



Swansea City AFC Supporter Advisory Board Terms of Reference

Name

1. This Terms of Reference document outlines the structure and operation of Swansea City AFC Supporter Advisory Board (to be referred to as the “SAB” hereafter); a Supporter Advisory Board to represent the interests of supporters of Swansea City AFC (to be referred to as the “Club” hereafter).

Purpose

2. The role of the SAB is to strengthen the relationship between the Club and its supporters and ensure the Club provides a model of transparent and sustainable governance, to consult with fan representatives on a wide range of strategic topics whilst constantly striving to improve the matchday experience for all supporters.
3. The SAB should aim to be inclusive and representative of the full demographic range of the supporter base, to whom it is accountable.

The Club will

4. Provide a suitable level of information with a level of detail that builds trust and understanding of how the Club is being run, including:
 - The Club’s strategic vision and objectives
 - Short-, medium- and long-term strategy
 - Club business performance updates, priorities and plans
 - Stadium issues and plans
 - Club community strategy
 - EDI commitments
 - The Club plan for broader supporter engagement, and in particularly the Club’s EFL Fan Engagement Plan (FEP)
5. Discuss ticketing matters such as, but not limited to:
 - Significant changes to pricing
 - Format
 - Terms and conditions
 - Availability of tickets
6. The club will also



- Discuss any other items that significantly impact fans
- Include any discussions with public bodies (SAG etc.)
- Use the meetings to discuss wider league/national consultations and issues
- Take the opportunity to discuss any potential ownership changes including future opportunity for supporters to invest in their Club.
- Consult Swansea City AFC Supporter Advisory Board about significant decisions such as any permanent or temporary ground move, significant stadium changes, change of Club badge, Club branding, Club name or substantial change to Club colours.

Supporting Structures

7. The SAB shall cover topics which reach across the fanbase, but also recognise that each supporter group may have topics they wish to discuss in detail that may not be of interest to all members.
8. The Club has a duty to communicate with groups that represent other demographics of the fanbase. As such, the Supporter Advisory Board is just one level of supporter engagement that should exist with the club, and it is expected that the Club will continue dialogue with fan groups.
9. It is recognised that each supporter group plays an important role in representing certain elements of the fan base and as such those groups may still have topics specific to them which require direct discussion with the club.
10. It is acknowledged that the relationship between the Club and SAB aspires to operate in line with democratic and behavioural principles and good governance.

Founding members

11. Each of the below groups will be considered as founding members and accept the terms of representation defined.
12. Founding member supporter groups
 - Swansea City Supporters' Trust [1 seat]
 - Swansea City Disabled Supporters' Association [1 seat]
13. A new SAB term will begin each season and board members for the coming season will be determined following the guidelines below. No founding member is guaranteed a place on the board in perpetuity.



Membership

14. Membership of the SAB is structured with the aim of representing a broad cross section of supporters in conjunction with the club's other channels of supporter engagement. Diverse boards are effective but due to the strategic nature of a SAB, skillsets are also key to creating an effective board.
15. To aid constructive discussion, the SAB is limited to a maximum of 12 representatives.
16. Up to 6 representatives will be reserved for Football Supporters Association (FSA) affiliated groups and other representative supporter groups.
17. Up to 6 representatives will be determined through an open application process (See Application, Interview & Appointment Policy)
18. Fan group representatives will each be democratically elected by their individual groups, by their own means.
19. To aid continuity, the founding members stated above will each hold a place for the two years of the SAB being in place.

Recruitment and elections

20. The application process should be run by a majority independent application and interview panel of three people. The club may have one person on the panel, two should be considered independent of the club. If required, the FSA can provide an additional panel member.
21. The club will not have the power of appointment or veto regarding any appointment made through any means, unless any of the following criteria can be applied:
 - 22.1 The person is subject to a current stadium ban, or football banning order.
 - 21.2 The person is subject to civil proceedings to recover money owed to the club.
 - 21.3 The application and interview panel has been presented with evidence to show that the individual has made derogatory public statements regarding any of the protected characteristics or been involved in online bullying.



22.If required, the club can commit to using an independent election specialist company to run all elections. The SAB and club must agree to the company selected.

23.The FSA can provide a scrutineer or member of the application and interview panel to oversee all elections.

For more information, please refer to the Application, Interview & Appointment Policy.

Supporter group appointments

24.Any FSA affiliated supporter group or other representative supporter groups can apply to take up one of the reserved group spaces. This will be reviewed on an annual basis. Should there be more applications than places, the following appointment methodology will apply:

The creation of an independent assessment panel (supported by the FSA) who will invite group applications and consider such criteria as:

- Number of members
- Democratic structure and governance
- When the group was established
- History / experience of representing fans

For consideration of the above application it is expected that a group should:

- Have been in existence for at least 18 months
- Have held at least one full committee election (or similar)
- Have produced at least one set of accounts (if applicable)
- Be independent from the club

25.It is acknowledged that each of the supporter groups with reserved SAB places operate within the democratic principles and governance equivalent to the FSA's affiliate, associate and allied membership criteria. This should include a democratic election process, surveying of members, and publishing documents such as minutes or summaries of their meetings, as applicable.

