

## Joshua Perrin



### **Proposers: Matthew Vandeppeer and Jack Lane-Brownsword**

I've been a fan since the rebirth of the club back in 2002 and although I was only young (5/6), I still have some fantastic memories of this club; going from sitting at Kingsmeadow and my Grandad hitting the dugouts with his walking stick whenever the ref made a bad decision to beating West Ham in the FA Cup, and every high and low in between.

Young or old, we all love this club, we all have our own memories, and we all have our different reasons or ways of supporting the club – whether it is from afar travelling to every game home and away. We also all have our different expectations on what 'good' should look like. Is it winning trophies? Is it being the driving force for good in our local community? Or is it having a team full of academy graduates that we can be proud of?

Plough Lane – we have such a fantastic stadium that we should be proud of. That we have seen us recently relegated, and haven't been playing the most entertaining football, yet can still attract so many people is a great achievement, but we still have more to do. We are still not making the most of what we own.

My day job is as a Business Performance Reporting Analyst. This involves analysing and interrogating data, building reports and dashboards but also looking at a business process from start to finish and identifying where there are lags, and also evaluating what people actually need and find useful from a dashboard or report. I believe these skills could be put to good use if I were to be elected to the board. This is not only from a process evaluation point of view but also communicating with members.

I know that pretty much every manifesto written since day zero says they will increase communications with members, but I believe there are much more effective ways of keeping members informed than is happening currently and would like to explore these if elected.

I am probably not your 'typical' Dons Trust member. If I'm being brutally honest with you, I joined, as did a lot of my mates, to get priority for playoff semi-final tickets in 2016. But I have been a member ever since, and recently started to take more notice of what the Dons Trust means for the club, as I think many more people have done. When things aren't going

quite right on the pitch, it's only natural to start looking off it, and behind the scenes at what might be happening.

I attended the latest SGM, where discussions were had around the governance and structure of the boards going forward. This is hugely important, because as far as I can tell, we are operating under a structure that wasn't designed for a club of the size we have become. And again, as far as I can tell, the Dons Trust Board in most recent years hasn't been able to give as much time and energy to Dons Trust matters, including engaging with its members, because it has had to pay too much attention to issues around operations.

I believe I would be best suited to join the 'Membership Service and Engagement' theme group as that is where I would be able to utilise my skills to the greatest effect and hopefully enable the Trust to strengthen and grow by helping it to gain valuable insight into our membership and make better, data-driven decisions.

The Dons Trust, and what it represents captures the hearts and minds of an international crowd. I would like to say it's diverse, but from attending the SGM I would suggest otherwise. I was interested in one of the resolutions that was passed at that SGM around diversity data. The resolution that was passed is a very important one and will give us more information on our members, but my worry is that there is a lack of skillset within the board, and potentially the football club itself, for data analysis. We have the data, but we wouldn't know what to do with it or draw any meaningful conclusions from it. I believe I would bring more experience onto the board in this area, and would hopefully be able to help drive the club into the direction it should be going in.

What I'd bring to the board (in a nutshell) is below:

- Fresh ideas and a more youthful voice
- Experience in data and performance analysis
- A commitment to exploring different ways of communicating with members to keep us informed.
- Work within the Membership Services and Engagement theme group to give useful insight about our membership and make data-driven decisions to help us strengthen and grow.

COYD!