

Sheffield Wednesday Supporters Trust – 2025 Election

Scrutineers' Report

Prepared by Adam Willerton, Election Management Group Chair

The 2025 election for the Sheffield Wednesday Supporters Trust (SWST) has now concluded. I am pleased to report that the election was conducted fairly and in accordance with the guidance set out in the official Election Pack and Trust Rules. A total of nine candidates were successfully elected to the Trust Board. I would like to congratulate the following individuals:

Rob Brookes, Paul Taylor, James Silverwood, Mark Johnson, Ian Simpson, Michael Markwell, Kelly Barrett, Tom Scott, and Steve Chu.

Notably, this election marked the first time in the Trust's history that a vote was required, which is a clear and encouraging sign of growing member engagement and interest in the future direction of the Trust.

These elections also took place during a period of considerable turmoil for Sheffield Wednesday Football Club, which only underscores their importance. Supporter-led organisations like the Trust have a vital role to play in representing fan voices and holding club leadership to account. I do not take the responsibility I have been given lightly and would like to thank the Trust Board for placing their trust in me and my fellow EMG members to oversee this process.

Candidate Nomination Process

Regrettably, one prospective candidate was unable to stand due to the late submission of their nomination. This is a deeply unfortunate outcome, particularly given the individual's clear willingness to contribute and their history of working with the Trust. I sincerely hope that this experience does not discourage them from engaging with the Trust in future or from standing again. I would like to extend my personal apologies to this member for the outcome and acknowledge that the EMG could have done more to support them during the process.

To avoid similar situations in future, the Trust may wish to revise its nomination process to make it more flexible. One potential improvement could be to allow candidates to copy their nominators into an email and name them, giving nominators the opportunity to object, rather than requiring them to send a separate confirmation. Reducing technical barriers such as this may help make the process more inclusive and accessible.

Email Communications

There were isolated reports from members who did not receive election-related emails. While this may not have materially affected the outcome, it is important to maintain a reliable and up-to-date email mailing list. The Trust may wish to audit its current system and member contact list to ensure full and consistent reach in future communications.

Working Relationship Between EMG and the Board

During the course of the election, there were a few points of tension between an EMG member and the Board. These arose from differences in communication styles and expectations. To ensure alignment and clarity in future, I would recommend that the Board consider holding an introductory video call or meeting with EMG members at the beginning of the election process. Establishing those relationships early can help prevent misunderstandings and build stronger collaboration.

Conclusion

Overall, the 2025 SWST election was conducted in good faith and with a strong commitment to fairness, transparency, and member engagement. I would like to thank all candidates, voters, and EMG members for their participation and efforts. It has been a privilege to support this important process at such a critical time for Sheffield Wednesday Football Club and the wider community.

Signed,

Adam Willerton

Chair, Election Management Group

Secretary, Leeds United Supporters Trust