

Why I'm standing

This is a critical point for Exeter City and the Trust as we face seismic shifts in football.

I'm Devon born and raised, an exile now, but an Exeter City fan for over 30 years, from my first game in 1992, through the dark days, birth of the Trust, Old Trafford, Wembley, Rio, and many less glamorous away days.

Professionally, I work in communications, specialising in rebuilding reputation and helping organisations navigate challenge and change.

I want to bring my professional skills together with my passion as a fan and Trust member to help build a sustainable, successful club everyone is proud of.

My priorities

1. Effectiveness

I will bring more effectiveness to the Trust by continuing the work to get things in order, challenging ways of working and holding the Trust and Club to account whenever needed.

Speaking up and challenging authority or the status quo is never an issue for me - I'm the person who asks the elephant-in-the-room questions, even of the most senior leaders, ensuring we are being efficient, effective and fair. I do this collegiately, with respect for what's behind people's actions, but focussed on what are we trying to achieve, why, and what's the most effective way of doing that.

2. Rebuild trust

Rebuilding trust starts with openness and understanding.

The Trust can seem complicated or overwhelming. I want to introduce new ways to share the updates and explanations, in a clear and accessible way, so that everyone feels they understand what is happening.

I'm particularly interested in under-represented groups, including youth, women and families.

We have a wealth of untapped experience, knowledge and ideas across our membership we should be making more of, so I will help create more accessible ways to get people involved, for example "hackathons" and volunteer registers.

3. Fresh ideas

I'll bring fresh PR, marketing and commercial ideas, to reach new audiences and build a following beyond existing fans, beyond the Westcountry, and even beyond football.

The future of Exeter City

The uniqueness of Exeter City's ownership, vision and values is what gives us the potential on the pitch to outperform our financial position, and, off the pitch to outperform our size and success.

At this critical time, it is vital we use all the forces behind our Club – our owners, fans, community, and followers – to pull in the same direction, driving us forwards.