

City Fans United / Chester FC - Board Appointments – AGM 2022

Candidate Manifesto

(Minimum 400 words - Maximum 800 words)



Name of Candidate: Oliver Hill

Membership No: 7364

Proposer: -...Kyle O’Gorman..... **Seconder:** John O’Gorman.....

ABOUT YOU – please provide whatever details you are happy to share in respect of your personal/family circumstances

I was born and bred in Chester and my family including my parents and sister still live in the city. In recent years I have moved to Liverpool, however I regularly return to Chester for both football and social reasons. I am an experienced Civil Servant having joined after leaving University.

YOUR AFFILIATION TO Chester Football Club – to include years supported, first game, favourite memory

I have been a Chester fan for almost 20 years, my first game being the 1-0 win against Scarborough which clinched promotion from the Conference in the 03/04 season. I was instantly hooked but did naively think that promotion would happen every season!

My favourite game watching Chester, has to be the 2-0 against Wrexham at the racecourse. The sight of Paul Linwood leaping majestically to head in will stick with me forever.

My favourite memory following Chester would be the 6-0 win against Trafford in the first home game since reformation. The atmosphere around the ground was amazing. All the hard work had paid off and the joy was there for all to see.

HOW CAN YOU ADD VALUE TO THE CFU BOARD – describe your skills, expertise, drive and enthusiasm

I am degree qualified in both Accountancy and Taxation which gives me the following skills: IT literate, corporate customer communication skills, stakeholder management and understanding of budgetary control. I have experience in senior leadership roles and I’m comfortable working alongside director level individuals.

Day to day, I am responsible for strategy and planning for my business area, this has given me a wide range of transferable skills, I believe will be beneficial to the CFU board. Whilst the club has clearly made strides in recent months, in order to achieve long-term success for the club, more input and support of this nature is needed to develop a long-term vision across all areas of the club. This is an area I feel capable of facilitating and implementing.

I have previously volunteered on the fund-raising committee, so have experience of what level of work is required to see projects including the Boost the Budget campaign, to completion. I gained experiences of a number of things whilst on the fundraising committee such as; effective communication and meeting fixed deadlines. Both of which I believe are beneficial to any work completed by the board.

I have accompanied a Director of the Board to a number of away games including: Gateshead, Darlington and Peterborough Sports. This involvement has provided me with a deep understanding into how other clubs build their market presence, commercial revenue and supporters experience. All of which I can utilise to help the football experience offered by Chester FC.

The club's greatest asset is the supporters and we need to continue to improve the relationship between the club and fanbase. The club has made vast improvements over the past 12 months and this needs to be continued. There is a growing bond between the first team squad and supporters that has been missing in recent years. The board must continue to support this connection through timely communication and engagement.

TIME – How much time can you devote to your portfolio, can you attend board meetings; will you be available to host visiting directors prior to home games and be available to attend away games on a rotational basis.

I will be able to devote my evenings and weekends to my portfolio. I would be able to meet the other duties outlined above.



**City Fans United
Manifesto
Matt Dickenson (CFU #7171)**

About You

I'm a football loving Chartered Accountant. I live in Chester with my wife and two boys (Brady and Freddie), we love the city and are part of a local church !Audacious. I work as Head of Finance for a national charity.

Affiliation to Chester Football Club

Having lived in the city for over 10 years I'm well aware of the importance of the football club to the community and have followed the various different challenges the club has faced during that time. Since July 2021 I've had the pleasure of being co-opted onto the Board as Treasurer and falling in love with the club.

I love to take a moment and look over the pitch every time I'm at the club offices and soak up the atmosphere. Having the opportunity to work alongside the volunteers and staff at the club has been a privilege and I'd be honoured to continue my work as an elected Board member.

Chester FC is a unique and special club with wonderful challenges and opportunities due to our unique fan owned model. As a club we have to work innovatively to ensure that we maximise the strengths of this model, underpinned by the incredible support and financial contributions from the fans. I've seen many changes at the club over the last 12-14 months and I'm hopeful that the future can be a positive one.

How you can add value to the Board

As a Chartered Accountant I have the skills, experience and expertise to manage the finances of the football club in a robust and secure way. I have a strong appreciation of the responsibility to not only help deliver a competitive playing budget each season but also ensure the financial stability of the club for future generations.

