

SIMON HOWSON-GREEN

HOW CAN I BEST HELP AFC WIMBLEDON AS A MEMBER OF THE DTB?

*I have been a football fan all my life. However, my love of the game is **only one reason** why I can be a valuable member of the Don's Trust Board.*

Why me?

My chances to attend football matches fell away in my 40s and 50s. AFC Wimbledon brought me back into the fold. I owe the Dons a huge debt of thanks. It's payback time.

I love being a womble and I love the Championship. Why? It feels real, it feels up close and personal and the rewarding buzz you feel when you care about what happens on and off the pitch is unique, addictive and satisfying.

I am a former journalist and TV news producer – mainly at Sky News. I covered some the biggest stories: The fall of the Berlin Wall, the rise and fall of Margaret Thatcher, Death of Diana, three US Presidential Elections, one Gulf War and two World Cups.

At BSkyB I developed the digital offering which formed part of the Premier League deal in the 90s. I was also on the negotiating team for PPV Tyson/Don King Boxing deals between 1995/9 advising lead negotiators Sam Chisholm and Tom Neville.

I worked on the Manchester United TV channel deal (MUTV).

I worked with Bill Kenwright as a media consultant for Everton, this involved negotiating IP rights, content deals and developing comm's strategy.

So, I have been around sport and sport coverage for years and been at the heart of some its great wins and not so great disappointments of in the past three decades.

I moved into crisis & reputation management, working with some of the world's largest companies, charities, sports and retail businesses and HNW individuals. Most of this work focused on managing the way my clients were portrayed in the media and ensuring they were protected from unfair and inaccurate media coverage.

How I see the main function of the DBT:

During the past two and a half seasons as my 'Wombleisation' became complete, I spoke to hundreds of Wombles from famous novelists and third generation fans to folks in their eighties who have supported and loved this club all their lives. We've chatted on trains, in pubs, in the Phoenix, in the stands and terraces and over a chicken and leek pie.

There are so many huge decisions which need to be made at AFC Wimbledon in the next few months... and there will be many more every year. We must get it right.

I believe the Trust and the Board should be the club's central nervous system. But its role needs greater clarity, honesty and strength more than ever now as we face many huge challenges... **AGAIN.**

I believe the DTB should and must be the eyes and ears of the club... the **oversight** entity which guides a workable path to progress between the PLC, the many and varied commercial interests, the franchises and most importantly, the fans who OWN THE CLUB.

Transparency is everything and crystal-clear communication is vital. I am convinced we need to up the ante here to a level we deserve.

We need to embark on a mission to explain ... and keep explaining.

Those explanations and decisions, recommendations and actions which are driven by the DBT and often the PLC **MUST** be acceptable to, and one hundred percent understood, by the fan/owners who love this club. How else can they have a real say in these decisions?

What happens on the field I will shout about from the stands and talk about endlessly in the pub. But this is not my focus as a member of the DTB.

What I bring to the table and how I see my main role as a DBT member:

- 1) To ensure transparency and accessibility for all the members and the outside world.
- 2) To ensure our dedicated teams and the board they support have the back-up they need to use technology and a new and workable constitution to streamline the decision-making process
- 3) To ensure and help with messaging and communications and to ensure a close and warm relationship with all those outlets and channels which we can use to spread the word and get that word unequivocally and unambiguously right.
- 4) To work with the PLC to ensure trust and good will grows for the benefit of the club and its owners
- 5) To be clear and unambiguous about the planned future of the club and to ensure misguided egos do not run away with reality and create unrealistic and financially inappropriate expectations

Please note...I declare this manifesto was written by me without the aid of AI. This is how I intend to continue. We need to keep it real at AFC.