

Matthew Luff

It has been a roller-coaster few months for owners and players of Lewes FC and the last couple of days has been no exception. I doubt any other club would have had the courage to take the actions that our current board and executives have done. Part of this address is supposed to explain why I want to be a board member.

Originally I was planning to talk about the Community Tickets Scheme, which not only did the club launch, but that fans and shareholders actively supported. Inviting a person you have never met to enjoy a day at the football, a pie and a pint, irrespective of their current situation is wonderful and human and oh so very Lewes.

This would have been reason enough to want to be a Director but how things have changed... Since then of course the management and current directors have fought to find investment opportunities, negotiated an offer valuing the women's team at £10m (amazing) and then turned down the investment because it didn't quite match OUR values (incredible). Why would you not want to be part of this club?

The role of a director is threefold: champion and assist management in carrying out their vision, challenge management when their actions are moving away from that vision, and act as a representative to the shareholders who elected them. As Head of Partnerships in my day job I believe that I primarily have the ability to deliver on point one. A massive two days ago I was going to explain how it was important to make sure that some of the investment was used to increase revenues - because investors like to see increases in revenues.

Today I am going to explain how it's essential that we work hard to increase revenues because we NEED increased revenues. Have I mentioned revenues enough? I want to continue to push the club to dream - the valuation of the club and the quality of the investors was visionary, and though we chose a different path we must continue in that vein with our marketing, our sponsors, our match day experience, always thinking bigger and

better than the competition. We have a unique story and I believe that companies would love to be part of it - I for one look forward to welcoming our first tyre sponsor and official travel agent of Lewes FC!

For the club and the message of Lewes FC to survive we must ensure that we put the best possible teams on the pitch. This is the same vision for both men's and women's teams - the best quality, the best training, the best motivated teams that we can afford. The greater the revenue the greater the ability for the club to be able to support that aim. I became a member in 2019 and we have achieved much since then, but now we must redouble our efforts and surprise even ourselves.