

West Ham United Supporters' Trust Steering Committee Minutes

Date of meeting: 22nd November 2022

Location: Virtual by Zoom

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

Apologies: Anthony Knight, David Shaer

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 the last meeting were agreed as a true record.

Sue confirmed she would update and share the Steering Committee Action Log and – when available – also the minutes from the recent VAR meeting, when signed off by PGMOL, she attended. She noted that work continued on revision of the ISC Code of Conduct which she would share when finalised. This Code seemed likely now to also reference Club expectations. Current intention was for the ISC to consider the new Code on 7 December.

ACTIONS: Sue x 3

3. Communication and Media Strategy

Chris brought the Committee up to date with work being led by the Communications and Media sub-group - including noting an emerging high-level objective for the WHUST communications strategy - to drive meaningful engagement with the Club on behalf of all supporters. He shared his sub-group's current thinking iro seeking regular supporter input on communications priorities. He explained that the sub-group were keen to include measures of success for the communications strategy and noted the linkage this ambition had with the work being led in the Membership sub-group. Chris shared sub-group thinking iro the benefits WHUST Ambassadors might afford as potential membership multipliers and/or financial sponsors.

The Committee endorsed the work of the sub-group and made a number of points in the discussion that followed, including that:

It was valuable to continue consideration around working effectively across the West Ham family - the Committee would welcome further discussion with Chris on this.

In due course, the sub-group should examine the merits of setting up a WHUST LinkedIn account.

ACTIONS:

Richard to share his sub-group's ambitions for increased membership with Chris.

Mark to include further feedback from Chris on the Agenda for the next Committee meeting.

4. Work Stream Updates

ISC- Sue noted the ISC Ticketing sub-committee next meet on 1 December.

Work continued on an ISC Website. Sue asked the Committee to agree WHUST funding for our proportion of the costs of the site and the email addresses. Sue would confirm the exact costs via Telegram for information.

Sue noted the re-write of the Club MOU included each ISC group selecting/ electing/re-selecting/re-electing their ISC representative. The Committee asked and Sue agreed to continue her role as WHUST representative on the ISC. Sue shared that the new Interim/Interim ISC Chair had been agreed up to the meeting of 7/12/22.

Football Supporters Europe – Mark shared the latest conversation with FSE colleagues after the round of Europa Conference group matches. He and Sue would be taking up with the Club issues around the number, visibility and credibility of West Ham Stewards/SLOs at European matches. They would next meet FSE colleagues in late February before our next matches.

Community Event – Terry shared feedback from a positive meeting with partners on this. He awaited a response from Anwar. Feedback from the Club was not as progressive.

IAG – Sue would contact Jake to confirm whether the Club could host the next IAG and let Kevin know.

ACTION – Sue to share for information the ISC Website/Email Address costs the Committee has agreed to fund.

Sue – to confirm to Kevin whether the Club can host the next IAG meeting.

5. AGM

Mark explained the range of work needed to prepare for the Trust AGM in February. He urged colleagues to read the Guidance he had circulated. It was agreed to set up a working group. Sue, Mark, Chris, Richard and Rachel would progress arrangements for the AGM. In the discussion on the Guidance, Chris noted a requirement which seemed – on the face it – to be impossible for us to compile with. He would explore this with Nicola.

ACTIONS: All to re-read the Guidance iro AGMs circulated earlier by Mark.

Chris to speak to Nicola iro the Guidance.

6. AOB

Sue will share minutes of last Premier League Structured Dialogue when they are available.

Mark will canvass dates for a Christmas drinks social event for WHUST SC and Club colleagues.

7. Date of next meeting

6th December 2022 (Provisionally)

The meeting ended at 8.06 pm