Dons Trust Board Quarterly Report No. 3

This report provides a summary of the work undertaken by the Dons Trust Board, since the previous Quarterly Report as they pursue those aims the Dons Trust approved at our last SGM. Within the framework of these aims, Board members have been extremely active and highly focussed on their individually assigned responsibilities as well as taking on their full Board obligations and I am sure you will soon, if not already, be witnessing the results of their efforts.

Our single biggest priority continues to be the reduction of our stadium debt and while the debt remains, reduction in interest payments is paramount. The Dons Trust Bond Scheme has now become the "flagship" of our endeavours in reducing the level interest payments. For those of you who have yet to take up this opportunity may I urge you to give this scheme careful consideration. This scheme has got off to a very good start by securing Bonds to the value of £180,000 in the first three months of operation, with an average interest payment of under 2%. However, we need to increase this value considerably in the next quarter so as to minimise the impact of the 2% pa increase in interest payments, which comes into play this month.

Meanwhile our Fund Raising Group is progressing towards its target for the year of £250,000 by securing, by the end of September, something like £50,000. May I take this opportunity of thanking all volunteers involved in fund raising for this tremendous effort so far and to all of you who have given so generously. Please keep up the good work. September has been a particularly difficult period since the Club launched into the new season and at same time the three major fund raising activities came to a head, namely Dons Trust Draw, Sponsor-A-Seat and the Weird and Wonderful rematch. This has put a heavy burden on the Club as they seek another successful football season. The Board thanks the Club for all the support they have given and will, I am sure, continue to give to fund raising.

Up to next May there are a further 10 planned major events in the programme coupled with numerous day-to-day activities. I thank Brian Goodwin and Luke McKenzie and all their helpers for their tremendous help in making these fund raising activities a success. You may recall in my last report that I mentioned that when it comes to members contributing to our funds none of us have " bottomless" pockets, so may I suggest you endeavour, where possible, to seek fund raising participation beyond our membership.

You may recall from our Share Issue Prospectus we stated that it was our intention to strengthen our AFCW plc board membership with further business and football expertise and to seek a Chairman with business experience at that level and an understanding of the football environment. The Dons Trust Board was pleased to announce in the last Quarterly Report that Ian Cooke had joined the plc board and since his appointment his business and football expertise has been invaluable. To complete the picture, the Dons Trust Board is now pleased to announce that they have appointed a Chairman to the AFCW plc board. He is Iain McNay, chairman of Cherry Red Records and Complete Music. Both companies have sponsored leagues in the pyramid system over the years and Cherry Red currently sponsors the Middlesex County League. Cherry Red produced the Wimbledon CD a few years ago and, through its book division, published Niall Cooper's 'Spirit Of Wimbledon' last Autumn. You may also have noticed their boards around the ground and adverts in the programme. Iain has supported Wimbledon for 33 years and apart from being a successful businessman has been very involved with many aspects of non-league football over the years. Iain intends to join the plc board for a period of six or so months so as to give himself and the board the opportunity to assess the value he brings.

The following paragraphs over the following pages set out the achievements of the various groups during the period. For completeness the name of the Dons Trust member responsible for the relevant area is given in brackets against the heading. The intention is that further financial information will be available at the SGM meeting.

AFC Wimbledon

Kris Stewart

On the pitch the primary objective for this new season is promotion from Ryman Division One at the first time of asking. Having won the first six matches in our league campaign, we are on target to achieve this aim, although there is of course a long way to go. Promotion in this division is gained by finishing first or second, or by finishing in 3rd-6th place and winning a series of play-off matches.

Having agreed the budget for the year with the board of The Dons Trust, we have had some good and some bad news already this season. The estimates we made relating to pre-season friendlies were over-optimistic and we did not achieve the numbers we had hoped we might. On the plus side, we were drawn at home in the FA Cup and FA Trophy and have since won through to the next round of the FA Cup, all of which will bring increased revenue to the club.

Finance Director Erik Samuelson will talk more about the accounts for last year and the budget for this year at the SGM.

I'm happy to report that a recent visit from an FA crowd control representative resulted in a very complimentary report – the result of a lot of hard work from everyone involved in safety and security on a matchday.

At an open meeting before the Walton & Hersham match recently, we discussed the issue of smoking in the back bar. We have experimented with making this bar non-smoking on our matchdays and, following the discussion at the meeting, we have decided to continue with this policy. At the meeting we also talked about the fact that our production costs for the programme have increased substantially since last season. Without compromising the quality of the programme, that left us with three options:

1) Do nothing and make savings elsewhere to meet the budgeted profit for the year,
2) Reduce the size of the programme to 32 pages and maintain the same cover price,
3) Increase the cover price to £2.50.

