My name is Ivor Heller and I firmly believe the club that I helped create and serve over the past 22 years is now facing fundamental challenges that will utterly determine its future.

When we started AFC Wimbledon, the principle of fan ownership was sacred. I am standing now because I want to be a voice for our supporters on the club's two governing bodies - the Dons Trust and the PLC Board. I want to guarantee that our fans' interests are at the front of everything those Boards do and the decisions they make.

I'm no stranger to serving on the Dons Trust - I was their very first vice chair - and I'm no stranger to the club, where I was the commercial director for 21 years.

Indeed, many of you may have seen me on match days when I have always - and still do - mix with everyone after the match. I go to all our home games and pretty much all our away fixtures as well. We always learn something on our travels. Looking after visiting officials and visiting their clubs in return is an honour and extremely important to maintain our good reputation with the football family.

The following is an outline of what I believe needs to be done for the club to move forward without sacrificing the wonderful achievements we have witnessed to date:

1. The Trust should focus purely on being an oversight board. It must hold our PLC Board accountable for the way the club is being run and the decisions being made.

It should stop getting bogged down in work beyond this remit. For example, all the critical diversity and inclusion work being done by the club, the community projects instigated by our Foundation and The Dons Local Action Group. This includes the Women of Wimbledon Supporters Association as well.

The DT should let these excellent bodies get on with their work and concentrate more on the business of running our football club.

2. There should be more transparency from the PLC and Trust Boards.

The people running our club need to communicate more frequently and more openly so our supporters feel engaged and informed about the club they own.

For example, we need to give our Academy the credit it deserves for its player sales, etc. We don't need to give the exact details but the contribution from the academy runs into the £millions. A headline figure would be great to know.

3…Times have changed and nobody can deny that money usually buys success. I am flexible and open to new thinking and new ideas - so long as we vigorously safeguard and preserve everything we have built together so far.
I believe in finding ways forward for the whole organisation. There are many ways to do this - and maintain fan ownership.

Make no mistake, I still have a lot of energy and passion to give to the trust/club. I wear my heart on my sleeve and will talk to everyone that wants to converse with me at any reasonable time.

I am passionate about listening and acting when required. If I don't know something I will always try and find someone that does.

I want the club to progress as far as we can up the pyramid without putting our very existence at risk. I have no doubt that I can and will represent a wide constituency.

A vote for me is a vote for passion, determination and transparency.