**TrustSTFC Board Re-Election Supporting Statement – James Spencer**

I have been an avid supporter of Swindon Town since the day my granddad and dad took me to the County Ground for the first time in 1981, and its safe to say it’s been in my blood ever since. I have been a mascot twice over the years and Swindon Town is a huge passion for me, as it has been for my family. I have been a season ticket holder in the Arkells in the same seat for over 22 years and as well as going to all home games, I also try and go to a good percentage of away games, its one way certainly to get to know the country, especially this year where most away games seem to be up north and multiple hours round trips.

I have been on the Trust board now for over 6 years and initially took up the role of looking after the Trust website and organising some of the AGMs. More recently in the last 18 months I have taken up the co Vice Chair role alongside Alex and now attend at least 50% of the Advisory board monthly meetings, working with Clem, Rob, the OSC and others at the club on supporting initiatives, providing fan-based feedback to the club on matters and also supporting the club with my skills to help them move forward and deliver initiatives internally. I have also taken up the role of voluntary Supporter Liaison Officer (SLO), at the club where I attend EFL meetings on fan engagement, supporter liaison improvement areas and ultimately helping the club to improve in the way they engage with fans. Part of this role involves fielding fans questions and supporting the club via the supporter’s email address that fans can email the club on regarding matters that are impacting them, feedback to the club or ideas they may have. I love this role and love engaging with fans and helping them and improving the overall experience for fans when they attend the CG.

The experience I bring to the board is in technology and IT, as well as digital marketing. I have been and continue to be a board director of successful businesses (one of which I sold and set me up for life), which brings with it a wide serious of business, finance and personal skills I feel have helped the Trust and club and will continue to do this going forward.

Some of the initiatives I have been involved in over the years supporting the club are: Designing and providing the club with a new rocking robin outfit, Trust members benefit and issuing these to fans for multiple games at the CG, managing the website and some social media ownership to better engage with our members and STFC fans. Delivering strategies for the club on digital marketing, technology initiatives, fan engagement work, general improvements for fans, as well as initiatives such as tifos and working with other STFC fans groups on these to improve the atmosphere at the CG. I have also actively worked with the OSC and providing a bridge between the Trust and OSC on shared initiatives which has led to successful initiatives been driven forward to help the club on and off the pitch. I appear on the OSC Monday night panel on a regular basis as well as other media outlets like talk sport, points west discussing the Clem takeover and court cases to remove Lee power from the club, as well as keeping fans upto to date on Trust related projects such as the CG purchase. I was also very active in the later parts of the Lee Power era in attending court cases and summarising these for fans on the website and media outlets like the OSC Panel explaining these in non-legal terms to help fans understand what was going on, why and the outcome. I have also worked with the club on fan engagement improvements, delivering multiple sensory packs for the clubs’ fans. More recently I have been working on the new Trust website (truststfc.com) merging all our old websites into 1 new attractive site and launching this to underpin the county ground share purchase scheme for fans.

I have a real passion for the Trust, our remit and scope, and our role in supporting the football club to ensure we offer the best experience for fans and helping the club move things forward for fans and their overall engagement. I am also passionate about us as a fanbase owning 50% of the CG with the club owning the other 50% and have been active in a small way to help this happen during my time on the Trust board.

I love working closely with our board and delivering changes to help the club and I would therefore like to continue undertaking this and driving these initiatives to deliver further improvements in years to come.

James Spencer