James Longhurst – Manifesto

Why I'm standing again

Two years ago I said that one board member cannot manifest anything alone. What you can do is set clear principles for how you'll work, and then be judged on what gets done. I've worked to those principles since the last election. There's a lot more to do, and I'd like your vote to help do it.

The investment proposal being withdrawn is a setback, but not a permanent one. Together we'll find a way through. I'm optimistic we can find the right investors to build a better future on and off the pitch for our teams, our members and our community.

About me

I've supported Wimbledon since the late 80s and come with my children to men's and women's games. I run editorial and commercial teams in media, and I use those relationships to open doors for the club with partners.

I was co-opted on to the Dons Trust board in March 2024 and elected that December. Since July 2025 I've also represented the Trust on the Club board, and I sit on the AFC Wimbledon Women board.

What I've done

I led communications for the 50.01 vote, producing most of the materials, and was the board's spokesperson in the national press. Nearly 4,800 of you voted in April, and 86% backed the model.

I've been one of the board's leading representatives in the investment talks and led communications on the process. I pressed on due diligence, worked with our lawyers, tested claims against evidence and fought for terms that protected the Trust's control and ownership of our stadium.

SSC withdrew and the vote was cancelled. It's a real disappointment. But we keep a structure that works for a fan-owned club, and thousands of you showed what an engaged membership looks like.

Working with club staff and volunteers, I've created regular plain-English finance updates for members: where we stand, and how we compare with the rest of the EFL.

I introduced Octopus Energy and other partners to the club, getting our commercial team in front of national brands at a level we wouldn't otherwise reach.

As a strong advocate for AFC Wimbledon Women, I led the restructuring of the team's operations and its integration into the wider club.

After the problems in the 2025 election, I called for an independent review. Ed Mayo's key reforms are now in this year's rules.

What I want to do next

Get the next investment right, whoever it comes from, and bring it to members plainly.

Get through this season with our eyes open. Cash is tight. We need to make the best short and long-term decisions, and explain them clearly to members.

More brand partners. Every pound from a partner is a pound we don't need from a loan, an investor or members.

Growth for the women's team: continue to improve our structure and create more commercial opportunities.

Community impact. We have three superb charities and a football club that can change people's lives. Investment could let us do much more, but only with proper oversight to make sure it happens. We should aim to be the best community club in England.

Why it matters

We're in a tough time, but Wimbledon has been here before, and worse. What got us through wasn't any one person. It was thousands of fans pulling in the same direction.

That's how we'll find the right answer this time too: a packed Plough Lane, owned and controlled by its members. I'd like to keep doing my part, and keep showing you our working as we go.

Come on you Dons