

Steve Benton – Star Board Election Statement – June 2020



I have been a passionate football fan for over 40 years and Reading FC season ticket holder for the last 8 years and expect to be a happy one for many years to come.

I am keen to use my wide range of business, project and IT skills to improve the experience of Reading FC fans and STAR board members – making any kind of difference, rather than just grumbling about everyone and everything being wrong.

I have thoroughly enjoyed my involvement in the STAR board to date, including:

- Continuing to develop the STAR board IT strategy to help the board make more effective use of IT – with the implementation of the new web-site which is now easy to update frequently together with a new online membership shop – both using industry standard tools (Wordpress and ECWID). Also dropbox to share documents securely between all board members.
- Championing and launching the online travel booking tool, to complement the highly regarded travel run by the STAR base team.
- Developing and then handing the Twitter feed and STAR email bulletin work over to new STAR board members. And then helping to set up the STAR Instagram account and the zoom activity used to enable remote participation in recent board meetings.

I would like to continue and build on this during the coming years – to increase the connectivity between the supporters and STAR and increase the relevance and value of the activities STAR undertakes to benefit a wide spectrum of RFC supporters and the club.

In particular, I would like to:

- Continue to champion and develop the ability for STAR (board and members) to work more effectively (using zoom) when some or all of the participants are in remote locations (e.g. board meetings, AGM and Fans Forum).
- Develop the (wireless) Internet connectivity in STAR base, to make it faster and more reliable, whilst continuing to be cost effective to STAR. This will enable additional STAR capability, e.g. taking electronic payments in STAR base.
- Continue to increase the use of IT for member's interaction with STAR (e.g. Online Travel Booking, and evaluation of Print at Home Ticket options), in a way that complements the existing traditional methods. At the same time ensuring we don't create digital exclusiveness.

- Develop more frequent and more reliable travel guides for away games and for away fans, working with the club and other supporters' trusts.