Following the discussion at the meeting and further deliberations afterwards, we have decided to increase the price of the programme to £2.50 from the FA Trophy match against the Met Police on Saturday 9 October.

At the time of writing the new club shop is almost ready to open. Again this has meant a huge effort by volunteers – those in the merchandise team and also some new faces who helped with the hard work required to get things up and running. Thanks and well done to them.

As always, we need help on an ongoing basis as well as for one-off projects. One of the big issues around the stadium is the amount of rubbish we all produce on a matchday. A team of supporters has been doing a great job in clearing up after our matches, but they do need help. Firstly, please, put your rubbish on one of the blue bins provided around the stadium. Secondly, if you can spare some time after a match – even if it's just now and again – then your help would be very much appreciated. Drop a line to *volunteers@afcwimbledon.co.uk* or catch one of the team after a match to offer your services.

Fundraising

Brian Goodwin/Luke Mackenzie

Sponsor a Seat launched at our first home league game, giving stand season ticket holders the opportunity to have a personalised plaque on their seat back recording their sponsorship of the seat. Early take up has been very encouraging and non season tickets holders will be able to participate from the end of September.

The Dons Draw monthly lottery is now underway and the first draw takes place on 25th September. We have guaranteed a prize fund of £1,000 from the outset and it looks as though the first month's draw will yield a profit of around £1,000 towards the ground fund.

On 22nd October we are hosting a Sportsman's Dinner at Kingsmeadow, where apart from a first class comedian we will have former Chelsea, Southampton and England player Peter Osgood as our keynote speaker, talking about his career. Tickets are £40 each and may be obtained from Mike O'Shaughnessy who can be contacted by emailing *eveningwithossie@thedonstrust.org*

We had planned a sponsored walk, Walk for Wimbledon II, to take place on 9th October prior to the Metropolitan Police cup game. As we go to press the club is considering whether the match should be rescheduled because it clashes with an England match being broadcast live on the TV. In view of the likely impact upon the number of walkers taking part we have decided to postpone the walk until next spring.

By the time that you read this the Weird and Wonderful rematch will have taken place. We hope that it will have raised a substantial sum for the ground fund and that everybody had a thoroughly good day.

We have a small but very committed group of fundraisers who are working very hard to organise events that are both interesting and profitable. There are ideas in abundance but we are very short on hands – if you feel that you can give up a little time to help out your fellow fans in this area, please contact a member of the Dons Trust Board or visit the gazebo at any home game.

Communications

Marc Jones and Chris Philips

Since the last report matches have resumed at Kingsmeadow. This has seen the Dons Trust programme inclusion attract changes from previous seasons. The content has expanded to a double-page and has been moved forward towards other "club issues" like the manager's notes and club news to better reflect the close relationship between the club and the Trust.

For the first few issues one of these pages has been used to publish the application form. Whilst there was some concern that tearing a page from a programme was sacrilege (even with the reverse being cleverly made a disposable advert and a photocopy being acceptable being printed alongside!) it has seen some success. The ideal would of course be every supporter at matches being a Trust member. A survey of all supporters is due to be carried out to, amongst other matters, try and define why supporters who have not joined are yet to become members the Trust.

Along with increased communications by way of this quarterly report as well as the increased coverage in the matchday programme, summaries of all Dons Trust Board meetings are now posted on The Dons Trust website. This information gives members an overview of DTB business along with records of DTB members in attendance to head even more towards what the Labour party may describe as a model of open government. Members also have a chance to ask direct questions about any trust or club business in the new 'Supporters Soapbox' page in the club's programme.

Given the above the concept of a specific "Newsletter" has been reconsidered. It would be a drain on resources and would almost certainly be a mere rehash of recent articles published elsewhere. The one area of concern would be that those not receiving DT email news briefings re events may not be exposed to as much information as those who have permitted the Trust to contact them via email. To this end it is proposed that following this Quarterly Report future mail outs of the QR will include reproductions of The Dons Trust pages as published in the match day programme. This will mean some supporters receiving previously read information (those on email are able to view the programme content online at The Dons Trust website) but the costs are minimal given the savings made by a large amount of members permitting us to use email as their primary method of contact.