I'm an analytical thinker and strive to deliver improvement across all areas which I touch – it's been a rewarding experience to play my part supporting the Board in key strategic decisions over the last 12-14 months, including most recently the move to a full time playing model (made possible by the excellent work done by the Community Trust) and appointing a new General Manager alongside our new first team manager.

Should I get the opportunity to continue as an elected Board member, my primary focus will be on continuing to produce timely, accurate financial management information to the Board, supporting our efforts to grow the commercial income at the club and working to help bring in future grant income to further develop and invest in the Deva Stadium.

TIME – how much time can you devote to your portfolio

My work is home based which gives me the time and flexibility within the week for voluntary roles. Usually, I work from the club one afternoon a week to spend time with the Finance staff and volunteers and do the rest of my work remotely. I prioritise availability for Board meetings whether in an evening or on a Saturday morning.

Unfortunately, I am not often able to attend matches on Saturday afternoons due to having a young family. However, this has not been an issue during my time on the Board so far. I am always grateful for when we have Tuesday night games at the Deva and look forward to my boys being old enough to come and cheer on the Seals!

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Name of Candidate: Martin E. Roberts

Proposer: Rio Doherty

Seconder: Jason Hughes

ABOUT YOU – please provide whatever details you are happy to share in respect of your personal/family circumstances.

I live in Great Sutton with my wife Vicki and our 3 children, 2 of whom have additional needs and attend Dorin Park SEN School. I am an elected parent-governor of Dorin Park as well as a Chair for a national charity. I am a secondary school teacher of Design Technology and Engineering and I previously taught at Queen's Park High in Chester. I am also a season ticket holder at Everton FC and enjoy going to games with my elderly father.

YOUR AFFILIATION TO Chester Football Club – to include years supported, first game, favourite memory.

When I returned to the UK after a decade in the US, I immediately became a fan-owner of City Fans United to support my local professional club. Growing up on the Wirral and being immersed in football, I was always interested in the lower league clubs. With Chester's academy being so successful at the time I followed the club's development of the club and the players.

Before the pandemic I took my youngest son to a couple of Chester games and my favourite memory is seeing him star struck at being in a stadium, so close to professional players. It helped develop his own love for football.

HOW CAN YOU ADD VALUE TO THE CFU BOARD – describe your skills, expertise, drive and enthusiasm.

Before I re-trained as a teacher in 2016, my entire career had been in football and academy development. Straight out of university in 2004, where I graduated with honours in Sports Technology and Management, I joined Wolverhampton Wanderers as a coach before moving to Aston Villa FC two years later. In 2007 I moved to California, USA and got involved in a local youth club as a volunteer coach.

During this role I used the skills and experience of my FA level 2 course and at two professional clubs to train a team to winning the northern California championship using sport science-based training and technology. Over the preceding years I was asked by other local and regional clubs to help develop their club and so I built up a football consultancy business, starting in California. I built up my US coaching badges to UEFA A equivalency, joined the US Soccer state associations to deliver coaching licenses and I had the opportunity to develop feeder clubs. I worked with the Everton FC Elk Grove club in coach development, scouting and to manage the player feeder initiative.

I helped to create feeder clubs in Northern California for San Jose Earthquakes and I was an initial consultant in the development of the professional club FC Sacramento.

I also hold a Director of Coaching diploma and a certification in Player Representation. I developed my skills in Scouting and became a registered FIFA player agent and held positions as a Director of Coaching and Technical Director. I sat on several club boards from local league clubs to professional academies and associations.

I completed my master's degree in Sport Psychology and used the teaching to develop a players' positive mind set, helping them reach peak performance and help with mental stress. I secured a job as an Adjunct Professor at Folsom Community College and setup two new football teams, a men's, and a women's team, including the writing and development of football specific curriculum. I started my doctorate degree in Organisational Leadership, completing 2 years before having to put it on hold when I returned to the UK for health reasons.

I was unable to find and secure a similar role within the FA or county FA associations and so I retrained as a Technology teacher and have been using all the skills I have developed to help teach the future product designers and engineers. It is a job I thoroughly enjoy, but I miss being involved in football and I yearn to find a pathway to return.

