



CHESTERFIELD FC

FAN ENGAGEMENT PLAN 2024/25





CONTENTS

- 3 Opening Statement**
- 4 Commitment to Regulation I28**
- 5 Fan Engagement Approach/Structure**
- 6 Timeline of Fan Engagement Activity**
- 7 Fan Advisory Board (FAB)**
- 8 Commitment to Heritage items**
- 9 Commitment to update fans**
- 10 Supportive fan group statement**
- 11 How fans can get involved**
- 12 Contact details**



WELCOME TO CHESTERFIELD FC'S FAN ENGAGEMENT PLAN

As the part-owner of our Club, I am proud to present our vision, aims, values, and objectives for fan engagement. At Chesterfield FC, we believe that our fans are at the heart of everything we do and their unwavering support is what drives us to succeed both on and off the pitch.

Our overarching vision is to create a truly inclusive and interactive fan experience that fosters a strong sense of pride, community and belonging among our supporters. We aim to engage with our fans in meaningful ways and provide them with unique and memorable experiences that go beyond matchdays.

Our values of integrity, teamwork, community and continual improvement guide all of our interactions with fans, and we are committed to building strong relationships with our supporters based on trust and transparency. We strive to create a welcoming and inclusive environment, where all fans feel valued and heard.

In terms of our objectives, we have set measurable goals for fan engagement, including an annual survey capturing overall

satisfaction with focus in 7 key areas:

- Match experience
- Club atmosphere
- On pitch performance
- Hospitality offering
- Food and drink
- Stadium entertainment
- Culture

We have successful fan feedback mechanisms to continuously improve the fan experience. We regularly evaluate our progress and report back to the League and all our fans on our activities and achievements at the end of the season.

I am confident that by working together with our fans, we can create a fan engagement strategy that not only meets their expectations, but exceeds them. Thank you for your continued support and dedication to our Club.

Yours Sincerely,

Ashley Kirk

Executive Deputy Chairman



OUR FAN ENGAGEMENT COMMITMENT

Chesterfield FC agrees to comply in full with EFL Regulation I28 and its requirements regarding Supporter Engagement.

Regular meaningful communication with supporters is important, and the club will continue to do this through various channels such as supporter's group meetings, working group sessions, social media, newsletters, and regular fan forums, which are free and open to all. The club recognises that it exists for its fans and the local community and as such makes a further commitment to:

- Consultation regarding ticket policies and listening to fan feedback on ticketing issues.
- Recognising and celebrating the important role that fans play in the success of the club.
- Encouraging inclusivity and diversity within the fan base and actively seeking to engage with all supporters, regardless of background.
- Committing to resolving any supporter grievances or concerns in a timely and respectful manner.
- Continuously seeking ways to improve supporter engagement and implementing feedback from fans to enhance the fan experience.

In light of the club's recent past, it is imperative that we protect our heritage for the fans of the future. The Club therefore pledges to discuss any Heritage Items that may be in scope for consultation, such as any matter linked to the Club's name, badge, colours, stadium and other areas of our history.

The Club is always seeking to improve and provide opportunities for fans to be involved, and over recent seasons, we have continued to enhance the way we set out to achieve this.

At Chesterfield FC we have already achieved so much as a result of consulting and engaging our fanbase, such as; upgrading of our floodlights and public address system, committing to improve concourse toilet facilities, improving the atmosphere in the ground, improving the club shop product range, developing a new fan-zone including a supporter's bar, installing new ball stop netting and generally improving the cleanliness around the stadium.. We will continue to work in partnership to ensure we continue to improve our service to our supporters and the wider community.



FAN ENGAGEMENT

APPROACH

Chesterfield FC's Fan Engagement approach seeks to continually improve dialogue with supporters and ensure that their voices are heard and considered in decision-making processes. We value the input of our fans and are committed to creating a strong and positive relationship with them.

To achieve that goal, the Club works to engage supporters in a number of ways.

We meet with the Chesterfield FC Supporters' Forum regularly throughout the season, hold larger scale fan meetings, focus sessions and conduct an annual survey. All of these measures ensure we can listen and learn from supporters about which areas matter to them. A list of our recognised supporters' groups can be found here and on our website.

As defined in the agreement between the club and forum:

Mission of Forum

To provide a regular, honest and transparent dialogue between the Club and its supporters regarding Club issues and especially focussed on supporters' match day experience.

