

ALEX EVERSON



Proposed by: Sarah Turner

Seconded by: Dave Stevens

My name is Alex Everson, and I am applying to join the board for Supporters Trust At Reading (STAR) with the aim of helping to strengthen the connection of fans and club through the usage of history and heritage. I currently live local to Reading in Bracknell, and seem to spend half my time in and around the Reading area when not at work or at away games!

I have been a supporter since the early 2000's, attending around 75-80% of games a season over the last decade. The club plays a big part in my life, and I am passionate about supporting its future, both on and off the pitch.

Some of you may already know me, as part of Elm Park Royals. I have been part of the group since 2017, and a regular host over the last 5 years on the podcast trying to provide genuine insight to fans after games. I was also a major part of Sell Before We Dai, providing assistance to multiple people throughout the campaign, creating graphics for Ad Vans, signs for the march, and generally being a bit of a dogsbody during the campaign!

One of my main motivations to apply for STAR is to celebrate the rich history of the club. It is something we have struggled with I think over the last few years, where we have celebrated and praised the academy, I would love to see more of our history celebrated by our fans on a more regular basis. We are a great club, from a wonderful town, and whether it be through digital storytelling and mini docuseries, or online archives of statistics and programmes, we should celebrate the history of all things Reading FC, and the digital world gives us a great opportunity to maintain that heritage.

I bring a strong set of IT and graphical design skills which I am keen to put to use in any way I can for the trust, whether that is by building engaging visual content, helping to improve digital communication or to modernise some of the engagement and output. I am confident I can utilise these skills to contribute in a meaningful way.

Reading FC is something I care deeply for, and I think the role of supporters, and the supporters' trust is vital in shaping its future, whilst not forgetting the journey we have taken to get here and I would be proud to be a part of it going forward.

Thank you for considering my application.