



In the summer I was co-opted to fill a vacancy on the DTB and I'm seeking election now. I believe in our club. Not just as any fan of any club believes, but (as most of our fans do) for the vision of football it represents. I've been a volunteer since helping to produce 'Yellow and Blue' back in the day and a fan from long before then. When AFC Wimbledon was formed I wanted to volunteer and so gave my time as club photographer and more recently took on the role of Chair of the Elections Steering Group before standing down two years ago.

Since being co-opted, I've contributed to board meetings, worked out problems, helped to write club policies and spent time in the kiosk talking to fans. It's something I believe in and I want to continue this work as I believe it is the life blood of being on the Board.

I believe that our club should hold true to its principles. We are fan owned and fan controlled. We stand for making football clubs accountable to their fans - even if not fan owned - and fair distribution of finances up and down the pyramid. There is a Bill being introduced in Parliament to regulate football and we have a vital role to play in speaking for this. It is not just what we believe in, it will also bring more money to us in the long term.

After standing up against the decision to franchise our club and then forming AFC Wimbledon, getting back into the League was the second huge step. The third was getting back to Plough Lane in our own stadium. None of this could have been achieved without the effort (and money) that we the fans invested. We cannot afford to throw these achievements away either by selling out for short term gains or by failing to pay our debts. So our fourth huge step needs to be paying off the debt we owe bond holders and earning enough money to ensure sustainable promotion. The team are doing their part this year - the rest of us need to continue to do ours.

The work of the board is time consuming, but vital to having a well-run club that is responsive to our fans. It requires members who can work together to solve problems and can commit time to that cause. I am fortunate to be in the position to be able to dedicate the time needed. I work as a consultant observing elections around the world. I build multi-national teams and ensure they work and communicate harmoniously. Our PLC colleagues and club staff do an excellent job. The Board is there to provide oversight and highlight any areas where we can do better. But it is also the vital link to our owners - the fans.

- If elected, I promise to work tirelessly to improve communications with the fans. We have improved, but we can do better still. There has been a new influx of DT members through the automatic enrollment of season ticket holders. I know some feel they haven't yet been properly communicated with and I want to ensure they are - through more events and feedback sessions. When big choices are needed, I want to make sure that fans have all the information they need to make an informed decision and don't feel rail-roaded into a particular choice. And when the decision is made then the Board needs to implement that choice. I believe that the current board is committed to proper democracy and want to ensure this continues. If elected, I will seek to take over editorship of the DT newsletter from the current writer who is not seeking re-election.
- Even though Plough Lane has excellent attendances, I want to see home sections sold out more matches than not. Continued marketing to our local communities and new generations of fans to ensure our long term sustainability and build demand for stadium expansion.
- We should change the rules so that proposals coming from members have the same thresholds as those from the Board.
- We can do better for our many overseas fans. We have members from across the world. They have mostly joined because of our story and we need to reach out to them and involve them more. The plan for an Overseas Fans Day is a great start, but we should be involving them in our campaigning and fundraising.
- We continue to rely on many excellent volunteers to make our club function. I want to support them better through a permanent volunteer officer on the club staff.

Thanks for reading. Please vote for better communication, proper fan engagement and continued campaigning for fairer football governance.

Alex Folkes

Founder Member DTO-00965