

Bristol Rovers Football Club FAN ENGAGEMENT PLAN 2025/26



Bristol Rovers Football Club is pleased to confirm its Fan Engagement Plan for the 2025/26 season.

At our club, we want our fans are at the centre of everything we do. We know that their unwavering support drives our success both on and off the pitch and without them, we would be lost.

Our overarching aim is to create an inclusive, interactive and enjoyable fan experience that fosters a strong sense of community and belonging among our supporters. We are committed to engaging with our fans regularly and consistently, creating meaningful interactions and memorable experiences that extend far beyond matchdays.

Our Fan Engagement Plan for 2025/26 sets out our ambition to improve how the fan voice can be heard, enhance the matchday experience, better utilise our digital and social channels to connect with our supporters, and explore avenues to engage with supporters outside of matchdays.

Ritchie Bates
Director of Commercial & Revenue





ELEVATING THE FAN VOICE

The Club is dedicated to improving communication with supporters and ensuring their voices are heard, acknowledged and considered in our decision-making processes.

Fan feedback is channelled to the Club via a variety of supporter groups.

Supporter Consultation Group

The Supporter Consultation Group (SCG) was first launched in April 2025. It is a significant Club method for formal communication, consultation, and collaboration with our supporters, with eight elected representatives sharing their views on the issues that affect the Club's fanbase.

The SCG is regularly invited to consult on the Club's strategy, our plans for expanded supporter engagement and community initiatives and operational matchday processes, while providing a transparent and structured platform for these views to be shared.

The elected representatives on the SCG meet throughout the season, with Club officials to provide collective feedback from the wider fanbase, ensuring the opinions of different demographics are shared and heard.

The insights and advice provided is then considered by the Club's Senior Leadership Team, with actions and further information passed back to fans through the SCG, as well as meeting minutes being published on the Club website.

The SCG can be contacted via email at brfcscgroup@gmail.com.

Bristol Rovers Disabled Supporters Association (DSA)

The official Bristol Rovers FC Disabled Supporters' Association (DSA) is an independent supporters' group formed in May 2017. The DSA is run by disabled supporters, for disabled supporters, and its role is:

To represent all disabled supporters of Bristol Rovers FC in their dealings with the Club.

To assist with improving the facilities and policies that affect disabled supporters.

To bring together disabled supporters along with their family and friends - by encouraging and organising social events and meetings to air views and gather feedback that can be presented to the Club.

The DSA meet with the Club's Director of Commercial & Revenue and Head of Safety & Stadium on a monthly basis.





Bristol Rovers Supporters Club

The Bristol Rovers Supporters Club is a strong, independent and influential organisation run by the fans, for the fans. The organisation has a variety of objectives that include supporting the Club on matchdays with volunteer resource, raising funds to support the Club, sponsoring the Bristol Rovers Youth Academy and arranging away game travel.

The Club's Director of Commercial & Revenue meets with the BRSC on a monthly basis to discuss both the club's strategy and upcoming operational updates but feedback gathered by the supporter's club to enhance fan experience as a whole. Minutes of the meeting are published by the supporter's club.

Fan Forums

The Club is committed to hosting at least one Fan Forum event per year. These events offer fans the opportunity to ask questions to key Club personnel including the Head Coach, Director of Football and Director of Commercial & Revenue.

Supporters are encouraged to submit questions in advance, with the most frequently submitted questions being prioritised, giving the panel the opportunity to prepare fully researched answers. The sessions also include time for additional questions as part of a Q&A at the end.

Fan Feedback

As well holding regular meetings with established supporter groups, the Club would also like to explore avenues for collecting additional feedback from fans. During the 2025/26 season, we will review our existing mechanisms for capturing feedback via our website, and make improvements where these can be identified.

We would also like to explore opportunities to introduce fan surveys, for example surveying fans who have attended matches for the first time, or sending a monthly survey to all Season Ticket Holders or Matchday Ticket purchasers.



ENHANCING THE MATCHDAY EXPERIENCE

Matchdays are an integral part of any football Club. At Bristol Rovers we are committed to continually reviewing and improving the Matchday Experience, to ensure we are meeting the expectations of our supporters and securing sustainable income generation.

Fanzone

Ongoing development of our Fanzone at the entrance to the stadium to make it a more inviting space with a family-friendly focus.

For the 2025/26 season, we are implementing a dedicated area within the Fanzone for children and families (family zone), operated by the Bristol Rovers Community Trust. This space will include inflatable football activities, health-related promotions, video games, and arts and crafts.

We have reviewed the layout of the Fanzone and have relocated the stage and several containers to facilitate an additional bar, which should lead to shorter queues.

This has also made room for additional seating within the Fanzone which will allow more fans to enjoy the space comfortably, whilst providing a thoroughfare to the South and West Stand turnstiles.

Food & Beverage

Our team welcome feedback about our Food & Beverage offering and are responsive to supporter suggestions for adaptations to our menus.

