Dare to be different

As you walk up to Plough Lane, you pass fan-made sculptures, a treasure trove of Terry's badges and a replica FA Cup, with kids taking photos. You drop off tinned food for Dons Local Action Group and pick up a programme from volunteers who want you, us, them to enjoy the match.

Surrounded by artwork created by fans, you walk down to the Phoenix pub, named by fans, grab a Wimbledon Brewery pint and ponder which local food truck to eat from today.

Familiar faces everywhere: people you stop and talk to, people you know from past and present, others you know only for their work for the club, a nod and a smile. You see new faces and wonder if they will be bitten by the Wimbledon bug.

As you make your way to your seat, you see local sponsors around the pitch and a sea of fan-made flags from around the world. Then Phillo, a fan, announces the team and the stadium erupts. You did this, we did this.

We are Fans. We are Owners. We are Wimbledon.

AFC Wimbledon is the greatest story in football, and fan ownership is why. Because we answer to our supporters, we choose who we work with and what we stand for. No gambling sponsors. No vape sponsors. The longest-standing front-of-shirt partnership with Football Manager. A shirt carrying War Child's name around the world. Seasons of eco shirts made through sustainable fashion practice. We are not perfect, but we stand up for people, planet, and place.

Yes, we all want to win every game, women's and men's. But community and charity sit at the centre of what we do, shaping how we play, how we work with fans and why so many people go the extra mile for this club.

I'm standing for the Dons Trust Board to keep reminding ourselves and the PLC that doing things differently makes us unique. If elected, I will:

- Lean into it. Put people, planet, and place at the heart of our communications and brand, so new fans, sponsors and funders see what is different about us in seconds.

- Make our values a strength, not just a list of exclusions. Work with the PLC to set clear, public principles for partners, so we can take our story to like-minded organisations.

- Keep asking “what other ways might we do this?” Dare to be different and question the status quo constructively.

- Keep you in the loop. Everyone promises better communication. I’ll use platforms I’m already part of, the Same Old Wombles podcast, the Southern Wombles Supporters WhatsApp group and my We are Wimbledon Fund connections, to explain in less formal spaces what the board is doing and why, within the bounds of confidentiality.

I bring over 20 years in creative education and experience influencing national policy by asking difficult, critical, humane questions. I founded and led a games design degree for a decade, now run Art & Media Technology at Winchester School of Art with over 50 academics and hundreds of students, and recently finished a Department for Education secondment on policy and innovation. I am confident AFC Wimbledon has a very bright future at Plough Lane, and that our character is how we get there.

Give me your vote, and together we’ll shape a future that stays true to who we are, what we stand for and what we can become.

I have supported Wimbledon since 1984, and I am a season ticket holder with my dad and my daughter.