

Who am I?

I've been a Wimbledon fan since the late 80s and nowadays come to men's and women's games with my young children.

My professional background is in media and content. Having worked for global media companies like the Guardian and the Telegraph, leading commercial and editorial teams. I now run my own consultancy helping media companies of all sizes improve, and grow revenue from their content.

What's my manifesto?

I don't think these should be called manifestos really. As an individual board member, you can't manifest anything on your own.

What you can do though is have clear principles and priorities that guide your decisions and actions to help get things done.

My core principles are:

- To always act with member interests first - as board members we are the stewards of Wimbledon's future and should always try and leave our posts with the Club in a better place than when we joined.
- To build consensus - with fellow board members, with club staff, volunteers, PLC members, our charities, and other partners we work with. Building consensus gets stuff done.
- To not let perfect be the enemy of good - organisations of all kinds tend to wait until something is fully finalised before sharing. As a membership organisation we should be able to show our working out, do our thinking out loud and be open with members quicker than we often are at the moment.

My priorities are:

Oversight - The major priority of any DTB member should be to fulfil their role as oversight of AFCW PLC on behalf of our members. We have a structure in place now, that whilst not perfect, does give us the best chance of achieving our aims.

That means asking the tough questions in a collegiate manner, setting the direction and then getting out of the way to allow our paid professionals and our volunteer support to get the job done.

And ensuring that the right progress is being made in the right ways. And offering professional experience, guidance, and advice on the occasions it is needed.

Membership - I want us to be the largest fan owned sporting organisation in the UK. With members young and old from around the world invested in our Club, our fan ownership and our community.

We've got the story, the location and the fanbase to make that happen. We can only do that by working together as a Club and Trust.

This season we have more members than ever and a successful membership campaign bringing record numbers of people into our democracy.

We now need to continue the work to engage them on the issues and hear what they want from our shared future.

But we shouldn't stop there, international membership numbers are down this year, and we haven't nailed the offer for non-UK members.

That's something that the Trust and Club should be working closely on and I'd love to help with that work.

Finances - Oversight of finances and the director's duty to the financial future of our Club are critical and should play a more important role than they do currently. We need to continue to communicate and educate all our fans on our financial picture.

The recent reports we have produced are a good start and put us way ahead of most football clubs, but we can and should do more.

What have I done since joining the board?

I was co-opted onto the board earlier this year with the aim of improving the quality and consistency of Trust content, as well as supporting the overall work of the Trust and representing members as best I can. I hope that you will have seen I've worked hard with Club and Trust colleagues to make an impact.

I've led and contributed to a range of projects including the June finance report, the new members handbook, the 24-25 members campaign and much more.

Conclusion

We've agreed a bold strategy to challenge to reach the championship as a sustainable, fan-owned community football club.

It's going to be hard. It's improbable and some might say impossible. But we are Wimbledon and that's what we do. We should aim as high as we can, and we owe it to our younger fans to have a crack at it.

A 20,000 capacity Plough Lane packed full of our members, with our teams going toe to toe with some of the biggest teams in the country. That's the legacy we should want for the next generation.