



CHESTERFIELD FC

FAN ENGAGEMENT PLAN 2026/27





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WELCOME TO CHESTERFIELD FC'S FAN ENGAGEMENT PLAN

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 will 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. Last season saw over an 8% increase in home fan attendance and we are working hard to bring more supporters to our match days. Thank you for your continued support and dedication to our Club.

Enjoy the season,
Ashley Kirk
Chairman



STATEMENT FROM THE SUPPORTER LIAISON OFFICER

As a supporter for fifty years I find myself be part of an organisation that genuinely values the relationship we have with our fans. My role is all about making sure that connection stays strong. Supporters of the Club are integral to what we do and we are nothing without our supporters. Helping to make sure both sides understand each other and work together is fundamental.

We are fully compliant with EFL Regulation 128, which is in place to make sure clubs have regular, meaningful engagement with fans. But for us, this is more than just ticking a box. We believe that listening, sharing, and improving together is what keeps the Club moving forward.

I make it a priority to be visible and approachable. I attend all fan forums including our monthly drop-in sessions at the Hub and on matchdays you will see me around the stadium supporting our Here to Help Chester's Champions. Please do come and speak to me if there is anything you would like to raise or chat about.

Our brilliant team of Here to Help volunteers known as Chester's Champions. They are there to support fans, answer questions, help with directions and generally make sure everyone feels welcome. They also wear purple high visibility jackets and are involved in the Chester's Penalty Shootout and other Club events throughout the season.

You will find the Champions all around the stadium on matchdays but particularly supporting families around the north stand Family Stand.

Whether you have a suggestion, need help or just want to talk about your matchday experience, I am always happy to listen. You can contact me anytime at slo@chesterfield-fc.co.uk.

Thank you for your continued support.

Peter Whiteley
Supporter Engagement Lead
Chesterfield FC



OUR FAN ENGAGEMENT COMMITMENT 2025/26

Chesterfield FC agrees to comply in full with EFL Regulation I29 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 official supporter group meetings, working group sessions, social media, newsletters, and large-scale fan forums. 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 our floodlights and public address system, improvements to concourse toilet facilities, atmosphere in the ground, widening the club shop product range, the new supporters' bar, new ball stop netting, and generally improving the cleanliness around the stadium.

For the 2026/27 season, we are pleased to announce further enhancements to the fan experience, including:

- **Upgraded food infrastructure and offerings in the concourses**, now including chips, nachos and coated chicken options.
- **Improved service on the concourses**, better and more efficient service including in the pouring of alcoholic drinks.
- **Vast improvements to hospitality lounges and facilities** to enhance matchday comfort and experience.
- **Introduction of musicians and independent food van offerings outside the stadium**, adding to the pre-match atmosphere.
- **Working towards Makaton Awareness status**, ensuring greater inclusivity and accessibility for supporters with communication needs.

We will continue to work in partnership with our fans to ensure that Chesterfield FC is a welcoming, inclusive, and vibrant club at the heart of its 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 focused on supporters' matchday 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 CFC board.



FAN ENGAGEMENT

APPROACH *continued*

- 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.

All our meetings are attended by senior staff, the supporter engagement lead and where appropriate senior executive officer/owner, our approach is one of inclusivity and transparency.

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 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 Supporter Liaison Officer will also provide periodical updates for all our fans on the progress made against the agreed objectives.



OUR ENGAGEMENT PLANS FOR 2026/27

TIMELINE OF FAN ENGAGEMENT ACTIVITY

MONTHLY	Monthly Supporters' Drop-In Session First Thursday of the Month
AUGUST 2026	FAN FORUM ONE (An evening event with <u>senior Club staff</u> open to all supporters) Meet with Supporters Forum Committee
OCTOBER 2026	SEASON TICKET HOLDER EVENT ONE Meet with Supporters Forum Committee
DECEMBER 2026	Meet with Supporters Forum Committee
FEBRUARY 2027	FAN FORUM TWO (An evening event with <u>senior Club staff</u> open to all supporters) Meet with Supporters Forum Committee
MARCH 2027	AGM Open to circa 1600 shareholders
MARCH 2027	Annual Supporters Survey
APRIL/MAY 2027	Meet the Manager/Players Event Meet with Supporters Forum Committee
JUNE 2027	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 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 an 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

