



FAN

ENGAGEMENT PLAN

2024/25

CLUBS ARE NOTHING WITHOUT SUPPORTERS, AND THE ENDURING SUCCESS OF WALSALL FOOTBALL CLUB HINGES ON YOUR UNWAVERING SUPPORT. WALSALL FOOTBALL CLUB IS COMMITTED TO FOSTERING A STRONG BOND BETWEEN THE CLUB AND ITS SUPPORTERS, AND TO FURTHER THIS CONNECTION, WE HAVE DEVISED A COMPREHENSIVE FAN ENGAGEMENT PLAN. THIS DOCUMENT OUTLINES OUR STRATEGIES FOR COLLABORATING WITH FANS TO ENHANCE THEIR EXPERIENCE AND ENRICH OUR COMMUNITY.

OUR FAN ENGAGEMENT PLAN SERVES AS THE CORNERSTONE FOR FUTURE INTERACTIONS BETWEEN THE CLUB AND OUR FANS. UPDATED ANNUALLY, IT INCORPORATES INPUT FROM SUPPORTERS AND FEEDBACK GATHERED THROUGHOUT THE SEASON, ENSURING IT EVOLVES TOGETHER WITH THE NEEDS AND ASPIRATIONS OF OUR SUPPORTERS AND COMMUNITY. PRIOR TO EACH SEASON, WE WILL RELEASE A REVISED VERSION OF THE PLAN, REFLECTING OUR ONGOING COMMITMENT TO TRANSPARENT COMMUNICATION AND COLLABORATION.

THROUGHOUT OUR HISTORY, WALSALL FOOTBALL CLUB HAS BEEN BUILT ON THE PASSION OF ITS DEDICATED SUPPORTERS AND THE LOCAL COMMUNITY. OUR FAN ENGAGEMENT PLAN CONTINUES THIS LEGACY, PROVIDING A STRUCTURED FRAMEWORK FOR ENGAGING WITH FANS AND ALL THOSE ASSOCIATED WITH WALSALL FOOTBALL CLUB. BY FACILITATING MEANINGFUL DIALOGUE AND EMPOWERING FANS, WE AIM TO BECOME A MORE INCLUSIVE AND PROACTIVE CLUB.

BY ACTIVELY INVOLVING AND ATTENTIVELY LISTENING TO OUR FANS, WE ARE CONFIDENT THAT WE CAN MAKE INFORMED DECISIONS THAT ENHANCE THE OVERALL EXPERIENCE FOR EVERYONE INVOLVED IN OUR CLUB'S JOURNEY.



WALSALL FOOTBALL CLUB IS COMMITTED TO ENGAGING AND COMMUNICATING REGULARLY WITH ITS SUPPORTERS. UNDER THE EFL REGULATIONS 20 & 128, THE CLUB IS COMMITTED TO:

- PUBLISHING AN ANNUAL FAN CHARTER & SUBMITTING A CHARTER REPORT BY 30TH JUNE EACH SEASON DETAILING FAN ENGAGEMENT POLICIES, WHICH HAVE BEEN IMPLEMENTED AND THE EXTENT TO WHICH EACH HAS BEEN ACHIEVED
- CREATING AND PUBLISHING AN ANNUAL FAN ENGAGEMENT PLAN
- APPOINTMENT OF CLUB SLO - GRAHAM WHITTAKER
- APPOINTMENT OF FAN ENGAGEMENT LEAD - JAMES GIBBINS
- HOSTING TWO FAN FORUMS PER SEASON WHERE THE CLUB IS REPRESENTED BY THE MAJORITY OWNER, A MEMBER OF THE BOARD OF DIRECTORS OR ANOTHER SENIOR EXECUTIVE, WITH MINUTES PUBLISHED ON CLUB WEBSITE



IN ADDITION THE CLUB HAS PREVIOUSLY COMMITTED TO THE FOLLOWING THROUGHOUT THE 2023/24 SEASON:

- QUARTERLY UPDATES FROM THE CHAIRMAN
- THE OWNERSHIP GROUP REVIEWING EACH EMAIL SENT TO THE SLO EMAIL ADDRESS
- EXCLUSIVE MEET THE MANAGER EVENT FOR SEASON TICKET HOLDERS AND MEMBERS
- SUMMER OPEN TRAINING SESSION
- EASTER & CHRISTMAS EVENTS WITH THE PLAYERS



PRIOR TO THE PUBLICATION OF OUR FAN ENGAGEMENT PLAN, WE REQUESTED INPUT FROM OUR SUPPORTERS TO ESTABLISH THEIR VIEWS ON THE EXISTING LEVEL OF COMMUNICATION AND ENGAGEMENT, AND HOW THEY WOULD LIKE THE CLUB TO APPROACH COMMUNICATION AND ENGAGEMENT IN THE FUTURE.

