



# BRISTOL ROVERS FOOTBALL CLUB

## FAN ENGAGEMENT PLAN

2024/25 SEASON

## Welcome to the Bristol Rovers Fan Engagement Plan

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As the senior lead contact of our Club, I am proud to present our vision, goals, values, and objectives for fan engagement. At Bristol Rovers, we believe that our fans are at the core of everything we do, and their unwavering support drives our success both on and off the field.

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

Our values of community, passion, and respect guide all our interactions with fans. We are committed to building strong relationships based on trust and transparency. Our goal is to create a welcoming and inclusive environment where every fan feels valued and heard.

Regarding our objectives, we have set goals for fan engagement, including infrastructure improvements, sustainability and enhancement of the matchday experience, and will implement fan feedback mechanisms to continuously improve the fan experience. We will regularly evaluate our progress and report back to the League on our activities and achievements at the end of the season.

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

Yours sincerely,

Ethan Clarke, Marketing Executive

## Our Supporter Engagement Pledge

Bristol Rovers agrees to comply in full with EFL Regulation 128 and its requirements regarding Supporter Engagement.

Regular meaningful communication with supporters is important, and we will continue to do this through various channels such as official supporters groups meetings, working group sessions, social media, newsletters, fan forums and supporter feedback surveys.

The Club also pledges to discuss any Heritage Items that may be in scope for consultation, such as any matter linked to the Club's name, badge, 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 Bristol Rovers, we have already achieved so much as a result of consulting and engaging our fanbase, as shown through our work with the DSA last season.

Working closely with the Club, the BRFC DSA are proud to have:

- Working together on the design and implementation of the South Stand.
- Creation of the first permanent bespoke platform for wheelchair users at the Mem.
- Ensuring accessibility parking bays remain available only for fans who had their accessibility needs assessed and have therefore been allocated a space.
- Implementing stadium access changes, allowing early access where accessible needs have been assessed to avoid crowds at turnstiles, as well as shelter from inclement weather.
- Providing an increased number of accessible toilets, all with National Key Scheme locks.
- Lower serving spaces in kiosks.
- The Club identifying a need for more parking spaces for blue badge holders.

Clive Marshall, Chair of the BRFC Disabled Supporters Association, is looking forward to even more positive dialogue the Club going forward, adding: "As a result of our positive engagement, the Club felt able to contact us to express concerns that the area we had both agreed for wheelchair users in the new South Stand was not appropriate.

"Whilst on paper in the planning phase it appeared fine, due to overcoming specific issues in the build phase we agreed with the Club's view that the wheelchair spaces area needed to be changed.

"On a walkaround at the Memorial Stadium, an alternative area was identified by us and will provide far more space for wheelchairs and their companions with a better view and better comfort in wet weather. This will, in turn, increase step-free seating for ambulatory disabled supporters in the South Stand.

"None of the changes to make the Stadium more accessible could have been achieved without the wholehearted and financial support from the AlSaeed family, Wael Al Qadi and the BRFC Supporters Club. In addition, the Club's ownership has assured the DSA that they will be consulted in the planning stage of any further new Stands."

## Keeping Our Supporters Engaged

Bristol Rovers' Fan Engagement approach is dedicated to continuously improving dialogue with supporters and ensuring their voices are heard and considered in our decision-making processes. We value our fans' input and are committed to fostering a strong and positive relationship with them.

To achieve this goal, the Club engages with supporters in various ways. We will regularly meet with the Bristol Rovers Supporters Club and other fan groups throughout the season. We will also hold fan forums, focus sessions, and working group meetings. These measures allow us to listen to and learn from supporters about the areas that matter to them.

Our engagement activity structure is currently being developed and will be enhanced to meet our objectives.

We are committed to ongoing engagement throughout the season, operating a multi-level engagement policy. Our engagement plan will provide opportunities for all interested supporters to listen, contribute, and engage with various Club personnel.

We publish minutes and outputs from our meetings to ensure all supporters are informed about the activities undertaken. Our Senior Lead Contact, Ethan Clarke, will also provide periodic updates on the progress made against our Fan Engagement objectives.

All our meetings are attended by senior staff, including our Fan Engagement lead, and our approach emphasizes inclusivity and transparency.

## **Our Engagement Plans for 2024/25**

We are in the process of finalising our Fan Engagement Plan timeline for the 2024/25 Season and will share this with supporters in due course.

## **Fan Advisory Board**

Currently, the club do not have a dedicated Fan Advisory Board. However, we are committed to working closely with The Supporters Club as well as other fan groups such as the DSA. Conversations with these groups will help contribute to our long-term decision making, with the supporter's view at the core of our considerations.

## **Our Commitment to You**

Bristol Rovers is committed to providing regular updates to supporters regarding its fan engagement activities. We aim to ensure our fans feel involved in the process and therefore pledge to listen to feedback and opinions on all aspects of this Plan.

Should there be any changes or updates to the Club's Fan Engagement Plan (FEP), we will communicate these clearly and promptly to our fans, explaining the reasons behind the changes and how they align with the Club's objectives. As previously outlined, transparency

and accountability are paramount, and the Club remains open to feedback and engagement from fans regarding the FEP and its progress.

The Club's Senior Lead Contact, Ethan Clarke, will provide regular updates on the performance of the FEP, including any successes or challenges encountered and how these are being addressed.

We welcome feedback across our established engagement areas, such as fan forums or surveys.

## Commitment to Fan Collaboration

"The Bristol Rovers Supporters Club 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's a positive commitment from all concerned.

We reiterate the Club's views that we are on a journey together and it's important that we align on various aspects of activity and progress. It's also imperative that we are also 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 opportunity for us all to continue to work together to achieve our goals and keep supporters at the heart of decisions affecting our Club."

Helen Wigmore, Chair, The Bristol Rovers Supporters Club

## Contact Us

We invite our supporters to contribute to the development of Bristol Rovers' Fan Engagement Plan. To get involved, please reach out to our designated contact person or a senior staff member responsible for fan engagement. The Club is committed to providing opportunities for feedback, suggestions, and ideas on enhancing the fan experience as outlined in the FEP.

Supporters are also encouraged to join established fan groups or participate in club events and initiatives. Your involvement will help shape the Fan Engagement Plan and positively impact the overall fan experience.

To provide your feedback, or for any questions, please email Ethan Clarke:  
[ethanclarke@bristolrovers.co.uk](mailto:ethanclarke@bristolrovers.co.uk)

#UTG

