



## Sheffield Wednesday Supporters' Trust (the "Trust")

### Board meeting held by video conference

on Thursday 31 December 2020

### MINUTES

<b>Minute</b>		<b>Action</b>
	<b>Interim Directors</b>	
	James Silverwood (JS) Chairman	
	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	
	<b>In attendance</b>	
	Paul Smith (PS) Secretary to the Trust Board	
	The meeting started at 15:00. All were present.	
<b>2020-25</b>	<b>Apologies for absence</b>	
	Apologies for absence had been received from Steve Walmsley (SW), Christopher Macdonald (CM) and Tom Scott (TS).	
<b>2020-26</b>	<b>Short-term strategy</b>	
	It was noted that Dejphon Chansiri (DC), Chairman of SWFC ("the Club"), had held a press conference earlier in the day. In that context, the Interim Directors discussed the following aspects of the plan that had been distributed by JD prior to the meeting:	
	1. Open Letter – it was agreed to close the Open Letter. PS was asked to carry out a final cleanse of the data and then provide the final number of signatories to JSm.	PS
	2. Dual Membership – JS thanked MM and JD for proactively contacting individuals who had joined the Trust twice, to arrange refunds.	
	3. Statement – the Interim Directors considered the statement drafted by JSm in response to DC's press conference. Following discussion and feedback from the Interim Directors, JSm was asked to re-work the statement for releasing on Twitter later in the evening. It was agreed that reference should be made in the statement that the Trust condemns the reported abuse that DC's son has received on social media.	JSm
	4. Member Update – it was agreed to send an update to members on 1 January 2021, with details regarding the closure of the Open Letter and the Trust's response to DC's press conference. JD and MM were asked to assist JSm with preparing the Member Update.	JD / MM / JSm

**Minute****Action**

5. Communication to the Club – it was agreed that MB would draft an email for sending to the Club to ascertain what DC believes the Trust has said which is untrue so that this can be reviewed. MB was asked to liaise with JS to agree on the content of the email.

MB / JS

**2020-27 New Interim Director**

It was noted that an application had been received from Michael Oxby (MO) regarding one of the vacant positions on the Board. It was agreed that two Interim Directors would interview MO in the New Year.

**2020-28 Longer-term strategy**

The Board discussed a longer-term strategy and scenario planning, with reference to the Trust's previously agreed '4-pillar' strategy and the points listed in the Open Letter.

The Board again considered what would be required to write a strategic business plan for the Club. This follows the meeting with the Club that was held on 24 November (refer to Minute 2020-06 for more details). It was agreed that the following items would be required:

- i. an agreed Terms of Reference;
- ii. access to the Club's financial information (e.g. management accounts and cashflow forecasts), noting that the Trust would sign a confidentiality agreement;
- iii. the Club's Executive Team involved in the design of the business plan;
- iv. fan engagement beyond the Trust so that the plan has widespread legitimacy; and
- v. public recognition from the Club that a 'strategic plan' is happening.

The Board also discussed the heritage of the Club and how this could be used in promotional material (e.g. the 2<sup>nd</sup> oldest club in the Football League, Sheffield is the Home of Football) to help drive fan engagement.

It was agreed that if the Club wanted to work with the Trust in any of the areas listed in the Open Letter, the Trust could offer its services to the Club to focus on a specific project (e.g. ticketing strategy).

It was agreed that the Trust should continue to seek two meetings a year with DC. It was noted that the FSA's guidance is that a Club / Trust relationship tends to work best when it is a structured environment with an agenda and agreed summaries afterwards, although this approach has not worked to date. As such, it was agreed that the Trust should seek to record any meetings with DC.

The Board unanimously agreed that the Trust should proceed with taking the steps required to submit an Asset of Community Value (ACV) application to the Council in respect of Hillsborough. The steps should include balloting members and engagement with the Council and the Club.

The meeting closed at 17:30.