DECEMBER 2023

WALSALL FC REAFFIRMS COMMITMENT TO SUPPORTER COMMUNICATION

JANUARY 2024

WALSALL FC ANNOUNCES PLANS TO PRODUCE INAUGURAL FAN ENGAGEMENT PLAN AND SURVEY LAUNCHED

MARCH 2024

- FAN ENGAGEMENT SURVEY RESULTS UNVEILED AND NEXT STEPS REVEALED
- SURVEY PARTICIPANTS INVITED TO FAN ENGAGEMENT FORUM
- FAN ENGAGEMENT FORUM, HOSTED BY THE FAN EXPERIENCE CO.



FOLLOWING CONSULTATION WITH SUPPORTERS, THE FOLLOWING FAN ENGAGEMENT PLAN IS PROPOSED:

- **TWO OPEN FAN FORUMS PER SEASON (REGULATION 128), WHICH WILL BE COVERED ON THE CLUB'S SOCIAL MEDIA CHANNELS AND DETAILS PUBLICISED VIA THE CLUB WEBSITE**
- **DEDICATED SLO (REGULATION 20) & APPOINTMENT OF SENIOR LEAD CONTACT FOR FAN ENGAGEMENT**
- **REGULAR FAN ENGAGEMENT SURVEYS**
- **PUBLICATION OF FAN ENGAGEMENT REPORT WHICH IS TO BE INCLUDED WITHIN THE CLUB'S ANNUAL REPORT & ACCOUNTS**
- **CREATION OF DEDICATED FAN FOCUS GROUPS**
- **ONGOING SUPPORTER ENGAGEMENT EVENTS**
- **MONTHLY MANAGERS QUESTIONS**



- FAN FORUMS (REGULATION 128): THE CLUB WILL HOLD A MINIMUM OF TWO MEETINGS/FAN FORUMS PER SEASON TO WHICH SUPPORTERS WILL BE INVITED TO DISCUSS SIGNIFICANT ISSUES RELATING TO THE CLUB. THE CLUB WILL BE REPRESENTED BY THE MAJORITY OWNER, BOARD DIRECTOR(S) OR OTHER SENIOR EXECUTIVE(S).
- THE CLUB IS COMMITTED TO COVERING THE MEETINGS/FAN FORUMS VIA ITS SOCIAL MEDIA CHANNELS.
- SUPPORTER LIAISON OFFICER (REGULATION 20): GRAHAM WHITTAKER IS THE CLUB'S APPOINTED SUPPORTER LIAISON OFFICER WHO ACTS AS THE MAIN POINT OF CONTACT FOR SUPPORTERS AND LIAISES REGULARLY WITH THE CLUBS MANAGEMENT
- SAMANTHA PAGE IS THE CLUB'S APPOINTED DISABLED SUPPORTER LIAISON OFFICER WHO ACTS AS THE MAIN POINT OF CONTACT FOR DISABLED SUPPORTERS AND LIAISES REGULARLY WITH THE CLUBS MANAGEMENT
- CUSTOMER CHARTER (REGULATION 20): THE CLUB IS COMMITTED TO PUBLISHING AN ANNUAL CUSTOMER CHARTER VIA THE CLUB WEBSITE WHICH SETS OUT OUR COMMITMENT TO SUPPORTERS
- JAMES GIBBINS, HEAD OF MARKETING & COMMUNICATIONS IS THE CLUB'S APPOINTED REPRESENTATIVE FOR FAN ENGAGEMENT, AND WILL BE RESPONSIBLE FOR THE DELIVERY OF THE CLUB'S FAN ENGAGEMENT PLAN.



