

MATT LANSLEY



Proposed by Alex Everson

Seconded by Dave Stevens

My name is Matt Lansley, and I am standing for election to the STAR Board with the aim of helping more supporters feel part of the club through helping to support fan-led initiatives, strengthening supporter connection to the club and supporting the continued modernisation of STAR.

Like many fans, the past few years have tested my relationship with the club. The uncertainty during the ownership crisis, the fight to protect our future, and the incredible unity shown by supporters throughout the Sell Before We Dai movement demonstrated just how powerful our fanbase can be when it comes together. It also reinforced my belief that supporters must continue to have a strong, organised and respected voice.

Football is at its best when supporters feel genuinely connected to their club. I've always admired the culture seen at many supporter-led clubs across Europe, particularly in Germany, where fans feel part of something bigger than simply attending 90 minutes of football every other week. Whilst every club is different, I believe we have a real opportunity to strengthen that sense of belonging and supporter involvement.

Since its inception, I have been actively involved within Club 1871, helping to organise and support fan displays and initiatives designed to improve the atmosphere at the stadium. Through this involvement, I've developed relationships with supporters, fan groups and people within the club itself. I believe I could use those relationships to help STAR further strengthen connections between the club and its supporters, whilst also helping fan-led initiatives become easier to deliver and more inclusive for everyone who wants to get involved.

Professionally, I work in partner relationship management, where my role involves building and maintaining relationships, engaging stakeholders, developing strategic initiatives and bringing different groups together around common goals. These skills are directly transferable to a Board position. I understand the importance of listening to different viewpoints, building consensus and representing the interests of a wider

community whilst maintaining professionalism and transparency.

If elected, my focus would be on three key areas:

- **Improving matchday experience and atmosphere** by supporting fan-led initiatives and helping strengthen collaboration between supporters, supporter groups and the club.
- **Increasing supporter engagement and participation** by finding new ways for fans to feel connected to both STAR and Reading FC, particularly younger supporters, those who may not currently feel represented and improving supporter buy-in across the board.
- **Supporting the continued modernisation of STAR** to ensure it remains relevant, accessible and attractive to current and future generations of Reading supporters.

Most importantly, I want to be a Board member who is visible, approachable and engaged. I don't believe supporters should only hear from representatives when there is a crisis. Strong supporter organisations are built through continuous engagement, regular communication and a genuine understanding of what matters to fans.

Reading FC has been at the heart of my life for many years, through the highs, the lows and everything in between. I care passionately about our club, our supporters and our future. If elected to the STAR Board, I would work hard to ensure supporters continue to have a strong voice whilst helping create a club culture that more fans feel proud to be part of.

Thank you for your consideration, and UTD!