Having the opportunity to join the board at CFU will help me in that desire to return to football where I hope the skills and experience I have acquired can benefit the long-term development and success of the club. While I have not been able to get to as many Chester FC games as I would like due to family commitments, I am an avid follower and stay up to date with the latest news and development through the club's website and social media platforms. It is my ambition to have Chester FC's academy produce high quality talent and for the club to climb the football pyramid back to where it belongs.

TIME – how much time can you devote to your portfolio, can you attend board meetings; will you be available to host visiting directors prior to home games and be available to attend away games on a rotational basis.

My exact portfolio will dictate the amount of time I can give but as a secondary school teacher I am mostly available in the evenings and weekends. I can access email during the day. The health complications of my family also dictate home game attendance but I am more than comfortable hosting visiting directors for the games I can attend. Unfortunately I can't commit to attending any away games.

Total Word Count: 792

Candidate Manifesto

(Minimum 400 words - Maximum 800 words)



Name of Candidate: Kieron Shiel

Membership No: 4233

Proposer: Toby Brownbill (#388)

Seconder: Tom Brownbill (#386)

ABOUT YOU – please provide whatever details you are happy to share in respect of your personal/family circumstances.

I am an avid and active sports fan particularly Boxing (my father was an amateur ABA champion and subsequent professional), Cricket, Rugby Union and Rugby League and Horse Racing (I have owned a few hoofs of different horses). My passion for sport has grown even more now that my years of being truly competitive are behind me at 47.

My primary sporting passion is Football. I was a season ticket holder at Manchester United until Chester FC became a more active part of my life. I fell out of love with going to Manchester United around 13 years ago, when the fundamental reasons of going to the match on Saturday at 3pm disappeared with the enhanced commercialisation of the Premiership. I am also a member of FC Barcelona and get to as many games as possible when Chester are not playing of course!

My Working career has spanned 31 years and whilst I have always been in Technology, I have worked in a variety of different industry sectors from Banking, Manufacturing, Engineering and Fitness to Commercial Software Development Houses. I have held numerous positions from Developer to being a board member of the organisation. I have managed teams of over 300 staff in multiple continents, so understanding people and building strong productive teams is very much at the heart of what I do.

I live in the heart of the city just a stones-throw away from the Dee and Grosvenor Park and I absolutely love it, I certainly won't be moving again. I live with my Partner Hannah, our two children Bethan (20) and Sam (14) and our three Dachshunds Bert, Charlie and Lucy.

In addition, I am a qualified UEFA B Football Coach and FA scout and have been part of the scouting network for Chester FC.

YOUR AFFILIATION TO Chester Football Club – to include years supported, first game, favourite memory

Having moved to the Centre of Chester in recent years, I wanted to ensure that Sam experienced the excitement that I used to feel of having Saturday Afternoon spent watching “the match”. Sam’s desire for sport mirrors that of mine. Not surprisingly we quickly got hooked and after attending a dozen games or so in the season of 16/17 we became season ticket holders, along with Bethan in the 17/18 season.

The first game I attended as a Chester fan was Gateshead November 15 2014/15, prior to the Chester beer festival at the racecourse. A 1-0 win with Rooney scoring against a team containing Jon Oster, who I had seen (from the bench) as a 16 year old playing for Everton against St. Helens many years earlier. That made me feel old as he was coming to the end of his career.

I had seen Chester play a few times before, as they were drawn against Altrincham (whom my brother-in-law was the goalkeeper) in the FA Cup 1992/93, which went to a replay, so I had been to the Deva before..... the less said about the outcome the better.

In terms of a favourite memory, so many to choose, from the greatest comeback in 84 years against Kings Lynn recently, to the 94th minute winner against Barrow on a cold October Tuesday night, however it still must be Asante’s perfect debut hat-trick, Roy of the Rovers stuff.

HOW CAN YOU ADD VALUE TO THE CFU BOARD – describe your skills, expertise, drive and enthusiasm

I have been a board member of City Fans United since my co-option following the financial crisis in 2018. I stepped forward at that time because I wanted to ensure that the City had a football club for generations to come. I was formally elected in 2019 to focus on Volunteering and Retail, two things I am proud to say have grown and improved during my Tenure.