Aligned with our overarching aim to make Bristol Rovers a more family-friendly environment, we have introduced Kids Meal Deal options at designated kiosks. This will allow parents to purchase smaller portions that are better suited for children, at a more cost-effective price.

Several bar containers within our Fanzone and concourse will now be multi-purpose, allowing fans to purchase a selection of hot food items alongside drinks, rather than needing to queue separately.

We have also introduced a new premium lager, Poretti, and will continue to run 'Happy Hour' promotions on Matchdays. All units at Bristol Rovers Football Club are now run in-house.





Retail

As of 1 June 2025, the Club's retail division have been brought in-house. Now that Bristol Rovers has full ownership of all aspects of retail including product selection, customer service, inventory and sales, we are pleased to offer fans a wider range of products and merchandise.

This includes the launch of a range of 'pocket money' items such as keyrings, pin badges, stationery and coasters.

We will also be introducing free Sensory Packs for children and young adults who are neurodiverse and ear defenders. These will be available to collect from the Club Store and the supporter's cabin.

In addition, the Club is exploring opportunities to implement a Sensory Zone within the stadium for children and young adults with neurodivergence, to provide a calming environment that allows everybody to enjoy the football equally.

Big Screen

New for the 2025/26 season, a Big Screen has been installed above the South West Stand, which will be viewable by around 80% of supporters within the stadium.

As well as offering commercial opportunities for advertising, Bristol Rovers is excited to be able to display pre-submitted fan messages, enabling greater interaction between the Club and supporters.

In addition to this the Club has also installed a secondary scoreboard for fans who are not in viewing vicinity of the Big Screen.

Safeguarding and Stewarding

Bristol Rovers is committed to delivering a high stand of stewarding every matchday.

To help achieve this, we have directly employed more permanent stewards, to help deliver more positive interactions with fans and a more consistent experience week on week.

A Safeguarding Manager has also been appointed, which marks the first time the Club has a post solely dedicated to Safeguarding, rather than this being included alongside other job responsibilities.





DIGITAL & SOCIAL ENGAGEMENT

Bristol Rovers produce top quality multimedia content across multiple digital platforms, delivered to a highly-engaged online audience. During the 2025/26 season, we will continue to utilise our social channels to help our fans feel closer to the action.

The Club recognises the importance of attracting the next generation of Gasheads, and is eager to utilise social media to reach a younger audience. We aim to increase our output on TikTok and other social media channels, and will explore more opportunities for fun and engaging content such as behind-the-scenes exclusives, matchday build-up with young fans, and player spotlights.

The Club is pleased to have established more regular email communication with supporters, with the introduction of a weekly e-newsletter (The Memo) and solus emails from partners and sponsors. We will continue to engage with fans regularly via email including post-match recaps, ticket news and more.

We are also excited to be launching the Bristol Rovers app during the 2025/26 season, which is integrated with our website and will allow users to access fixtures, official Club news, ticketing info, exclusive offers and more.



MORE THAN MATCHDAY

As well as improving the supporter experience on matchdays, the Club is keen to improve the overall fan experience outside of football, and will continue to try new initiatives to connect with supporters and provide opportunities for engagement.

Pirates' Crew

New for the 2025/26 season, the Club launched the Pirates' Crew – a membership programme for young fans of Bristol Rovers split into Baby Pirates, Mini Pirates and Junior Pirates.

Membership packs include a Kids Home Kit or Junior Home Shirt depending on age, exclusive Pirates' Crew merch, a monthly Pirates' Crew e-newsletter, tickets for specific games and more. The scheme aims to help our younger fans feel included at Bristol Rovers.

Events

The Club regularly welcomes supporters to events at The Memorial Stadium including Open Training Sessions and Fundays which are open to all. These types of events give fans the opportunity to meet players and take photos and autographs, creating special moments of interaction between players, coaching staff and supporters, building a stronger sense of community throughout Bristol Rovers Football Club.

We host other events including an annual Remembrance Day Service, the Community Trust Christmas Party, a Fans' Match. In 2024/25 Bristol Rovers hosted its first ever Grand Iftar event, recognising the diverse community within Bristol. This is an example of the Club's ambition to make all those who wish to visit The Memorial Stadium feel embraced and comfortable here.

CONTACT US

Bristol Rovers invites supporters to contribute to the development of our Fan Engagement Plan. To get involved, please speak to a senior member of staff on a matchday. Alternatively you can reach out to the Supporter Consultation Group via email at brfcscgroup@gmail.com.

The Club's nominated Senior Fan Engagement Official is Mitch Waddon. Mitch is the Head Of Media and Engagement at Bristol Rovers Football Club and can be contacted on mitchwaddon@bristolrovers.co.uk.

Fans are also encouraged to join established supporter 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, please email enquiries@bristolrovers.co.uk.

