MATT THORNETT

MANIFESTO

A club with a future. A Trust that answers to its members.

My first game was at the old Plough Lane against Luton Town. I have supported Wimbledon for over 40 years; my family's connection goes back to the 1930s. My father-in-law was a Wimbledon player who lodged with Eddie Reynolds.

My career spans senior marketing roles, including EMEA leadership. I bring experience in strategy, launches, commercial planning, retail partnerships, consumer insight, analysis and budgets, and a willingness to challenge decisions and hold the Board to account.

Protect the future. Put AFC Wimbledon first.

Fan ownership was created to save our club, protect its identity and give supporters a voice. I support that, but it must never prevent a sustainable future.

Every credible option must remain on the table. The Board must set out a survival plan if investment is not secured and subject major proposals to independent scrutiny. Plough Lane, the badge and our traditional colours must be protected under any ownership model.

I will push for an informed member vote on future ownership, including a full sale, by the second half of 2027, or sooner if needed. Members must understand the facts. Our priority is protecting AFC Wimbledon, not preserving an ownership structure at any cost.

Make the club fairer and more affordable.

I would cap annual season-ticket increases at the highest of average earnings growth, CPI inflation or 2.5%.

Season tickets should not automatically make someone a Dons Trust member. Membership must be a choice, not a condition of following the team. Season-ticket holders who want to participate should be able to opt in free of charge.

If we remain fan-owned, supporters should see practical benefits. I would limit new kit changes to once every two seasons, reducing pressure to buy a new shirt every year and helping keep costs down.

Open up the Trust and listen to members.

The Trust should welcome scrutiny. I want its social media reopened to genuine discussion and a Board that answers difficult questions.

I will speak in my own voice, respect confidentiality and explain my position, not hide behind collective responsibility.

Candidates need fair access. The Election Steering Group should have full access to Trust social media and email, equal candidate opportunities and hustings support. Players and staff should be free to appear on independent fan podcasts, with the Board willing to engage.

Improve governance. Cut unnecessary bureaucracy.

The Trust Chair should be elected by members. Anyone joining the Board unopposed because there are fewer candidates than vacancies should stand again at the next election.

The PLC Chair and Vice-Chair must be independent appointments, chosen for proven senior experience running comparable organisations or professional sports clubs. These roles need expertise to oversee a

football business, not simply reward previous DTB service. The PLC Chair should serve no more than four years; candidates for either role must have been off the DTB for at least 18 months.

I would introduce a 90-day review of Trust working groups. Each must have a clear purpose, meet and keep minutes. Groups without a useful role should close, with the decision recorded.

Put football first and build for the future.

The team on the pitch must be the priority. I want a football strategy for recruitment, player development, the academy and the women's team. Non-playing commercial roles and costs should be reviewed to ensure resources support football.

I would push for at least 20% of each matchday squad to be home-grown, creating a pathway into the first team and a stronger link between the academy and senior sides.