In February 2022, following the resignation of the previous chairman I stepped forward and was elected as Chairman of the City Fans United Board, of which I’m very proud and honoured, a position I intend to continue should I be re-elected to the Board and should I be subsequently elected by fellow board members, as I believe continuity is important when heading in the right direction.

As a board member I have been through many unforeseen situations with the club, from floods to global pandemics and have always brought a can-do attitude to these crises.

I believe I can bring a rounded and considered leadership style of approach to the board as well as a passion for doing the right thing for the football club and its fans and owner to ensure the club outlives me and generations to come.

TIME – how much time can you devote to your portfolio, can you attend board meetings; will you be available to host visiting directors prior to home games and be available to attend away games on a rotational basis.

Outside of standard working hours, I already devote lots of time to initiatives and attend all board meetings etc. As a season ticket holder, I am in attendance at home games and have been involved in hosting visiting directors prior to games. I also attend most away games where I represent the club in the board room or on the terraces.

City Fans United / Chester FC - Board Appointments – AGM 2022 Candidate Manifesto



Name of Candidate: Michael Day

Proposer: Barrie Hipkiss

Membership No: 234

Seconded: John Needham

ABOUT YOU – please provide whatever details you are happy to share in respect of your personal/family circumstances

Born in Chester, I have lived in the Ellesmere Port area all my life. Married for 30 years with two grown-up children. Self-employed for over 40 years, my work background is in commercial and archival photography, IT, graphic and website design, a major part of my current daily routine includes website design and management on a freelance basis.

YOUR AFFILIATION TO Chester Football Club – to include years supported, first game, favourite memory

I've been a Chester supporter since 1975 and have been a season-ticket holder since 1989 (the last season at Sealand Road). The first game I can remember clearly attending was against Aston Villa in the League Cup Semi final in 1975. I have many fond memories of the Chester City days; cup runs etc. However, I've probably enjoyed more the excitement of being involved, as a fan and owner since the re-birth of Chester FC; the meeting at the Guild Hall and some unforgettable games: the pre-season friendly at Colwyn Bay, the 3-2 win at FC United and the amazing followings at Garforth and Barnsley; travelling to some quirky and obscure grounds, meeting some amazing football people along the journey and of course, following the club through the three incredible championship seasons.

HOW CAN YOU ADD VALUE TO THE CFU BOARD – describe your skills, expertise, drive and enthusiasm.

I have been a CFU board member previously, co-opted onto the board in January 2014, then elected at AGM later the same year and again in 2017. I've also spent many years as a trustee of Chester FC Community Trust,

During my spell on the City Fans United board part of my portfolio included the Youth academy, during the continued development of the Chester FC Youth section. From the appointment of Calum as it's lead followed by many years of consistent success in the Youth leagues, cup runs producing some fine players and the introduction of the Scholarship Academy.

My main focus would be IT & systems. I previously had responsibility for ongoing maintenance of servers, websites etc. I have used my photo and graphic design skills in the past, producing studio portraits of players and designs for the City Fans United banners currently seen and more recently the (vinyl wrap) graphics for the King George V hub.. I also played a key role in the successful live streaming of matches during Covid lockdown, from purchase of the necessary equipment, on a tight budget, producing animation graphics etc. to leading the production of the live stream itself.

Having taken a complete break from board duties in 2020. I have recently begun to participate once again with IT maintenance and can see a need for my support in this area.

I am still passionate about the supporter--ownership model and feel we can continue to evolve our club and achieve the success we all crave. Having taken the step of appointing 'one of our own' as team manager, we free ourselves of any outside influence on how business at Chester FC should be conducted, it's hugely important we take this opportunity to progress, galvanise support, engage with our fans and the wider community. Working together to give Chester FC the best possible chance of success and a sustainable future.

TIME – how much time can you devote to your portfolio, can you attend board meetings; will you be available to host visiting directors prior to home games and be available to attend away games on a rotational basis.

Having scaled back my business activities (since Covid), I have more time available to devote to Chester FC. I'm very familiar with the high level of commitment required and am comfortable with this.

