trust email	
TS reported that Squarespace has offered a gated members' section, which could be used in future. TS was asked to make the new website live. It was agreed that a short biography and photo of each Board member and the Secretary would be included on the new website. As such, all attendees were asked to each provide their biography and photo to TS.	TS ALL
It was unanimously agreed that that Trust is to upgrade to Google Workspace. TS is to implement this.	TS
2020-10 Diversity and Inclusion Report	
The following items from Paper 7, the Diversity and Inclusion Report, were discussed:	
a) GS reported that the meeting with Howard Holmes, the Chair of Football Unites, Racism Divides (FURD) was positive. GS offered to be the Trust's representative on FURD's Board of Trustees. It was unanimously agreed for GS to undertake this role.	
b) GS reported that he, MB and CM have a meeting with Marcus Bramhall at the Club on 1 December 2020. The meeting is to discuss where the Club stands on diversity and where the Trust can help. GS was asked to provide a summary of the meeting in due course.	GS
2020-11 Membership Report including badges	
The following items from Paper 8, the Membership Report, were discussed:	
a) Round Table – it was noted that a prominent local journalist is willing to comperere this initiative, which is scheduled for March / April. JS reported that Dan Plumbley of Sheffield Hallam is interested in joining the Advisory Panel and doing public events with the Trust.	
b) Membership Badges – it was unanimously agreed to a cost of £559.97 to cover the purchase of 500 badges plus postage for the initial 250 units. It was noted that the timescale would be three weeks if notified by Monday 30 November 2020. JD was asked to obtain an invoice for the work and pass this to MM.	JD
MM was asked to include a recurring cost in future budgets to allow for the annual production of season specific Membership Badges.	MM
c) Affiliate Membership – JD is to follow this up with the LUFC Trust to see how this might work in practice.	JD
d) Sporting Memories – it was noted the JD had forwarded details. The Community team was asked to consider taking this forward.	CM / MB

Minute	Action
<p>2020-12 Community Report</p> <p>The following items from Paper 9, the Community Report, were discussed:</p> <p>a) Charity Survey – as previously noted, an email would be issued to Trust members in early December with links to local charities and asking Trust members to choose two charities to support.</p> <p>b) S6 Foodbank – CM reported that he had recently had a tour and that his contact, Chris, had said that the Club is great, but could do a lot more to help the Foodbank. It was noted that the Foodbank feeds 1,000 families a week. CM reported that his contact would love to see some SWFC players down to help. CM stated that he would ask the Club, at the 1 December 2020 meeting, if it could donate any merchandise for the ‘Christmas’ section.</p> <p>c) CM reported that he had been doing some research into the community activities of other supporters’ trusts, including city murals, a statue of a club legend and a junior section of the supporters’ trust.</p>	<p>CM</p>
<p>2020-13 FSA Liaison Report and Crisis Club Action Plan</p> <p>The following items from Paper 10, the FSA Liaison Report, were noted:</p> <p>a) National Network – SW reported that he attended the meeting on 16 November, the key issues discussed were COVID-19, Project Big Picture, i-Follow and Mental Health Awareness.</p> <p>b) Safety Advisory Group (SAG) – SW reported that a number of Trusts around the country are represented on the local SAG. It was agreed to discuss and decide on this at the next meeting.</p>	
<p>2020-14 Any Other Urgent Business</p> <p>It was agreed to hold a virtual Christmas Party for the Trust at 7pm on Friday 11 December 2020. CM and MB were asked to organise this.</p>	<p>CM / MB</p>
<p>2020-15 Plan for Next Board Meeting</p> <p>The Directors agreed on the following meeting date by video conference:</p> <ul style="list-style-type: none"> • 17 December 2020 from 7pm to 8pm <p>The meeting closed at 21:30.</p>	