The main objective of the comms team is to move and repurpose the content on the "old" Dons Trust website across to its new home on the AFC Wimbledon Official Site. As this takes place the information that is deemed out of date and irrelevant will be removed, although all news items will be added to the news archive alongside other club news items. It is believed that by bringing the Dons Trust information and news nearer that of AFC Wimbledon the synergy between the two bodies will be increased and hopefully the Trust's relevance to the club will also be strengthened.

Finally, the comms team have identified the need to introduce a membership card. This is in the main to offset the oft-cited complaint that membership renewals and new memberships do not currently receive a receipt of joining. Whilst this will of course attract some cost it has been agreed by the board that it is a valid use of funds.

The cards will be introduced to ALL current members as well as new joiners and should be sent out or made available for collection very soon.

Lastly, if you are a copywriter, ad executive, designer or printer and wish to help the comms team promote both membership of the Trust and its various events including fundraising please do get in touch. We promise to only throw as much work at you as you can handle!

As ever, if you have any burning issues re communications please do not hesitate to contact us via *info@thedonstrust.co.uk* or indeed by post.

Finance

Erik Samuelson

The Finance WG has met twice since the last SGM, recent meetings have focused on:

- improving subscriptions to the DT Bond
- reviewing the draft management accounts for the 12 months ended 30 June (these will be published before, and discussed at, the SGM)
- agreeing steps to be taken to clarify certain tax issues for the DT and its subsidiaries
- starting to think again about grants that might be available to the DT and its subsidiaries
- reviewing good practice in corporate governance to see how they might be applied in our circumstances

All this is more interesting than it sounds and new members are welcome. Dates of meetings are on the Dons Trust website and will published in the match programmes for those who wish to attend.

Stadium

Tom Adam

The Stadium Group continues to focus on securing extension to planning permissions that already exist to expand capacity to six thousand, as well as reviewing conditions under lining these permissions such as Green Traffic plans. The group is also providing support to the Club in the management of day today maintenance issues, reassessment of existing capacity of the stadium, provision of a covered area for disabled and review of various internal s pace designs to see how we could best use the space we have more effectively at a minimum cost.

AFC Wimbledon Youth and Community Football

Nigel Higgs

One of the aims for 2004-2005 is to ensure that the Community Football Scheme and the Youth Academy work closely together. To this end a Youth and Community Working group is to be established. This group will be responsible for ensuring that there are common standards and development goals for both elite and development players. This will enable liaison between the sections and ensure that associated areas like the community and events and Junior Dons can have a point of contact to ensure quality is maintained, skills are pooled and shared experiences passed on. One particular goal is the achievement of the FA community standard. As part of this, the Child Protection Policy has been revisited and updated and we are setting up a Child Protection team. The policy will be upheld and maintained in line with FA guidelines and will ensure a consistent approach across the whole of the club and Trust.

Draft accounts from the Community Football Scheme's first year show significant revenue has been achieved and that this is on an upward trend. When the accounts are finalised, any surplus will be distributed equally between the Trust and our business partners Soccer Skills which has provided the skills, expertise and network to get the CFS established and operational so effectively. A formal agreement between the Trust and Soccer Skills is in final draft form and will run through to September 2005 with an option to renew each June. This agreement will be presented to the DT Board in this quarter.

During the school summer holiday the CFS organised and ran:

- 21 courses at venues in the locality - Wimbledon Park, Canons Leisure Centre, Kingsmeadow, Raynes Park High School and Tamworth Manor High School.
- 4 courses spanning the 6 weeks ran at youth clubs including The Turnaround Project, The Red Hut, St Marks Family Centre, Westside Youth Club.
- over 300 boys and girls took part aged 4 – 16
- provided football activity at several school fêtes and Wimbledon Village Fair

Saturday morning mini-soccer at Wimbledon Park continued to be a hugely popular attraction last year. By the end of the season over 220 boys and girls aged 4 -13 were on the register. Everything is in hand to run the weekend programme for the coming season and we are continuing to invest and expand. The Wimbledon Park venue will benefit from the purchase of mini-soccer goals and other new equipment, which should further enhance the quality of delivery and enhance our reputation as the premier deliverer of community football in Merton and Kingston boroughs.

Last season we attempted to run a mini-soccer session at the Kingsmeadow athletics stadium, but this failed to attract large enough numbers to warrant the venue hire expenses. For this season we have entered into an arrangement with the new *Goals* venue just off the A3 in New Malden. This is a fantastic facility that offers many possibilities for the future and we are delighted to have secured use before other clubs could gain a foothold.

