

Sheffield Wednesday Supporters Trust

Minutes Trust Board Meeting

Virtual Meeting

7:00pm 28th July 2020

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

		Action
1.0	Minutes of the last meeting The notes of the Board Meeting on 16 th July 2020 were approved as a correct record	
2.0	Matters Arising	
2.1	Privacy Policy etc had been checked and were now on the Trust website	
2.2	A password protected Google Drive had now been set up to enable membership details to be kept securely.	
2.3	Email had been sent to Ian Brandwood	
2.4	Club had contacted the Trust in relation to Trust contact details being included in the Club Customer Charter. This was agreed by the Board.	JS
2.5	It was agreed we need to further develop planned activity on diversity and anti-racism, which will be shared with @antiracistowls to explore the potential for any collaboration. Our approach will be based on consultation with Black community views and on the views of BAME supporters of SWFC and those with professional and practical experience of promoting diversity and combatting racism whose views will inform our actions.	JSm/SW/TH

3.0	Board Development/Board Roles/Trust Strategy	
3.1	Proposals on Board Roles descriptions and allocation of roles to lead/support the key themes of the Trust Strategy had been circulated and were discussed. Agreed that any comments on the draft roles would be sent to Steve by Friday evening. Steve to finalise and circulate.	SW/All
3.2	Allocation of roles viz a viz Trust Strategy were approved.	
3.3	The details of the roles will be sent out to members and publicised via the website and social media over the weekend and into the next week. We will use this as the next key communications activity to seek to engage more people in Trust activity and to recruit to the roles. This will be key in assisting taking the Trust strategy forward.	JSm/TH
3.4	Need to give some further thought to recruitment process and also utilising networks and contacts. Possible paid adverts? Focussing on the skills we are looking for.	
4.0	Engagement with the club	All
4.1	<p>We agreed our approach at the last meeting “We envisage two different types of meetings: some related to strategy and some related to more detailed matters.”</p> <p>“We are working towards the club being a community club again as, in the new circumstances, where financial investment from an owner will be limited, engaged and committed fans need to be enabled to play an active part in the life of the club. We need to articulate what are key success factors for a community club and seek to gain club support to take appropriate action.”</p> <p>“Whatever the EFL Disciplinary Commission/Appeal decides the club’s circumstances are changing. Fans need to better understand what will be the club strategy for these new circumstances and how will fans be engaged in this so that they understand what is being done and why, both long term and short term. This is a key role for the Trust.”</p>	

<p>4.2</p> <p>4.3</p>	<p>We will contact the club to seek an urgent meeting immediately after the EFL Disciplinary Commission outcome is known in order to discuss our approach and the club plans.</p> <p>We will also seek a separate fact-finding meeting with club representatives to seek to better understand the club activity in this area and how Trust activity can work positively with that.</p>	<p>JS</p> <p>JS</p>
<p>4.0</p> <p>5.0</p> <p>5.1</p> <p>5.2</p> <p>5.3</p> <p>6.0</p>	<p>Urgent Action Decisions</p> <p>Steve had circulated a revised drafted a constitution for an Urgent Action Committee to enable urgent decisions to be made between board meetings in a way which is open and accountable. Board approved the revised draft.</p> <p>Finance Update</p> <p>Bank account still needs internet access to be sorted. Steve is pursuing this. Membership subscriptions will be transferred in. We are pursuing refunds from Paypal if possible.</p> <p>Matt will draft management accounts at end of July.</p> <p>At end August Board members will be able to make expense claims for costs incurred by Board members during the Trust set up period eg website, email and Zoom facility</p> <p>Publications Strategy</p> <p>James had presented a proposal on this. Board agreed we needed an approach that ensures we have an evidence base behind any proposals the Trust makes and that this may lay in surveys, briefing papers, 'round table' discussions and advisory groups. Any publications will go through a rigorous process of checking and will be subject to final Board approval.</p>	<p>SW</p> <p>SW/MM</p> <p>MM</p> <p>MM</p> <p>JS</p>

7.0	EFL Disciplinary Commission	
7.1	James had drafted various possible statements to address the possible scenarios. They are largely 'ready to go' but will need to be finalised in the light of the final decision. The statement we make will make clear that we will be seeking an urgent meeting with the club once the decision is known.	JS
7.2	We will contact FSA to establish any common position they may be taking regarding the number of clubs awaiting EFL Disciplinary Commission or Appeal decisions. Also, to ascertain the positions of other Trusts	SW
8.0	FSA EFL Network Meeting	
	Next meeting will take place on 4 th August at 6pm. Steve to attend to represent the Trust.	SW
10.0	Any Other Business	
10.1	The recruitment video needs further work. Tom H to follow up.	TH
10.2	Agreed to explore use of Mail Chimp for future mailings and possible surveys. Tom S to explore further.	TS
10.3	Jenni to explore a quarterly newsletter for members that includes animation of decisions taken by the Trust.	JSm
10.4	Agreed to explore establishing a small advertising budget that is planned to produce a ROI on memberships.	TS
10.5	Agreed we need a conversation next meeting on communications with members and the membership 'offer'.	SW
9.0	Next Board Meeting	

	<p>The current circumstances surrounding the club are challenging and outcomes are unknown. It was agreed that we may need to call a meeting of the Board as and when but agreed to pencil in a meeting on 11th August 2020.</p>	SW