THE FOLLOWING STRUCTURE OUTLINES THE PURPOSE OF EACH LEVEL OF THE CLUBS FAN ENGAGEMENT STRUCTURE:

SUPPORTER LIAISON OFFICER



FOCUS GROUPS

1. FOR ANY OFF THE PITCH MATTERS, SUPPORTERS SHOULD EMAIL SLO@WALSALLFC.CO.UK FOR ANY MINOR ISSUES OR PRESSING MATTERS WHICH REQUIRE AN ANSWER WITHIN 5 WORKING DAYS

2. LARGER MATTERS WHICH CANNOT BE RESOLVED BY THE SLO WILL BE ESCALATED TO THE RELEVANT FOCUS GROUP FOR FURTHER DISCUSSION. SUPPORTERS WISHING TO DISCUSS NEW IDEAS AND INITIATIVES WITH THE CLUB AND FELLOW SUPPORTERS SHOULD RAISE THESE WITH RELEVANT FOCUS GROUP MEMBERS.



FAN FOCUS GROUPS OF UP TO 10 FANS WILL WORK CLOSELY WITH THE CLUB IN KEY CONSULTATION AREAS, AS HIGHLIGHTED IN THE RECENT FAN ENGAGEMENT SURVEY, WITH THE AIM OF SUPPORTING AND PROVIDING FEEDBACK ON THE CLUB'S FUTURE VISION, GROWTH AND PROGRESS.

EACH FOCUS GROUP MEMBER WILL BE PART OF A MESSAGING GROUP ALONG WITH CLUB OFFICIALS RESPONSIBLE FOR THE SPECIFIC AREA OF DISCUSSION, WHERE THEY WILL BE ABLE TO SHARE THEIR OWN IDEAS, IDEAS FROM OTHER FANS OR PROVIDE FEEDBACK ON SPECIFIC AREAS.

IN TURN, THE MESSAGING GROUPS WILL PROVIDE A PLATFORM FOR THE RELEVANT CLUB OFFICIALS TO HAVE DIRECT DIALOGUE WITH SUPPORTERS AND PROVIDE UPDATES ON CERTAIN AREAS OF THE FOOTBALL CLUB UNDER THEIR LEADERSHIP.

AT LEAST THREE MEETINGS PER FAN FOCUS GROUP WILL BE HELD DURING THE 2024/25 SEASON, WITH MEETINGS TAKING PLACE EITHER AT THE POUNDLAND BESCOT STADIUM OR VIRTUALLY.

EACH FOCUS GROUP WILL NOMINATE A REPRESENTATIVE FROM THE GROUP TO WORK WITH THE CLUB ON MEETING DATES AND AGENDAS.



THE CLUB IS INVITING SUPPORTERS TO APPLY TO JOIN THE FOLLOWING FAN FOCUS GROUPS:

MATCHDAY EXPERIENCE & STADIUM

THE MATCHDAY EXPERIENCE AND STADIUM GROUP WILL FOCUS ON THE MATCHDAY EXPERIENCE AND FACILITIES AT THE POUNDLAND BESCOT STADIUM, ENSURING THAT THE CLUB PROVIDE A SAFE AND ENJOYABLE ENVIRONMENT FOR ALL SUPPORTERS.

FAN ENGAGEMENT & COMMUNICATION

THE FAN ENGAGEMENT AND COMMUNICATION GROUP WILL AIM TO PROVIDE FEEDBACK ON HOW THE CLUB COMMUNICATES WITH FANS AND WHAT THE CLUB CAN DO TO NURTURE AND ENHANCE ITS RELATIONSHIP WITH SUPPORTERS IN THE FUTURE.

TICKETING, RETAIL & COMMERCIAL

THIS GROUP WILL ALLOW SUPPORTERS TO PASS ON FEEDBACK REGARDING THE TICKETING PROCESS, THE RETAIL PRODUCT RANGE AND COMMERCIAL ACTIVITIES OF THE CLUB, AS WELL AS THE OPPORTUNITY TO COMMUNICATE WITH KEY STAFF TO IMPROVE THE FAN EXPERIENCE IN THOSE AREAS.

THE FOCUS GROUPS ARE OPEN TO ANY SUPPORTER. SUPPORTERS CAN ONLY SIT ON ONE FOCUS GROUP AT A TIME AND MEMBERSHIP TO A FOCUS GROUP WILL HAVE A MANDATORY ROTATION OF 30% OF ITS MEMBERS EVERY SEASON.