Needless to say the Matchday academy will be continuing. For the first 3 matches we have averaged 25 youngsters. Sessions are currently taking place on the all-weather pitches at Kingsmeadow while we gauge attendance and because of athletics meetings in the stadium. We have the agreement to switch to the grass area if need be.

Mini Soccer starts on Sat 11th Sept at Wimbledon Park and Goals. Over 100 boys and girls are already booked on, with 32 sessions due to take place during the season.

Further to a point raised at the last SGM, we can confirm that all the main coaches used by the scheme have been Criminal Records Bureau checked. However, we have been experiencing problems with Merton being able to process applications in a timely manner and are pressing for an improved service, possibly by using the Surrey FA. Coaches who do less hours or who have just joined the scheme are currently having their application processed.

A girls programme run at Raynes Park High all-weather pitch is being set up and funding has almost been secured. A workshop for all the coaches delivering the course has been set up.

The schools programme is all prepared and ready to roll in what is now an established process. We are aiming

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to expand and extend the offering and to ensure that our community club message reaches the local boys and girls through the delivery of quality sessions and the distribution of publicity material, small AFC Wimbledon branded gifts that have been expressly ordered trough the merchandise process for this purpose and the offering of complimentary tickets to course attendees.

Finally, as part of the re-launch of the AFC Wimbledon Official Site the CFS has populated and maintained the new section. Take a look, we welcome any and all feedback, *www.afcwimbledon.co.uk* look for the CFS 'tab'.

The AFC Wimbledon Youth section has secured approval from the Dons Trust Board to set up as a Youth Academy. The budget for 2004-2005 has been agreed and the age group squads and managers recruited. As a reminder, the set up will be teams from U8 to U15 playing competitive football in the West Surrey Youth, Epsom and Ewell and Guildford & Shere Leagues. New kit has been ordered and delivered, so all teams will be playing in the same strip as the first team, complete with Sports Interactive logo and AFC Wimbledon badge. All the squads have been training, taking part in tournaments and playing friendlies throughout July and August.

The Academy requires the most significant budget of all the Dons Trust's directly managed activities, but there are firm plans for fundraising and sponsorship contributions to offset against any commitment from Dons Trust funds. One of the early inputs to this at the end of the season was a presentation evening held in the back bar at Kingsmeadow. The section organised the evening, which was well attended by boys, staff and parents. A programme was printed which helped to raise funds and some of the parents were seen to buy one or two drinks at the bar, which knocked a large hole in the debt to Mr Khosla! There is also a well supported player sponsorship programme which will gain greater visibility as the team details and results migrate to the AFC Wimbledon Official Site. This will take some time as each squad will require a computer enabled manager, coach or parent to maintain the content.

Another fundraising contribution was the AFC Wimbledon Youth Academy 6-a-side tournament held over 2 days in August. This paid the equivalent amount required for all equipment purchased for the forthcoming season. Thanks to everyone who helped, attended and especially Radio Jackie who supported the event. Over 100 teams participated from as far away as Sussex and Reading in what was as festival of football and fun for the whole family. There were six pitches, with approximately 5 teams in each group. All the teams played each other once, with the top sides entering into the semi-finals. The football was of a high quality. AFC Wimbledon did excellently in the tournament, picking up three winners trophies at Under-8s, Under-12s and Under-16s and four runners-up at Under-U9s, Under-10s, Under-11s, and Under-13s. The planning and running of this event clearly demonstrated the ethos of the AFC Academy. We aim to offer boys of good potential the opportunity of an Academy structured to be on a level with league clubs without making a direct financial contribution. All we ask in return is for them and their parents to make whatever contribution they can to the AFC Wimbledon community, be it managing and organising the teams, running drinks and sweets stalls or generally helping out at events, by joining the Dons Trust or possibly buying an AFCW season ticket.

As with the CFS the Academy is aiming for the FA community standard and will be pushing hard to attain that accreditation in this season.

We are all looking forward to another productive season that brings success for all AFC Wimbledon's teams and brings the day closer when an Academy graduate makes his debut for the first team.

Community Events

Nigel Higgs

Fundraising – Golden Goals

In the 2003-04 season, sales of golden goal tickets raised £15,601 for the Stadium Fund. That's over £3,000 more than was raised in the previous season. The golden goal organisers, Roger and Linda Dennis, would like to thank all the volunteer sellers for helping to raise this amount, particularly when it came to selling tickets in the cold and/or wet winter months.

In the first 4 games of the new season, golden goal sales has raised £2,280.

