



Conference 2025

Club stream: How do you balance ambition and sustainability?

10.00-11.30am Wednesday 28 May

Host of workshop: Angus Fox, vice-chair of the Dons Trust, owners of AFC Wimbledon

The Problem

Every club wants to grow, but unchecked ambition has led to financial collapses. How can clubs invest and compete without risking long-term stability?

The Assumptions

58% of clubs in the top 92 are technically insolvent

Fans demand success on the pitch

The financial gaps between divisions are soaring

There is no incentive to be well-run

The Proposed solution

Map out the cost pressures on a club - and what is in their control

Map out the demands of the fan - and how they can be managed

Points penalties for being technically insolvent

Financial incentives from the distribution deal for being well run

Agenda

1. Quick introduction
2. Are the assumptions right? What other things need to be taken on board?
3. Does the solution...
 - a. Address the problem
 - b. Tackle the assumptions
4. Can we reach a consensus?
5. What barriers remain?
6. Who has the power to impose the solution?
7. Summary of actions