

Adam Procter DT0-00770 Manifesto 2024

Fan ownership must be non-negotiable — it's how we secure increased engagement and funding by being a beacon of light in football and our community. Fan ownership enables us to serve as both an exemplary community asset and a powerful influence, locally and globally.

What makes AFC Wimbledon truly special is our fan ownership model. It's what attracts people like John Green and recently inspired over £100,000 in donations to fix our pitch. This is not just our unique selling point, but our Unique Impact Point (UIP). Countless people I speak to look to AFC Wimbledon as a force for good, not only in football but in community building.

I am standing for the board to secure and enshrine fan ownership in our constitution and to work with the board, fans, the community, and wider football world to prove that while football finances may be broken, AFC Wimbledon can be a North Star guiding the way to a new model of what football clubs should be — integral parts of their communities and uplifting assets for local people.

In a time when we need more community and less individualism, a community stadium and community football club are vital. Through fan ownership and using this as our vision, everything we do is for the fans — and our fans extend beyond those who support the men's team on Saturdays. Our fans include residents and supporters of other sports because we have a code that ensures we put community and people first. So much of what is good at Wimbledon comes from volunteers who go above and beyond with their time and resources, which is entirely due to our ownership model.

There is no ceiling to what's possible if we stick to this vision, build on this strategy, and make it central to everything we do. We don't need a "break in case of emergency" or get-out clause to dilute majority ownership away from fans. If we had reached such a position, things would have gone horribly wrong and would likely result in a very hostile takeover.

Football clubs are much more than what the Premier League claims they are. They're not just brands or businesses, and they're far more than Saturday games. They're key components of the community, and the way we can engage with our local and global community of fans is by putting fan ownership — or rather, community ownership — at the core of all we do.

This strategic vision can drive the operational board (The PLC) to seek partnerships and opportunities that take full advantage of who we are, demonstrating a different route to top-level football that puts community at the centre of everything.

With this foundation in place, we can build a vision to create new revenue streams and work with our younger fan base to engage with football's wider interests. Once we

mandate this vision, the PLC board would also have to remove any focus on selling equity.

I bring over two decades of experience working with young people, and a decade leading a games design course at a highly rated university that has successfully fostered greater diversity in the game's industry. I have led various staff teams to improve and foster excellence, and I will bring the same drive to the Dons Trust Board.

As a passionate co-host of the Same Old Wombles podcast, I regularly engage in discussions about both our club and broader football issues, including conversations with Fair Game CEO Niall Couper. If elected to the board, I plan to continue this work while maintaining appropriate confidentiality, using the platform to support the board's outreach efforts. Drawing on my experience in promoting diversity and working with young people, I am committed to helping the board strengthen its communication of key decisions and strategic direction to our community.

I've been a Wimbledon fan since 1984, and my father since the 1958. As a season ticket holder alongside my father and youngest daughter, we deeply value the club and the match day experience.

Everything about AFC Wimbledon is exciting because of our ownership model.

In summary, we need the Dons Trust to enshrine fan ownership and use this as our real path to success, security, sustainability, and engagement. We can then take our strongest position to “sell” the Greatest Story in Football, through a vision and a much stronger brand and global community.