Membership - Junior Dons (JDs)

The Junior Dons held their own Player of the Season vote. For the second year running, the winner - by a wide margin - was Kevin Cooper. Matt Everard edged Danny Oakins for second place. Kevin's trophy was presented to him before kick-off at the final game of the season by three Junior Dons: William Lonsdale (aged 3); Caitlin Feehely (5); and Harry West (11). All three regularly attend Dons' games and were drawn at random from the JDs who voted.

The parents of JDs who asked for lunchboxes or building bricks as their joining gifts will know that there have been problems in producing them. The JD and merchandise teams are trying to resolve the problems. This may involve producing at least one alternative gift for the younger JDs.

The JD and merchandise teams are also arranging for a new JD badge for JD renewals and new members.

Birthday cards signed by the players continue to be very

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popular with JDs (and their parents) and a number of JDs have been able to meet the players after home matches.

Community Events

The second Family Fun Day was held at Kingsmeadow on 16 May and was a great success. Most of the activities took place on the pitch, although both bars and the all weather five aside pitches at the Athletics stadium were also used. The weather was

just right and most visitors appeared to enjoy themselves. It was noticeable that many visitors are not regulars at Kingsmeadow. There were many attractions on the day, including a number of stalls run by outside organisations. It was good to see so many players there, plus Nicky English and Dave Anderson. One highlight was the opportunity for supporters to have photographs taken with the league and cup trophies and one or two players.

Roger and Linda Dennis would like to thank the Community Events group for all their work to help organise the event, Mick Pugh for doing the PA, the volunteers who helped on the day and the sponsors: Costello Fencing (main sponsors); Womble Undergound Press (five aside sponsors); and A W Heating (raffle sponsors).

AFC Wimbledon Ladies

Ron Trayhorn

The team had a good pre-season, taking part in the Sexbierum 10th anniversary international tournament in North Holland. Though unbeaten they missed the final on goal difference finishing 3rd. Regretfully they did not have a chance to compete against Anderlecht ladies team, the eventual winners.

At the time of writing the start to the new league season has been disappointing with a draw against Millwall and two losses against Portsmouth and Brighton.

The Dons Trust continues to support the ladies team while setting a target for the budget to be reduced over the next two years. In addition, the ladies committee are looking into further integrating with the Trust and AFCW and exploring the scope for greater fundraising initiatives.

Dons Trust Treasurer

Steve Elson

During this period our financial year for 03/04 came to an end with the new financial year commencing on 1st of July. Accounts for last year are in course of preparation and after financial audit, will be available for the AGM scheduled at end of this calendar year. At this stage I can report that budgets for last year out turned as expected, so there should be no major surprises arising from the audited accounts.

Bank Balances	
Current Account at 20/9/04	£ 36,075
Stadium Account 20/9/04	£ 2,087

Membership and Volunteers

Niall Couper

Over this period the Dons Trust continues to attract new members but perhaps not as fast as we would like and our Volunteers continue to excel themselves in supporting the Trust in general and the Club in particular. When you start to contemplate all our achievements so far on and off the field, it is quite apparent that it is our volunteers that under pin the whole success story and I and the Dons Trust Board fully acknowledge this and we thank all volunteers for their outstanding efforts.

Like a lot of similar organisations, volunteers tend to be the few making it great for the many and it is an issue we need to address recognising that many contribute by participating in our fund raising initiatives. So when endeavouring to grow the volunteer base it is important to appreciate this balance.

In an effort to continue to grow our membership and volunteer bases, the Dons Trust has commissioned an on-line survey, which will be shortly released on our official web sites for you to complete. A lot of work has gone into this survey by a volunteer and we urge that as many of you as possible complete the Questionnaire so we can secure a meaningful sample of views across the Trust membership. The whole objective of the survey being to assess ways and means of sustaining and increasing our membership and volunteer bases recognising that communications is key to such growth.

Legal & Constitution

Roger Cassells

a) Email notices and communication with members

Following on from the point raised within the last Quarterly report and at the SGM in May to date some 37% of the membership have agreed to receive communications by email. The higher this figure is the less costly communications with members will be. We appreciate that not all members will be able to do this, but if you have not yet given your consent but wish to do so please email *membership@thedonstrust.org*.

b) Chief Executive's Job Description

At the last SGM it was noted that the Board had not formally approved the job description for the CEO of AFCW PLC. This has now been done and we attach a copy of this as Appendix A.

c) Procedures between Boards

The Dons Trust is effectively a Group of companies. There is a need to define the reporting procedures and authority limits of the various Boards within the Group.