Objectives:

- Our forum should aim to represent all CFC supporters.
- Our forum should help the club better understand the issues that most affect and concern CFC supporters.
- Our forum should aim to be progressive and be well-governed.
- Our forum should aim to capture comment and suggestion to existing, or proposed, Club policies on behalf of the supporter base. In turn, this feedback will be discussed within



FAN ENGAGEMENT

APPROACH *continued*

CFC board.

- Our forum will aim to drive an open agenda between its members, the supporters and the Club to reflect key issues and priorities.
- Our Forum will enable CFC supporters to play a role in helping the club achieve success.

We commit to meeting throughout the course of the season and operate a multi-level engagement policy whereby over and above our fan group meetings we also hold town halls and focus sessions to allow all those interested in attending to listen, contribute and engage with a number of Club personnel.

We publish minutes and outputs from our meetings to ensure all supporters are aware of the activity undertaken. Our director responsible for fan engagement will also

provide periodical updates for all our fans on the progress made against the agreed objectives.

All our meetings are attended by senior staff, the SLO, and where appropriate senior executive officer/owner and as a minimum our Fan Engagement lead, our approach is one of inclusivity and transparency.



OUR ENGAGEMENT

PLANS FOR 2024/25

TIMELINE OF FAN ENGAGEMENT ACTIVITY

MONTHLY	Monthly Supporters' Drop-In Session First Thursday of the Month
AUGUST 2024	FAN FORUM ONE <i>(An evening event with <u>senior Club staff</u> open to all supporters)</i> Meet with Supporters Forum Committee
OCTOBER 2024	SEASON TICKET HOLDER EVENT ONE Meet with Supporters Forum Committee
NOVEMBER 2024	AGM Open to circa 1400 shareholders
DECEMBER 2024	Meet with Supporters Forum Committee
FEBRUARY 2025	FAN FORUM TWO <i>(An evening event with <u>senior Club staff</u> open to all supporters)</i> Meet with Supporters Forum Committee
MARCH 2025	Annual Supporters Survey
APRIL/MAY 2025	Meet the Manager/Players Event Meet with Supporters Forum Committee
JUNE 2025	Meet with Supporters Forum Committee

COMMITMENT TO UPDATE FANS

Chesterfield FC commits to provide regular updates to supporters regarding its fan engagement activity. We want our fans to feel involved in the process, and we therefore commit to listening to feedback and views on any aspect of this Plan.

Should there be any changes or updates to the Club's FEP we will communicate these clearly and promptly to fans, explaining the reasons behind the changes and how they align with the Club's objectives. As previously outlined, transparency and accountability are key, so the Club is open to feedback and engagement from fans on the FEP and its progress.

The Club's Fan Engagement Director will provide regular updates on the performance of the FEP, including any successes or challenges faced, and how these are being addressed.

We welcome any feedback across a range of our established engagement areas such as our fan forums or surveys. To read about the Club's ongoing Supporter Engagement activity please visit our official website [HERE](#) for more.



FAN GROUP STATEMENT

"The Chesterfield FC Supporters Forum is fully supportive of the Club's new Fan Engagement Plan. It is a great stride forward in formalising the structure of meaningful engagement with our fanbase and it is a positive commitment from all concerned.

We reiterate the Club's views that we are on a journey together and it is important that we align on various aspects of activity and progress. It's also imperative that we are allowed to challenge and seek clarity from the Club on issues of importance, and through the mechanisms outlined in the FEP, we believe there is the opportunity for us all to continue to work together to achieve our goals, and keep supporters at the heart of decisions affecting our Club."

Phil Tooley

Chesterfield FC Supporters Forum



HOW TO GET INVOLVED

We'd love to hear back from our supporters on this FEP. Supporters can get involved in Chesterfield FC's Fan Engagement Plan by reaching out to our designated contact person or senior staff member responsible for fan engagement. The Club will provide opportunity for feedback, suggestions, and ideas on how together we can improve the fan experience across the multiple areas of engagement detailed across this FEP.

Supporters can also join established fan groups or participate in club events and initiatives, to help shape the Fan Engagement Plan and make a positive impact on the overall fan experience.

To read more about the Club's established supporters' groups please [CLICK HERE](#).

To see contact details for relevant staff please [CLICK HERE](#).



brettmartin