

PST Candidate Statement - John Kimbell



- **Introduction**

I was fortunate enough to be elected to the board of the PST in 2013 and am now standing for election for a second term. In March 2015 I was chosen to become one of the PST's 3 main representatives on the board of Portsmouth Community Football Club.

- **Why do I want to stand?**

As custodians of our wonderful Football Club we have an opportunity to work together and continue to ensure it remains the sustainable, professionally run, progressive organisation that our members have helped it become. I take great pride at representing the PST's biggest asset (our members) at both PST and PCFC board level and work tirelessly to ensure our collective voice is heard around the key issues that really matter.

I am standing again as I wish to be given the opportunity to continue and develop the work I have started, as well as wanting to continue to help shape the long term future of the PST. Despite a difficult 2015, the PST is well and truly back on track and I believe continuity and stability is needed throughout the PST and PFC to ensure we continue to be successful both on and off the pitch. Earlier this year we outlined our strategic objectives for the rest of the year and I would like to be part of the team that ensures they are achieved.

- **Why should you vote for me?**

I am immensely proud of the work I do for the PST and like to think I have made a significant impact on the board in my first term. Some of my achievements to date include:-

- **Improved Marketing & Communications - resulting in greater member engagement, transparency and increased income**
 - Overseeing the launch and ongoing upkeep of our new website
 - Negotiation of the PST's first ever sponsorship deal with Jobsite
 - The production of our first ever Radio ad with Express FM to help grow our membership

- The launch our own 'Easy Fundraising' scheme
 - The launch and ongoing distribution of the 'Trust Matters' e-newsletter
 - Working with local and national media outlets to raise the PST's profile/share information
 - Evolving our social media presence - including launching Instagram & YouTube channels
 - Developing a strategic association with EASPORTS to help us appeal more to U17's
- **Developing stronger links between the PST, PiTC, PFC & Pompey Ladies** via the launch of the new Junior Blues scheme
 - **Proposing and overseeing the current redevelopment of 'Nelson's Family Zone' in the South Stand** - an integral part of our objective of securing EFL Family Excellence recognition
 - **Representing the PST at fans meetings, including Fans Conference, Supporters Clubs & helping at the Pompey Bus**

On top of all this, over the last 16 months I have fulfilled my responsibilities as a Director of Portsmouth Football Club and am honoured to have been part of the Board that has continued to give our fans something to be proud of in terms of improved facilities and Fratton Park, our training ground and of course on the pitch, through the appointment of our current coaching staff.

Looking ahead, some of my priorities include:-

- 1. Making a significant contribution to ensuring the PST achieves its 6 key objectives**
 - Community, Membership, Next Generations, Academy, Stadium & New Investment
- 2. Continued evolution of our Marketing & Communications strategy**
 - More member engagement to improved responsiveness
- 3. Ensuring our members voices continue to be heard as vociferously as possible at PFC Board Level**
 - Actively representing fans views around issues our members are passionate about

- **Summary**

My statement can be summarised as me wanting to ensure some long term continuity for both the PST and PCFC. I also wish to see through my commitments to various Community

projects I am working on and am keen to see them evolve to benefit the thousands of young people they are intended for. There are also plenty of things we can do enhance our Communications strategy and this is something I wish to develop in conjunction with our members.

Ultimately, I believe I have the professional and personal skills needed to ensure the PST continues to evolve. Together we are stronger and I feel incredibly lucky and honoured to be able to help make a difference to something that means so much to me.

I'm confident my energy, positivity, vision, inquisitive nature, willingness to listen and undoubted passion for Pompey makes me a strong candidate and would appreciate you supporting me as I look to be re-elected.

- **About me**

I am 40 years old and have 2 children aged 3 & 6. I have supported Pompey since 1983 and for my 'day job' run an award winning digital media agency called Navigate Digital. I am a season ticket holder in the South Stand (Family Section).

If you would like to contact me, you can email me at jk@pompeyfc.co.uk, follow me on Twitter (@mrkimbell), read my professional profile on LinkedIn, come and meet me at our Hustings event on August 1st at Fratton Park or come and meet me at the 'Pompey Bus' behind the Fratton End between 1.30 & 2pm before our first home game of the season on 6th August.