



WYCOMBE WANDERERS SUPPORTERS' TRUST

MINUTES OF THE PUBLIC PART A OF THE TRUST BOARD MEETING HELD ON 25 January 2024 at 7pm at MONTY'S BAR, ADAMS PARK AND VIA ZOOM.

Present:

Bob Massie (BM) Chair
Alan Cecil (AC) FALL Director, Website, Twitter and Facebook supporter interaction
Ben Dunlop (BD) Member Engagement, Trust Table
Tony Hector (TH) Trust nominated member of the Football Club Board, Society Secretary
John Workman (JH) Marketing the Trust Leader and Vice Chair

Zoom:

Nigel Kingston (NK) Member Engagement
Trevor Stroud (TS) Trust nominated member of the Football Club Board

Apologies:

None
Plus 11 Trust Members who joined the Zoom meeting and 4 Trust members present.

1 - Intro & Apologies

TS

BM welcomed everyone to the meeting. NK is abroad and TS is away.

Minutes of 26 October 2023 meeting

BM/All

Minutes are available on the Trust website. There were no comments and the minutes were approved and signed.

Matters Arising

BM

The matchday bus service has still yet to be formally adopted (Carousel / Council). However, it is the club's intention that it is continued. The effectiveness of the service is being monitored by the club / Carousel. Any feedback should be sent to Neil Peters (Neil.peters@wwfc.com) at the club.

Published Reports

Noted there is a new Womens' teams report on the website. No questions raised. Noting yet available from the Foundation.

Finance report

AC

The finance report is available on the Trust website. As the last meeting had been in October, AC summarised the activities over the last three months. Of note, the cost for taking up the new 'Very Connect' CRM system to replace the existing 'In Touch' which is not providing the level of service now required. Available funds at end December £127k.

Availability of donations to the Trust through shopping via the Easyfundraising website (www.easyfundraising.org.uk) discussed. Good benefit to the Trust, and at no additional cost to the purchaser.

QBC

AC

Entries to this month's draw close at 10:00pm tonight (25 January). Prize will be c.£900 following £933 in November and £922 in December. If the Blue Quarters Ball is drawn first, prize pot will be c.£7,200. Logistics for the draw will be publicised.

Trust in the Blues

BM/BD

BM - New communications module to reach an audience we are not currently connecting with. Constructive feedback on the two episodes published so far received. Aim to help with generating



more supporters from new / lapsed fans. Lots of schools interested in taking part. Plea to members to watch and share on their own socials to spread the message.

BD – aim of interviewing fans is to try to understand what got them interested in the club in the first place and why they stayed, what is likely to get fans in to the club. Link between attendances and funds unmistakable: more fans attending games leads to more money, leads to ability to invest more in players, leads to better football, leads to more fans attending games.

BM – Trust in the Blues success won't happen overnight, will be difficult to measure in the short term and patience required.

Communications

BM

Rationale for switching from In Touch (clunky CRM, unable to cope imbedded YouTube links, etc.) to Very Connect covered.

Club Update

TS/TH

There is a full explanation of the underlying reasons for the decision to withdraw from the Berks & Bucks Senior Cup on the club website. A decision made by the Football Operations team.

EFL's Equality Code of Practice Bronze Award has now been achieved. This comes after the club's Equality, Diversity and Inclusion working group including representatives from the football club, Trust and Foundation worked to demonstrate to the EFL how we continue to ensure that Adams Park is a safe and welcoming environment for everyone irrespective of age, disability, gender, faith, religion and ethnicity. Full details on the club website.

The club has formed a working group, spearheaded by David Wheeler, to introduce a comprehensive sustainability strategy which is fully outlined on the club website. Impact of single use plastic will form part of this initiative.

The Green Football Weekend, which is the world's biggest football campaign to tackle climate change is returning and the club will be joining more than 80 professional UK clubs in this initiative. As part of this, the club is encouraging supporters to travel by coach to the Cheltenham game on 3rd February in order to help reduce emissions.

Safeguarding

TS

Nothing new at this time.

AOB

ALL

BM / Nigel Vickery – Disabled Association looking to run coaches to the Reading game. Trust has agreed in principle to subsidise the costs to match that charged by OWWSA.

AC – looking for memorabilia for future auctions. Not programmes, but signed shirts would be greatly welcome.

BD – Trust looking to improve engagement with supporters and would appreciate feedback as to what else can be done to help with this.

Trust Members Q&A

ALL

No other questions received.

Date of next Meeting: Thursday 29 February 2024.

Meeting closed 7:35pm