

Roger Titford – Election Statement for STAR



Having served the past three years on the STAR Board it is my turn to put myself forward for re-election to one of the vacant positions on the Board of STAR.

Over the past three years I have:

- Worked persistently on getting signed a Memorandum of Understanding (MOU) for a Structured Dialogue with Reading FC. This is as far as we can get on supporter representation without getting supporters on the football club board. I've attended some of the meetings which are reported back to members and the wider supporter base
- The work on getting the MOU was, in part, responsible for STAR / Reading FC winning the Football Supporters Association (FSA) National Award for Supporter Engagement in 2019
- Been elected to FSA National Council as a representative of EFL Championship clubs
- Continued to lead STAR's Reading FC Hall of Fame programme which in 2021 went virtual and online successfully with the delayed 2020 inductees
- Worked with the football club on preparations for the 150th anniversary season and created new links with University of Reading, reading museum and Reading FC Community Trust

My current responsibilities are as the lead member on Communications and on Heritage and I am also involved in developing future strategy for STAR. In these roles I would like to continue my work in:

- Communications: we have an active 'print' presence, continuing to provide virtual programme notes during lockdown, our annual magazine Reading Matter and new features on our re-vamped website such as 'my piece of Reading FC memorabilia'.
- With better links with the FSA we are now able to take more of a part in national campaigns that affect fans everywhere. Our social media efforts on Twitter, Facebook and Instagram have improved and I provide some of the content for these

- Heritage – besides Hall of Fame and work on 150th anniversary I continue to help with STAR's programme collection, help rescue unwanted collections when they would be useful to us and assist students in their historical projects on the club
- Strategy – like many supporters' trusts STAR seeks an active part in the reform of football governance, how our games and our clubs are run. The Government's recently announced Fan-led Review is a once in a generation opportunity to make progress on these thorny issues. I hope to use my experience in fan activism, dating back to the protests against ID cards in the 1980s, to support positive outcomes for STAR, Reading supporters in general, Reading FC and the game as a whole

My background is in marketing, market research and football writing. These I believe are relevant skills to complement those of other STAR Board members.

Roger Titford

Proposer: Paul Ellix
Seconder: Martin Braili