

ELECTION STATEMENT – Sam Stevenson



I'm looking to re-join the STAR board for the following season, to continue to try and improve fan relations with the demographic of fans who feel marginalised. Through my use of Twitter, I feel I've managed to interact with and reach out to fans that would normally ignore STAR, feeling that they aren't particularly well represented.

On top of this, I want to help to push any technology which makes the general fan experience better. Ticketing improvements have been fantastic in the last year, with fans now able to buy their coach travel online. I'd like to discuss the viability of turning our content into more accessible, more consumable media forms, including video, podcasts and more.

I'm also a huge proponent for representation across the board, and while the board is largely Caucasian, I would consider it a positive move to try and better understand how it feels to be a football fan from a marginalised group (BAME, LGBTQ+, disabled etc). As perceptions will differ greatly from our own, and we can only try to understand that by listening and educating ourselves.

Lastly, I want to keep pushing the message that we represent the fans rather than the club. It's very easy to fall into the trap of blindly supporting club policy, but in every single instance, STAR should be thinking about how it directly affects all aspects of the fanbase.