



Sheffield Wednesday Supporters' Trust (the "Trust")

Board meeting held by video conference

on Thursday 28 January 2021

MINUTES

Minute

Action

Interim Directors

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
Steve Walmsley	(SW)	FSA Liaison Coordinator
Tom Scott	(TS)	Website & Communications

The meeting started at 19:00. All were present.

2021-11 Apologies for absence

Apologies for absence had been received from Michael Brown (MB), Mike Oxby (MO) and Paul Smith (PS, Secretary to the Trust Board). Given the absence of PS, SW agreed to take notes of the meeting and send to PS for conversion into formal minutes.

SW

2021-12 Current situation at SWFC

The meeting had been called so that the Board could consider and determine the Trust's response to the current situation at SWFC ("the Club") and how this informs the Trust's approach to the new fan engagement strategy launched by the Club.

The Board considered an update from JS and SW (in MB's absence) on recent discussions and correspondence with the Club regarding the new fan engagement process, the concerns / risks going forward and the need to provide an update to Trust members. The Board also discussed the actions taken by the Trust so far, which has been to seek to persuade the Club of the need for a different approach.

It was noted that the Trust had not received a response to the substantive points contained in the Open Letter and that there were genuine concerns that the Club's new fan engagement process was deeply flawed. In consideration of this, the Board agreed that a more assertive approach is now needed from the Trust and that the Trust's 'noise' strategy should be amplified and be more challenging. In addition, the Board agreed that an explanation should be given to members and fans regarding the Board's concerns that the Club could be moving towards a crisis situation.

It was agreed that the Trust will continue to take part in the new fan engagement process as a way in which to take the Trust's message to the Club, but the approach to communicating the Trust's message will be wider than that. It was also agreed that the Trust's involvement with the new fan engagement process would be kept under review.

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2021-13 Campaign for change

It was agreed that the Trust would seek to build alliances with other organisations with the aim of building a campaign to achieve change in the way the Club is run.

The following was also agreed:

- To develop a more detailed plan to deliver the new more assertive approach
- To send an urgent update to Trust members and then wider communication to the fanbase of our approach to the new engagement process
- To develop an approach to building alliances including the use of an independent facilitator (where appropriate) to support that process

SW / MB / JS

JSm / JS

MB / TS

The meeting closed at 20:30.