THE APPLICATION PROCESS WILL BE MANAGED BY A CLUB PANEL WHO WILL ENSURE THERE IS A FAIR AND DIVERSE REPRESENTATION OF THE CLUB'S FAN BASE. SUCCESSFUL APPLICANTS WILL BE ASKED TO READ AND AGREE TO A FAN FOCUS GROUP CODE OF CONDUCT.

RELEVANT MEMBERS OF STAFF FOR EACH INDIVIDUAL GROUP SUBJECT WILL ATTEND FAN FOCUS GROUP MEETINGS ALONGSIDE THE CLUBS APPOINTED REPRESENTATIVE FOR FAN ENGAGEMENT.

IN COLLABORATION WITH EACH FOCUS GROUPS REPRESENTATIVE, A SUMMARY AND ACTION TRACKER OF EACH FOCUS GROUP MEETING WILL BE PUBLISHED ON A DEDICATED AREA OF THE CLUBS WEBSITE.



THE CLUB UNDERSTANDS THAT CERTAIN ASPECTS ARE CRUCIAL TO THE CLUB'S HISTORY AND IDENTITY, AND ARE COMMITTED TO REFLECTING THIS BY IDENTIFYING 'HERITAGE ASSETS', WHICH CANNOT BE ALTERED WITHOUT CONSULTATION WITH SUPPORTERS.

CREST AND COLOURS HAVE BEEN IDENTIFIED AS HERITAGE ASSETS AND IF THE CLUB WISHES TO MAKE A MATERIAL CHANGE TO THE CLUB CREST OR THE RECOGNISED HOME KIT COLOURS, THEY MUST UNDERTAKE A THOROUGH AND EXTENSIVE CONSULTATION PROCESS WITH SUPPORTERS.



FOLLOWING AN INITIAL SURVEY PUBLISHED IN JANUARY 2024, SUPPORTERS INDICATED THAT SURVEYS WOULD BE THE MOST POPULAR CHOICE AMONGST SUPPORTERS FOR THE CLUB TO GAIN FEEDBACK.

THE CLUB IS COMMITTED TO CONDUCTING A MINIMUM OF ONE FAN ENGAGEMENT SURVEY PER CALENDAR YEAR TO OBTAIN INFORMATIVE FEEDBACK FROM THE WIDER SUPPORTER BASE ON FAN ENGAGEMENT AND PRESSING CLUB MATTERS.

IN ADDITION, THE CLUB WILL CONSULT WITH MEMBERS OF ITS FOCUS GROUPS IF FEEDBACK IS REQUIRED VIA A SURVEY FROM A WIDER RANGE OF SUPPORTERS RELATING TO SPECIFIC TOPICS OR AREAS OF THE CLUB.



TO SUMMARISE THE CLUB'S COMMITMENT TO FAN ENGAGEMENT AND COMMUNICATION, THE CLUB WILL:

- INTRODUCE 3 FOCUS GROUPS FOR THE 2024/25 SEASON, PROVIDING A LIST OF MEETING DATES AND AN ACTION TRACKER ON THE OFFICIAL CLUB WEBSITE
- UNDERTAKE THOROUGH AND EXTENSIVE CONSULTATION WITH SUPPORTERS IF THE CLUB WISHES TO MAKE A MATERIAL CHANGE TO CLUB HERITAGE ASSETS
- NOMINATE CLUB REPRESENTATIVE FOR FAN ENGAGEMENT
- CONTINUE TO PROVIDE A DEDICATED METHOD OF CONTACT FOR SUPPORTERS TO DIRECT ALL ENQUIRIES AND FEEDBACK THROUGH THE SUPPORTER LIAISON OFFICER EMAIL ADDRESS, AND PROVIDE A DEDICATED CONTACT POINT FOR DISABLED SUPPORTERS THROUGH THE CLUB'S DISABLED SUPPORTER LIAISON OFFICER
- CONTINUE TO FACILITATE A MINIMUM OF TWO FAN FORUMS PER SEASON PLUS ONGOING SUPPORTER ENGAGEMENT EVENTS
- CONTINUE TO CONSULT WITH FANS THROUGH SURVEYS WITH RESULTS PUBLISHED AND ARCHIVED ON THE OFFICIAL CLUB WEBSITE



