



Chesterfield Football Club

Supporter Engagement and Communications Strategy (SEC)

Mission:

The board of directors, as custodians of our club, recognise that the supporters of Chesterfield FC are the most important stakeholders, with a significant connection, long-term commitment, financial investment and passion for success - more than people have with other commercial businesses.

Our supporters make a long-term commitment – emotionally, socially and financially to our club.

We consider and actively direct our strategy to align with the following:

“Many football clubs are the lifeblood of the community, and serve as a hub to many players, volunteers and spectators every week.” - Sport England’s Property Director, Charles Johnston

“While players, coaches and even owners change with increasing frequency, supporters remain loyal to the colours they proudly wear. Because fans are the reason football exists at all, their voice must be heard, and fans have to help shape football’s future.” – UEFA

Whilst the board of directors are all supporters of Chesterfield FC, we equally recognise that, since the takeover, we must prioritise a strategy of developing and maintaining robust engagement with all supporters.

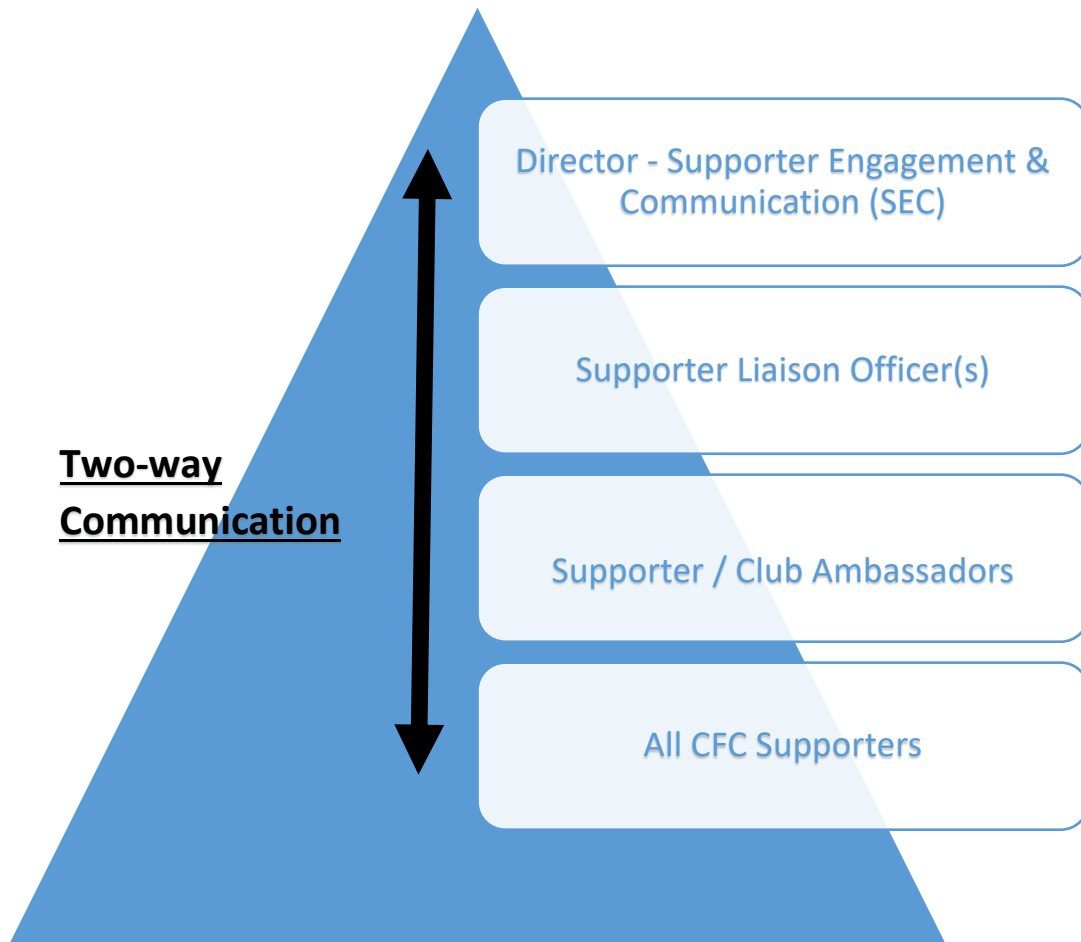
Our board of directors recognise the following principles:

