



# West Ham United Supporters' Trust

## Steering Committee Minutes

**Date of meeting:** 31<sup>st</sup> October 2022

**Location:** Virtual by Zoom

**Present:** Richard Elliott, Mark Inskipp, Anthony Knight, Rachel McFetridge, Terry Reynolds, David Shaer, Sue Watson, Chris Wheal (joined 18:13)

**Apologies:** Nick Drane, Kevin Hind,

### 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 11/10/2022 agreed as a true record.  
Andrew Jenkins has stepped back from the committee due to work commitments, although he wishes to remain involved with WHUST especially for any community events or charity fundraising.  
Action log was reviewed briefly and outstanding actions rolled forward.

### 3. New Membership Strategy Feedback and Discussion

Richard gave an update following the inaugural meeting of the Membership Strategy Group on 18<sup>th</sup> October. That meeting discussed how WHUST might increase its individual and affiliate memberships, and views were sought from the wider Steering Committee as to initial ideas, as well as everyone's perspectives around the current engagement with other stakeholders achieved by WHUST in isolation as well as via the ISC, as that engagement is one of WHUST's core objectives. A lengthy, wide ranging discussion followed around how to improve engagement from a range of perspectives. It was agreed this is an ongoing piece of work.

**Actions:**

See actions on separate Membership Strategy

#### 4 Communications and Media Strategy Feedback and Discussion

We now have a committee that sat recently, looking at internal and external communications and are trying to find someone with expertise to help us e.g. someone in a senior PR role. Looking to possibly work on fans' recent ticketing experience, matchday experience and VAR (alongside FSA), although there are some external dependencies on these.

##### **Actions:**

**Progress articles in line with the above; Sue will check whether the FSA has released minutes re VAR discussions yet / deadlines.**

#### 5 Current workstream update

- 5.1 **Terrace Talk** – David met with St James Place last week, introduced by the club. We had in mind people who are suffering from anxiety, panic, low level depression etc, they work with people who are actively suicidal so slightly different perspectives, but they will try & introduce some local organisations to us to talk to, who are trying to reach the same groups as we are. Looking to do a soft launch event with local partner agencies, what can we do and how can we take forward. Significant challenge is still finding a suitable matchday venue, especially with so many matchdays being outside the traditional Saturday afternoon timeslot, but maybe something like a monthly themed drop in. Progressing ideas with a few local partners.
  
- 5.2 **Independent Supporters Committee** - ISC now on Twitter, also setting up a new website which Sue thinks will be linked from the club's own website. Likely that each supporter group will have to pay a fee towards the ISC of approx. £28 p.a. to cover the website costs, Sue will confirm exact details when finalised.
  
- 5.3 **Community Event**– Terry has sent an update. Club is wary and unwilling to commit to an event but unwilling to be seen to not support, they're suggesting further discussions and also thinking about future matchday events to further community engagement. Looking to convene another meeting with all the groups we met with previously to gauge their views. Whilst in the short term we'll try to overcome the club objections, it was agreed unanimously that we should proceed with an event if club doesn't fall into line.

## 6 AOB

Hall of Fame – Sue is presenting the idea of an online Hall of Fame to the ISC, following discussions with Tim Crane, a fan who is campaigning to have one. It is our heritage and history and it currently isn't really addressed; the intention is that we present the concept to our members and the other ISC constituents present it to theirs, but Sue feels we should be involved. Mark advised that the club were offered space to build a museum (similar to the shop) when we moved to Olympic Stadium, club declined on cost grounds. Mark will cover off in the newsletter in due course.

David noted that Daniel Kretinsky (part owner of the club) is increasing his shareholding in the Royal Mail.

Richard asked if we could have separate groups on Telegram to cover different workstreams, which was agreed with and will be set up.

**Actions: Mark will set up new Telegram streams;**

**Sue to present Hall of fame to ISC;**

**Mark will cover Hall of Fame in newsletter**

## 7. Date of next meeting

22<sup>nd</sup> November 2022

The meeting ended at 7:53pm