



West Ham United Supporters' Trust

Steering Committee Minutes

Date of meeting: 6th December 2022

Location: Virtual by Zoom

Present: Nick Drane, Richard Elliott, Kevin Hind, Mark Inskipp, Rachel McFetridge, Terry Reynolds, David Shaer, Sue Watson, Chris Wheal

Apologies: Anthony Knight

1. Chair's welcome and apologies for absence

Chair opened the meeting and welcomed all present

2. Minutes of Last Meeting and matters arising

Minutes of last meeting agreed as a true record.

3. Marketing and Comms

CW confirmed that the media monitoring feedback system is now up and running. We're receiving information daily both nationally and locally. The plan is to target podcasts in January. There are two Goldsmiths students who as part of their course are looking to get WHUST onto other forms of social media where we are not currently present i.e. TikTok/Instagram. An extensive discussion around how to promote the Trust followed. All agreed that we need to be more proactive in reporting what the Trust has achieved.

Actions:

Media and Comms strategy to continue –CW and working party.

Consideration around strategy for 2023 –SW for presentation at next Steering committee meeting.

4 ISC

The Premier League have produced fan engagement standards. It appears to be largely oppositional to what the FLR has said. Each Premier League club has been tasked with meeting supporter reps and publishing a response by January. Jake Heath is working on this. We have requested to have oversight over the fan engagement plan.

Discussed proposed fanzone and also three potential pitches for vendors.

Actions:

SW to update Steering committee once Fan Engagement plan shared.

SW to update Steering committee re fanzone/pitches progress

5 Current workstream update

5.1 Fan Led Review

No update from government. It is unclear what the position of the Prime Minister is. There is a risk it could fall off the government agenda. However ND feels there are hopeful signs there will be a white paper.

CW/SW updated re the APPG meeting re One Year since the FLR that they attended. The sports minister attended.

5.2 Community Event

Terry has requested a catch up with Anwar.

5.3 Terrace Talk.

New strategy to be developed which will work towards the original proposal .

5.4 Matchday experience to be restarted with new phone/text number, a presence on Twitter and updated on our website.

Actions

DS to update Terrace Talk proposal and share with Steering Committee

TR to discuss event with Anwar

ND to continue his work with FSA group on FLR implementation.

Matchday service part of website to be updated - MI

6 AOB

Date and venue for Xmas drinks agreed and booked.

The Chair thanked the Steering Committee for all the hard work this year and wished them all a Merry Christmas.

The Meeting ended at 7.55pm

7. Date of next meeting

3rd January 2023