



BRIGHTON & HOVE ALBION FOOTBALL CLUB  
**FAN ENGAGEMENT PLAN**

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# FAN ENGAGEMENT PLAN

## OVERVIEW

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### **AIMS OF FAB:**

To engage directly with senior representatives of the Club on important supporter related issues.  
To promote diversity, inclusion, ethics, and social responsibility. To act as a sounding board on Club related matters.

### **BACKGROUND:**

At the start of 2022 we began a process to recruit a Fan Advisory Board who could act as a sounding board and assist the club in the many decisions that affect the supporters. The board was to be made up of up to eight supporters covering 1901 members, season ticket holders, WSL season ticket holders and MyAlbion+ members.

Fans were invited to apply and after shortlisting there was a vote amongst supporters for the final representatives. We promoted diversity and inclusion to reflect the broad nature of our fan base.

We have 10 Fan Advisory Board members, chaired by elected Chair, Gillian Martin. The FAB meet with Club representatives three times a season, with the Chair then meeting the Board once a season. Jenny Gower, Head of Ticketing & Supporter Services, is the nominated member of the Clubs Executive Committee responsible for fan engagement and the running of the FAB. Sarah Gould, EDI Manager and Supporter Liaison Officer (SLO) will attend all meetings.



**JENNY GOWER**



**SARAH GOULD**



**THE FAN ADVISORY BOARD**

# FAN ENGAGEMENT PLAN

## HOW WE ENGAGE:

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### PLATFORMS FOR ENGAGEMENT:

The Club engages with fans in many different ways including:

- Regular FAB meetings with senior club staff (minimum 3x a season, agenda co-set with FAB)
- FAB slot at one Board Meeting each season
- FAB working groups covering EDI, ticketing, catering, the matchday experience, branding (minimum once a season)
- Regular Official Supporters Club meetings held across the UK
- Bespoke events with Official Supporters Clubs and Club personnel
- Large scale annual Fans Forum with the Club CEO & Deputy Chairman (open fan invitation and questions)
- Disability Forum (minimum once a season)
- Regular post-match and seasonal surveys
- Social media
- A full time Supporter Services team contactable through web chat, email and telephone.



# FAN ENGAGEMENT PLAN

## HOW WE ENGAGE:

### FAB SCHEDULE:

Meeting notes are published after each FAB on the club website.

March 2022	FAB Application process
May 2022	Voting in of FAB
June 2022	1st FAB Meeting – attended by Paul Barber (CEO), Jenny Gower & Sarah Gould
October 2022	2nd FAB Meeting – attended by Paul Mullen (COO), Jenny Gower & Sarah Gould
February 2023	3rd FAB Meeting - attended by Adrian Morris (Head of safety & security), Jenny Gower & Sarah Gould
April-July 2023	Additional FAB Members Recruitment
July 2023	Board Meeting & Annual Review
October 2023	4th FAB Meeting
January 2024	5th FAB Meeting
April 2024	Application process for new FAB Members
April 2024	6th FAB Meeting
June 2024	Voting in of FAB
June 2024	Board Meeting & Annual Review

# FAN ENGAGEMENT PLAN

## HOW WE ENGAGE:

### OTHER MEETINGS:

Open Fans Forum	August 2022
Supporters Club Forum	December 2022
Matchday Experience	September 2022
Equality, Diversity & Inclusion	September 2022, March 2023
Ticketing Working Group	5th January 2023
Catering Working Group	9th February 2023
Finance Meeting	19th April 2023
Ticketing Working Group	2nd August 2023
FAB & FSA Forum on Europa League	2nd August 2023
Europa Ticketing Online Fans Forum	7th August 2023
Open Fans Forum	10th August 2023
Disabled Fans Forum	15th August 2023



# FAN ENGAGEMENT PLAN

## HOW WE LISTEN AND SHARE:

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### **PLATFORMS FOR ENGAGEMENT:**

Below are the mandated areas that the FAB focus their efforts on:

- (A)** the Club's vision for the future and ensuring stability;
- (B)** the Club's efforts in the sustainability space;
- (C)** the Club's work on diversity, inclusion and equality;
- (D)** the Club's match-day experience (both in respect of home and away matches);
- (E)** policies employed by the Club in connection with match-day ticketing;
- (F)** facilities at the American Express Community Stadium;
- (G)** communications by the Club with its supporters;
- (H)** developing and continuing to build the Club's fan-base, both in the United Kingdom and abroad;
- (I)** work undertaken by the Club in the local community;
- (J)** preservation and development of Club traditions and heritage (note the club commits to meet with the FA commitments here);
- (K)** the Club's charity partnerships.

The FAB will not be involved in on the pitch football matters.

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## HOW WE LISTEN AND SHARE:

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### **LEADERSHIP AND REPORTING:**

The Club is committed to fan engagement at the very highest level. The annual open forum with Paul Barber, CEO & Deputy Chairman is a commitment we will maintain at the start of every season. Further meetings may be scheduled as required through the season. As an example, during Covid lockdown Paul Barber delivered a number of Club forums with Q&As online to keep fans updated.

Every summer the Club, alongside the FAB, will publish a Fan Engagement Report on activities across the season.

Examples of the FAB's work since September 2022 includes:

1. Crowd funding a giant flag for the North Stand;
2. Arranging a safe standing survey to season ticket holders;
3. Improving the fan journey for disabled supporters around the Amex on matchdays;
4. Assisting the club in the delivery of the advanced Premier League Equality Diversity & Inclusion Standard (PLEDIS);
5. Building close networks with the Official Supporters Clubs.
6. Consulting on the design of the club banners at Wembley for the FA Cup semi-final.
7. Working with the club on the matchday travel review.



# FAN ENGAGEMENT PLAN

## GET INVOLVED:

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### **LEADERSHIP AND REPORTING:**

#### **Join an Official Supporters Club:**

Nine Official Supporters Clubs and counting including LGBTQ+, alongside specified regional clubs in the UK and abroad:

<https://www.brightonandhovealbion.com/club/fans/supporters-club/official-supporters-clubs>

#### **Work with the Club:**

Opportunities full-time, part-time and on matchdays to work at the Club

<https://www.brightonandhovealbion.com/club/club/careers>

#### **Contact the FAB:**

Contact the FAB by emailing [fanadvisoryboard@brightonandhovealbion.com](mailto:fanadvisoryboard@brightonandhovealbion.com)

#### **Read about the FABs work:**

<https://www.brightonandhovealbion.com/club/fans/fan-advisory-board/>





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## GET INVOLVED:

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### **MATCHDAY ISSUES & COMPLAINTS:**

#### **Contact the Club:**

In the first instance supporters are advised to contact the Supporter Services team.

Supporter Services can be reached

On the tickets page webchat <https://tickets.brightonandhovealbion.com/>

By email [supporter.services@brightonandhovealbion.com](mailto:supporter.services@brightonandhovealbion.com)

By calling 01273 668855

#### **Text Abuse Line:**

This line is operated on matchday. If you experience or witness abuse please send a full description including seat locations to 07880 196442 (whatsapp is recommended)

#### **Contacting the Independent Football Ombudsman (IFO):**

For escalated and unresolved supporter complaints you can contact the alternative dispute resolution service provided by the IFO

By calling 0330 165 4223

By email [contact@theifo.co.uk](mailto:contact@theifo.co.uk)