Terms of Office

26.Each supporter representative who has been either elected or appointed will hold their position on the SAB for two football seasons.



- 26.2 Members can be elected for up to three consecutive terms before being required to step away for at least one election cycle.
 - 26.3 During the first year, appointments will be staggered. Representatives will be given either one- or two-year terms. This will be decided by the election outcome or by drawing lots.
 - 26.4 From the second year, appointments will be for two years
27. Each supporter group with a reserved place will be asked to name their appointed representative on an annual basis.
- 27.2 There is no restriction on the reappointments.
 - 27.3 Each group has the power to remove / replace their representative at any point as per their own governance process should they deem them unsuitable.
28. Supporter group seats will be reviewed annually.

Organisational Structure

29. The SAB chair will be elected from within the SAB. The chair can be a group or an individual supporter representative.
30. The Chair will be supported by a vice-chair, also elected from within the SAB. The Vice-Chair will be expected to stand in if the Chair is absent or conflicted on a specific item.
31. The elected Chair and Vice Chair will serve terms of one year. There is no restriction on the number of times an individual can be elected to these positions.
32. The Advisory Board may appoint a secretary to fulfil the administration and secretarial services for the SAB and should ensure that the SAB acts in line with this Terms of Reference document, adopted policies, procedures and guidance.
33. The secretary's role includes but is not limited to:
- Arranging meeting dates and times
 - Sending notices, agendas and other associated papers
 - Arranging appropriate venue and meeting facilities
 - Creation and distribution of the meeting minutes
 - Distribution of the club's responses, SAB recommendations or advice
34. The Secretary can be provided from among the Club staff or an appointed volunteer but must act in an independent manner.



Meetings with the Club

35. The SAB shall meet with the Club no less than four times per season.
36. The agenda should be agreed between the club and SAB. All papers should be circulated to SAB members a minimum of one week in advance of the meeting.
37. A meeting notice will include, as a minimum, the agenda, date, time, and location of the meeting, and if virtual access to the meeting is available, the remote joining instructions.
38. Any meeting items that are deemed confidential will be clearly marked on the proposed agenda. The confidentiality of such items will be governed by the Confidentiality Agreement.
39. Where appropriate, each member of the Advisory Board shall engage and consult with their representative groups or constituencies prior to SAB meetings with the Club to effectively contribute to the meeting agenda.
40. Agreed actions, target timescales and who is taking responsibility for the action will be recorded in the minutes and reported on at the next meeting.
41. The SAB must recognise that the Club is not bound to act on the outcome of these votes, albeit it is expected to take note of the outcome and use that in any considerations.
42. Draft minutes will be circulated to the Chair within 5 working days for approval and then agreed by all SAB members present within 10 working days.
43. Minutes will be reviewed and agreed by attendees. The meeting minutes or an executive summary will be shared publicly.
44. Individuals or member groups of the SAB must not publish any details of the meeting prior to publication of the minutes / executive summary.

Meetings of the SAB Fan Representatives

45. The SAB can meet as required without club representatives present.

Sub-Committees & Working Groups



46. The SAB has the power to form and dissolve sub-committees or working groups as required. Where there is an expectation to work with club staff, the club should be in agreement of its formation.
47. The members of sub-committees or working groups are typically nominated/elected from the SAB. In special circumstances, the SAB may include others from the wider fanbase should they have particular skills or experience.
48. The club will allocate appropriate staff to each sub-committee or working group, depending on the topics covered and their role in the Club.
49. All sub-committee or working groups should update the SAB on discussions or work undertaken between meetings.

Code of Conduct

50. Members of the SAB are expected to act in accordance with this governing document and all adopted policies.
51. Members deemed to have breached any of the expectations laid out in this governing document or any other adopted policies will face an investigation and sanctions as outlined in the disciplinary policy.

Confidentiality

52. A major objective of the SAB is to improve the flow of information between the Club and its supporters.
53. This must however occur based on mutual trust. Any matter offered by the Club or any member of the SAB on a confidential basis will be governed by the Confidentiality Agreement.
54. For the Advisory Board to be effective, members must respect each other, their views, any collective decisions made and recognise items identified as confidential.

Amendments

55. These terms of reference may be revised upon majority consensus of both the club and SAB representatives.

Equality and diversity statement



56.The SAB and the Club are committed to promoting inclusion, diversity and equity by treating people fairly and with respect; and by providing equal access and opportunities for all supporter representatives.

57.Both the Club and SAB members will not tolerate abusive behaviour or discrimination in any form.

58.All parties will work together to celebrate inclusion, diversity and equality at the club.

Supporting Documents

- Confidentiality Agreement
- Code of Conduct and Disciplinary Policy
- Application, Election and Appointment Policy