



Board Meeting (virtual) - Minutes

Date:

8pm, 3rd December 2025

Attended

Ian Bennett (IB)
Kelly Barrett (KB)
Otto Brookes (OB)
Rob Brookes (RB)
Steve Chu (SC)
Martin Cade (MC)
Mark Johnson (MJ)
Jake Lee (JL)
James Silverwood (JS)
Paul Taylor (PT)

Attended

Shay O'Gray (SOG)

Apologies

Tom Scott (TS)

Topic	
1. Welcome and apologies JS welcomed everyone to the meeting, particularly Shay O'Grady, Youth Ambassador.	
2. Approval of Minutes – 29th October and 4th November 2025 The minutes were approved.	
3. Action log SC noted a draft risk register had been distributed and invited feedback. SC said the 2024/25 accounts have been posted to the FCA by signed-for delivery but are still not on their website. SC/TS will distribute pin badges before the Derby County game for those who opted to collect.	

<p>The EDI action is to be left open. Re the Babes in Arms policy – KB met the club today. It was a positive meeting but the stance isn't changing at present due to lack of stadium facilities. It can be reviewed once new ownership comes in.</p> <p>KB will carry out further analysis on the recent survey. It is planned to continue to ask new members to complete it, once we have switched from Mailchimp to Mailerlite.</p>	
<p>4. Community Development</p> <p>SOG was introduced to the group by PT. He discussed his ideas for greater youth involvement, including:</p> <ul style="list-style-type: none"> • A student rate for tickets • To engage with younger fans – meet at the Megastore for a matchday experience. Probably to lobby the SWFC Community Programme to deliver it • Possibly target it at young people who wouldn't normally come or couldn't afford to come <p>JL said the club has given us 50 free tickets as part of the sponsorship. We need to identify how to distribute those tickets and mascot packages. JL, PT, KB and SOG to consider together.</p> <p>PT said there is the possibility of developing an SWFC Youth Forum involving the Trust. The club are happy about SOG's appointment to the Trust.</p> <p>SOG to continue working with PT and KB to develop ideas and proposals.</p> <p>There was a discussion about the potential for creating a youth membership price for joining the Trust. The issue of shareholding needs to be explored within our constitution. It was agreed to get going with the Youth Forum and not worry for now about whether the representatives need to be Trust members – we should explore the membership issues in the background.</p> <p>PT is also developing a community sub-group and will seek representation from throughout the membership.</p> <p>It was agreed that surplus scarves will be distributed to Community Programme and homeless charities.</p> <p>PT updated regarding the Hillsborough Disaster memorial outside the Park Hotel – Bob Johnson is trying to get the wall repaired. Trust is paying for the renovation of the memorial stone.</p>	<p>PT</p> <p>SC</p> <p>PT</p> <p>JL/SC</p>
<p>5. SWFC Commercial partnership update</p> <p>JL updated on the main elements of the commercial partnership with the club. It includes:</p> <ul style="list-style-type: none"> • Shorts sponsorship • 2 events at Hillsborough in the 1867 Lounge – fans forums • 50 tickets • 10 mascot packages • Selling our scarves in the club shop • Digital advertising with QR code – link to membership drive 	

<p>We need a plan for next season to keep as much as we can/leverage as much as possible for the future.</p>	
<p>6. Trust vision for internal development</p> <p>This item was deferred to a dedicated planning day to be held in February.</p>	
<p>7. Trust external relations</p> <p>RB said the Fan Engagement Working Group (FEWG) meeting reviewed all the Football Governance Act provisions and looked at IFR publications on fan engagement.</p> <p>RB asked for permission to submit response to the latest Regulator consultation. This was agreed subject to any comments by the end of Friday.</p> <p>The next steps on fan engagement were agreed as follows:</p> <ul style="list-style-type: none"> • Further work by the FEWG to seek to develop an agreed Trust position • Then engagement with other SWFC fan groups, possibly facilitated by the FSA, before going public. 	
<p>8. AOB</p> <p>There was a discussion as to the potential Trust response if we are not happy with the preferred bidder.</p> <p>MJ said Pete McKee wants to work with Trust and the Club to do a limited edition print/book. JL to take it forward.</p> <p>There is a SAG meeting on 18th December – please feed any issues in to MJ.</p> <p>MC sought approval to pay a £1,300 bill from Brabners. This should be covered as a cost of administration. Clarification to be sought from Jo Hammond.</p> <p>RB to work on a toned-down letter to send to the club to seek an end to the facial recognition technology investigation.</p> <p>JS led thanks to MC for his work for the Trust over the past few months.</p>	<p>MC/R B</p>
<p>Date of Next Meeting: To be agreed in January</p>	