The Board is currently looking at this area and hope to issue a report to members in the near future. When complete this should help to show members how in practice the day-to-day activities of the Trust are being managed and controlled.

d) Dons Trust Board Rules & Training

In order to clarify the day-to-day internal procedures of the Dons Trust Board the Board is currently looking at a draft of a Board Rules document. This sets out some basic agreed rules on how the current Board will operate. A copy of this will be posted on the DT website in the near future and circulated to members with the next Quarterly Report.

We will also shortly be investigating the possibility of obtaining training for board members to ensure that they are aware of their legal responsibilities in the role that they have been appointed to carry out.

e) Resolutions

While we have made only limited progress on reviewing the constitution in the last quarter you will have seen from the SGM papers that there are two resolutions being proposed. As noted in the last Quarterly report there is a need for any constitutional review to define when the DT Board needs to seek member approval. Although at this stage we are not seeking to amend the constitution the subject matter of the proposed resolutions is within this category of issue.

It is the intention to widen the debate over the coming months to the broader issues in order to prepare the way for the necessary constitutional amendments.

f) Elections Dec 2004

The Elections for places on the Dons Trust Board will be held in December. There will be a total of 7 places up for election this time, including 2 new places in order to bring the number of elected Board members up to 12. The current Board members whose places will be subject to election are Luke Mackenzie, Chris Philips, Nigel Higgs, Niall Couper and Geraldine Messenbird. In the absence of any provision for dealing with mid term resignations the Board believes this best reflects the intention of the rules within the Constitution, in order to ensure that each year there is a significant proportion of the Board standing for election. The Board intends to bring forward an amendment to the Constitution at the next AGM to specify how to deal with the situation when an elected Board member resigns during the year.

The Board have decided that the election will be run on a multi voting system. That is that with 7 places up for election each member will be asked to select which 7 on the list of candidates they would wish to be elected. The reason for this decision is that it was considered an easier system to administer and understand than Single Transferable Vote (STV), which was the system used in Dec 2003. It also means that there will be cost savings, as we will not need to employ the Electoral Reform Society to assist in the administration of the election.

The details of the election arrangements on how to become a candidate, and the rules which will apply to the process will appear on the Dons Trust website (www.thedonstrust.org) in the near future. Further details will also appear in future match day programmes. If you are unable to obtain access to the internet, or will not be attending games in the near future, and would like to receive the election rules and related information please write to the Secretary, Dons Trust at the Kingsmeadow address.

Conclusion

Although most of this period relates to so called closed football season, this quarter has been highly productive. Youth and community football has been extremely successful together with community events which are both firmly establishing our position in the community, the fabric of our stadium has been improved including the creation of the shop, major fund raising initiatives have come to fruition and I therefore extend the Board's appreciation to all the volunteers that have made these activities happen.

It would be remiss of me if did not give the Club a mention in my conclusion. I am sure that you will all agree that over this quarter we have been have witnessing the process of team strengthening to meet the challenges of the forthcoming football season. Results so far achieved have been extremely encouraging and as a consequence we all are very optimistic in achieving very successful season. The Board would also like to extend their appreciation to the Club for their efforts in establishing a football team we believe is capable of winning the league.

Tom Adam
Chair Dons Trust Board

Appendix A

Job Description – Chief Executive AFCW PLC

Title:
Chief Executive

Reports to:
The Dons Trust board

Based at:
The Fans' Stadium - Kingsmeadow

Job purpose:
To identify, develop and direct the implementation of business strategy for AFCW PLC in order to meet the aims and aspirations of The Dons Trust; and to act as Chairman of AFC Wimbledon.

Key responsibilities and accountabilities:

1. Plan and direct the organisation's activities to achieve agreed objectives for performance, quality, culture and legislative adherence.

2. Identify, manage and implement organisational policies, procedures, structures and resources to effectively deliver business plans, budget and overall strategy.

3. Recruit, select and develop executive team members to deliver the business plan in accordance with agreed performance targets.

4. Maintain and develop organisational culture, values and reputation with all staff, customers, suppliers, partners and regulatory/official bodies.

5. Report to shareholders/parent board progress and status of business and operational plans and related performance targets.

6. Represent AFCW PLC and AFC Wimbledon in dealings with other football clubs, footballing authorities, local and national government, other regulatory and enforcing authorities and the community of Wimbledon and the surrounding area.

7. Take executive responsibility for the following operational activities:

Operational activities:

- Men's senior football and administration thereof
- Bar operations and banqueting activities
- Media and communications
- Office administration
- Stadium management