



CLUB STATEMENT

Durham City AFC

In late 2021, Olivier Bernard - the owner of Durham City AFC, appointed Zenith Sports and Event Management to "fix Durham City".

Zenith assumed control of all aspects of the management of the club, with the help of then-Chairperson Paul Trotter and some of his board.

Other members of his board have done nothing but cause trouble, spread lies, and try to engage in social media wars where the eventual facts have diminished their activity. Jealousy ? Who knows ? ... but we'll answer with facts and positive actions (and the odd return serve)

Zenith does not have to prove themselves to anyone behind an anonymous handle or a keyboard but will not stand for defamatory statement and mistruths about the business and the club.

Our track record in our industry is solid, and the club owner has done his due diligence and we're all just getting on with the job at hand.

The job is -

1. implementing proper financial management, planning, and reporting
2. improving the club's income streams and decreasing the club's expenditure
3. improving how we go about match day operations
4. dealing with recalcitrant former board members and their attempts to destabilise the club
5. reshaping the club management model
6. recruiting new personnel
7. improving the culture off the park
8. renewing and restoring relationships, and creating new ones (fans, players, sponsors, governments, associations, community groups)
9. improving all things on the park
10. re-establishing elite youth teams

11. linking with junior clubs, and maybe having our own juniors in the near future
12. returning to New Ferens Park
13. establishing our own training ground that can also be used for youth teams as well

It's a big job, and while we started in the red, we've made significant improvements to much of the club's operations already. The future plan is clear, obtainable, and exciting.

We've signed new players and sponsors. There are fundraising activities in the pipeline. There are new pushes in the area of community engagement.

Quotes -

"We are excited to share our ideas with anybody from the supportive community. People who ask questions and seek the facts are the people we want to talk to" said Club Secretary Lawrence Appleby

"Durham City has become an important project for the entire Zenith SEM family. A club steeped in tradition that lost its way. We are committed to restoring Durham City's fortunes on and off the park" said Club Director Chris Tanner