

Resolutions for the Dons Trust SGM:

The following member resolutions have been received in line with our rules and are put forward here for discussion and decision by members. In order for a members' resolution to have effect, at least 2/3 of those voting must vote in favour.

Resolution 1

We request that the second floor hospitality area be open to all supporters after matches.

This resolution has been submitted by Mags Hutchinson DT00002 and seconded by the following members:

Carol King DT00305

Ron Tuttle DT00306

Nicole Hammond DT00098

Graham Timms DT00179

Colette Mulchrone DT00065

The outdoor space at Kingsmeadow has been replicated at Plough Lane. The indoor space and seating in the pub does not adequately replace the two large bars at Kingsmeadow.

The silver lounge space being made available to all supporters after matches would correct this.

The pub is great but after matches it is very busy. There is limited seating under cover and it is cold in winter. The second floor has space, warmth and seating.

Dons Trust Board comment: We welcome members' views and are keen to have the discussion at the SGM. ***We are not making any recommendation*** on how members vote on this resolution.

We have asked the football club to comment on the operational and financial implications of this proposal but given the timing of the resolution deadline and the need for papers to be ready to post out to meet notice requirements, we do not have the club's response in time for these papers.

Resolution 2

Member resolution re: Kit term length

The following resolution has been submitted by Jane Lonsdale (DTO 02026) and seconded by the following members:

George Jones DTO – 04246

Laurent Ghibaut DTO – 06248

Richard Shepherd – DTO – 01466

Jess Barnes DTO - 07593

Alex Feehely DTO - 01165

Resolution: “If there are any proposed changes planned to kit term lengths (away from the previously established 2 years lifespan per kit) then these proposals, along with relevant supporting information, should be brought to DT members for discussion and voting before being implemented”.

Explanation The purpose of this resolution is to ensure that members’ views are sought and taken in decision making by the club, and any proposals to change an established understanding is brought to members for discussion. Supporting reasoning and evidence provided by the Club would enable members to make informed decisions, and in turn allowing the club to make decisions that members will support and take their views into account.

Background: There has been a previously established understanding that each kit (home/away and third) were for a two-year term (lifespan). When these have been discussed previously by the DTB, consideration had been taken for the costs and impacts to fans on potentially having to buy three new shirts every year. This year, without any consultation with members the “home” kit has been brought in for one year only. I understand that shirt will become the away kit for next year. As part of the promotion, it was advised that this was due to it being a special 20th DT anniversary shirt.

I understand from discussion with Bal Srαι (Revenue and Operations Manager) that there will be another one-year only home shirt next year due to it being a Hummel anniversary.

There has been no public explanation, or discussion with members, of why there has been a move away from 1 years and how long the change would be implemented for. At a time when cost of living is increasing, we are looking to increase our fanbase and sustainability is high on most people’s agendas it seems odd that AFC Wimbledon would be moving away from two-year terms to one-year term shirts. There seems to be a focus on profitability rather than discussing with fans and members the reason for the change and what practical advantages a change would bring, along with forecasts for e.g. increased income / potential losses.

This resolution would ensure there was discussion, with supporting evidence and reasoning to support any proposed change. There may well be valid reasons why the club wishes to move to a one-year shirt term length (e.g. sponsorship or kit manufacturer), but this could be explained to members as part of the discussion.

This would also ensure there was an informed decision being made by the Club, taking members views into account. Members may support a move to one-year shirts but this resolution would ensure there was consultation and a vote before a change was implemented and ensure members had a say in things that affect them.

Dons Trust Board comment: We welcome members’ views and are keen to have the discussion at the SGM. ***We are not making any recommendation*** on how members vote on this resolution. We have asked the football club to comment on the operational and financial implications of this proposal and reproduce their response below:

Club response

Prior to this season, we have changed our home and away kit every other year (so a 2-year cycle for both) and then the 3rd kit has been changed in the intervening year. To celebrate the 20th anniversary of our reformation, we currently have a one-year home kit. So next year we will have a new home and away shirt previously agreed with Hummel.

In line with our objectives to maximise revenue for the playing budget and engage our fans, we are thinking that next year's home and away shirts will also be for one year with the away kit becoming the third kit in the second year.

The revenue impact to the playing budget of changing two kits each year is approximately £40- £50k depending on the popularity of the kit.

Apart from higher sales, the other main commercial argument is that it gives us flexibility, should we ever need a new front-of-shirt sponsor. Obviously, we love the Football Manager relationship so hope this will never be required.

It also makes us more attractive when negotiating a shirt-manufacturer deal. We are happy with the Hummel relationship so again, not directly relevant at this stage.

There are also lots of other arguments about a home shirt being associated with a specific season, the fact that the inspiration from the home shirt is involved in our seasonal identity, including the season ticket renewal campaign and all associated artwork for that season. On top of that, is the annual buzz created by a new shirt even beyond our own fans as seen by all the attention the away shirt has received:

https://www.youtube.com/watch?v=xqNFdeV_tqU

It allows us to be more experimental in design and also to not worry if our home shirt is not so well received in one particular year.

We also currently make a much smaller margin on the junior shirts compared to other clubs. Bristol City for example also with Hummel have their adult shirt at £50 and charge £40 for all their junior shirts. We only charge £40 for 13 -14 only and then £30 for all the rest from 5-6 to 11-12.

We look forward to discussing these issues with DT members.

Resolution 3

Members resolution re collection of Diversity data of DT members

The following resolution has been submitted by Jane Lonsdale and seconded by the following members:

Paul Raymond DTO – 00043

George Jones DTO - 04246

Laurent Ghibaut DTO – 06248

Richard Shepherd – DTO – 01466

Jess Barnes - DTO - 07593

Resolution: “Dons Trust membership diversity data should be sought and collected annually as part of signups/renewals to the Dons Trust”.

Explanation: This resolution aims to ensure that the Dons Trust Board commits to ensuring that data collection is undertaken on an annual basis in line with best practice and that a process and personnel are available to undertake the data collection annually.

Collecting diversity data enables the DTB to understand the make-up of its membership, which it can then use to inform its decision making and membership offer.

Background: Diversity Data is important in establishing the make-up of an organisation. It’s particularly important in a membership organisation.

Diversity data collection was introduced to the DT in 2021. Lots of work of a number of years, including with stakeholders (eg Fans for Diversity, Stonewall, Muslim networks, etc) went into designing and introducing the data collection.

However, the renewals process in 2022 didn’t include the collection of diversity data. Not collecting the data will therefore leave a gap and data will not be able to be retrieved or analysed and the makeup of DT membership will be unknown for 2022.

If getting the data was due to a lack of resource being able to manage this process then the DTB requesting help would, I am sure, have resulted in members offering to help. I certainly would have helped with this exercise.

Diversity data changes eg people age or move. Best practice advises that diversity data should be collected annually and used to inform decision making. At a time when we have moved into a new stadium and are looking to increase membership understanding where gaps are and where specific outreach may be needed would be fundamental to ensuring a fully inclusive and diverse membership.

Recognising the right of individuals not to share their data, as with all diversity data collection, a “prefer not to say” option should always be included with each question, so that the member remains in control of their data and what information is shared. As with all data, DT data storing, handling and processing must be in line with regulation.

Dons Trust Board comment: We welcome this resolution and accept the points made. ***We recommend that members vote in favour.***