- Chesterfield FC is focused on the long-term interests of their key stakeholders – supporters.
- We strive to build trust from the supporters by demonstrating a commitment to supporter engagement and prioritising robust communications.
- Sustainability and future success for our club resides within a focus on quality of supporter satisfaction.
- We strive for a socially-orientated club with an important role within our local communities.
- Our supporters are central to the social and financial success of our football club.
- We value the importance of ensuring accessibility & inclusion - that all information, facilities and services we provide as a club should be welcoming and accessible for all.
- A positive relationship between the board and our supporters is paramount to our strategy.
- It is accepted that enhanced supporter involvement provides an opportunity for our club to succeed and to maximise the potential returns (footballing success = high quality performances, financial sustainability and social benefit).

Aims:

- To help build a **trusted relationship** between our supporters and the board.
- To ensure robust & structured engagement and **two-way dialogue** between supporters and the board.
- Ensure supporters views and opinions have representation into the board.
- Ensure transparent, timely and robust communication from board to supporters.
- To promote **diversity and accessibility** as a permanent aspect and focus of supporter engagement.

SEC Structure:



Roles & Responsibilities:

Director - Supporter Engagement & Communications (Dr Paul Stankard):

- Attendance at board meetings.
- Build and sustain a credible, trusting and transparent relationship between the board and supporter base.
- An understanding of, and empathy with, the issues faced by supporters.
- Prepare and present a monthly report to board based on feedback from supporter liaison officer.
- At board level, ensure the views, interests and aspirations of supporters are considered.
- Work with the rest of the board to prioritise supporter views.
- Collate information on board key decisions and strategies and communicate this information to supporter liaison officer after board meetings.
- Prioritise engagement with the SLO to keep them apprised of operational and strategic matters.
- Fit and proper person within the terms of the Companies Act.
- Recognise and honour commitment to boardroom confidentiality when appropriate.
- Attendance at matches on a regular basis.

Supporter Liaison Officer (Mr Paul Goodwin):

- The supporter liaison officer (SLO) is responsible for building bridges between the club and its supporters.
- The SLO will be a volunteer.
- The SLO will strive to achieve transparency and improved communications between the directors (represented by the director for supporter engagement and communications) and supporters.
- The SLO should regularly communicate supporters' opinions to a club director responsible for supporter engagement & communications.
- The SLO should communicate the outputs from board meetings, once these are received from the club's director responsible for supporter engagement, to the wider fan base through the supporter/club ambassadors.
- The SLO should have a visible presence at most games to provide a point of contact for supporter/club ambassadors.
- The SLO will actively seek contact with supporters, communicating concerns, suggestions and compliments to the director responsible for supporter engagement & communications.
- Participation in the club's Safety Advisory Group (SAG) will be considered as part of the SLO role.

Supporter/Club Ambassadors (to be recruited):

- Visible presence during match days.
- Point of contact for supporters on match days.
- Canvass opinions from supporters.
- Discuss and promote positive elements of the club plans and vision.
- A team of 'matchday' ambassadors (likely approximately six ambassadors) will engage with the supporters, specifically to improve the matchday experience for supporters.
- Ambassadors should circulate among fans in main gathering points, i.e. on concourses and in the supporters' bar, to be available to answer any supporter questions/assist with queries and/or problems and escalate to SLOs.
- Ambassadors will have a good knowledge of the club's accessibility priorities.
- After the match, ambassadors should demonstrate a presence and communicate with supporters, subsequently any communicating themes/concerns to SLO.