

Colin Shergold



Proposers: Brian White and Jos Bernard

I would like to begin by saying a little about last year's campaign. In terms of the content, I stand by everything that I said last year. However, I accept that I got the 'tone' wrong in some instances and I regret that. Those that followed the campaign closely will know that there was a very small group of fans that made a concerted attack against me and in a couple of cases told untruths about me to try and discredit my campaign. I took the attitude that the best form of defence was attack but I accept that at times I attacked too hard. I am genuinely sorry if in doing so I offended anyone as it certainly wasn't intended.

On reflection last year part of my problems stemmed from the fact that I was out of work and spending far too much time on social media. This year I am back at work so will have less time for social media and in fact I will try and stay off it as much as possible. However, I will keep an eye on it and comment if I feel it is appropriate.

The main reason that I was unpopular with some fans was that I was the first DTB candidate to openly admit that I am not 'evangelical' about fan ownership. What motivated me to stand for election last year was that a group of fans proposed that we enshrined fan ownership in our constitution. I thought that proposal was utter madness as it would remove our 'get out of jail card' if we ever got into financial problems in the future. Surely, if Covid has taught us anything it is that in life and in business you never know what is around the corner? There is a rumour that one candidate this year is going to propose enshrinement again which I find hard to believe. We are now only one relegation away from a return to non-league. Surely, if the worst was ever to happen and we did get relegated to the Conference it is only the fan owned fundamentalists that would not even consider listening to offers from potential new owners?

My views on fan ownership have not changed at all since last year. I still don't think that the time is right immediately to proactively look for new owners but undoubtedly that would

change if we ever got relegated back to non-league. I reiterate that I would only ever consider selling majority ownership if the DT kept ownership of Plough Lane. A member of the DTB said recently that no one would purchase a football club without the ground included. Chelsea, Man City and Newcastle Utd don't own their own grounds but have attracted new owners.

In terms of what I believe I could bring to the DTB, I am 57 and I have been a salesman since I was 18. I am very good at building rapport with clients/potential new clients as well as closing deals. I am prepared to offer one day of my working week to support the Commercial Department. We have a telemarketing person and I suggest that I allocate one day per week where they can make appointments for me with local companies. In particular, there is a large Asian community near Plough Lane so I believe we should target that community for their weddings and funerals (wakes). If it is needed, I am happy to base myself at Plough Lane at least one day per week or possibly more depending on the need and my availability. I spend much of my time working 'remotely' or from home so that isn't difficult for me.

I also propose to be the main person on the DTB responsible for resolving complaints about the club from the fans. In my career I have had a lot of experience in dealing with conflict resolution and again it is something that I am very good at.

There has been a lot of talk in recent times about the cost of DT membership. I propose that Debenture holders and ST holders from next season can purchase DT membership for £5. Stadium card holders would still be charged £25 but for those fans who have none of the afore-mentioned the cost would increase to £50. Personally, I don't see how it can be right that a fan who never attends a game should pay the same price as a fan that is a debenture and/or ST holder.

The biggest negative I have heard about PL is the lack of parking. This is particularly an issue for the disabled (such as myself) and the elderly. I would lobby the council to make the parking in Waterside Way nearest PL into disabled bays on matchdays as happens at many grounds.