

Bristol Rovers Football Club **FAN ENGAGEMENT PLAN 2026/27**



Bristol Rovers Football Club is pleased to confirm its Fan Engagement Plan for the 2026/27 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 2026/27 builds on the progress we made over the previous season, setting out our further ambitions 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
Chief Executive Officer





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.

Fan Advisory Board

Bristol Rovers Football Club launched a Supporter Consultation Group (SCG) in April 2025, and regularly met with its members throughout the 2025/26 season. This is a requirement under EFL Regulation 118.

Following the culmination of the 2025/26 season, Bristol Rovers has taken the decision to shift the SCG into a fully FSA-compliant Fan Advisory Board.

This board will remain a significant Club method for formal communication, consultation, and collaboration with our supporters, with elected representatives sharing their views on the issues that affect the Club's fanbase.

The group 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 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.

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 CEO 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 Academy and arranging away game travel.

The Club's CEO 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 Manager and CEO.

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

At the end of the 2025/26 season, the Club launched a Supporter Survey to capture feedback on a range of topics including the food and drink, retail, ticketing and more. Feedback has been reviewed by relevant departments internally and will be used to inform improvements to the matchday experience.

We plan to repeat this survey at the end of every season and will also explore opportunities to introduce additional surveys throughout the year.



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

Improvements last season have made the Fanzone a more inviting space with a family-friendly focus. The dedicated area within the Fanzone for children and families, operated by the Bristol Rovers Community Trust, has proved extremely popular, and we are pleased to launch new games for younger supporters over the coming season.

Ahead of the 2026/27 season, a new retail unit has been secured allowing supporters to browse official Club merchandise without needing to walk to the Club Shop which is located at the other side of the stadium. A third bar will be open close to the entrance of the Fanzone which should help alleviate queueing times.

Fan feedback showed a need for more seating and covered areas to enable greater use of the Fanzone in poor weather. Overgrown shrubbery at the top of the Fanzone has been removed to make space for more picnic benches and several pergolas providing covered seating, allowing more supporters to enjoy the space comfortably.

A new screen was installed at the start of 2026 which has further enhanced the matchday experience, enabling supporters to watch televised football matches and other sporting events before kick-off.

Food & Beverage

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

Menus have been streamlined throughout the stadium to provide greater consistency for supporters.

All menus are available on the Bristol Rovers website allowing fans to see what food options are on offer in advance. This information is included in our Fan Guide which is emailed to ticket holders ahead of matchdays to help them plan their visit.

Big Screen

The large screen above the South West Stand is utilised for a range of engagement activities such as displaying pre-submitted fan messages at half time, welcoming First Time Fans, highlighting in-stadium activations and promoting Club offers.





Retail

Bristol Rovers is delighted to have agreed a five-year partnership with PUMA, the industry leading, global sportswear giant, as Technical Kit Partner. PUMA will take on the production of the Club's Men's First Team, Women's First Team, Academy and replica kits, as well as all training wear.

Alongside PUMA kit, the Club Shop will continue to sell a range of lifestyle, gifts and other merchandise. We plan to expand our range of 'pocket money' items such as keyrings, pin badges, stationery and coasters.

Our retail team has worked with several new partners to bring supporters a greater variety of lifestyle and leisurewear products. This includes partnerships with Fresh Ego Kid, Art Of, and Callaway Golf.

Fan feedback highlighted demand for more retro products. In response, the retail team has delivered several product launches including replica shirts, retro jackets and retro-inspired accessories such as hats, towels and coasters. These have been well received by supporters and the Club Shop team will continue to explore opportunities for further retro product lines.

As well as the main Club Shop located beneath the Poplar East Stand at the Memorial Stadium, we will be launching a new retail unit close to the Fanzone entrance. The Club also has use of a mobile retail that can be utilised at off-site events.

All products are available to shop online at brfcdirect.co.uk with delivery available worldwide.

Safeguarding and Stewarding

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

To help achieve this, we aim to continue expanding our team of directly employed stewards to help deliver more positive interactions with fans and a more consistent experience week on week.

The Club employs a dedicated Safeguarding Manager who works closely with the Safety Team on matchdays.

Ahead of the 2026/27 season, we are recruiting a Matchday Supporter Liaison Officer to join the Operational Team. This role will be supported by a team of volunteer SLOs who will be responsible for assisting supporters with any queries on matchdays.

We were proud to be one of the highest scoring Clubs in the Safeguarding Audit conducted by the EFL during 2026.





DIGITAL & SOCIAL ENGAGEMENT

Bristol Rovers produce top quality multimedia content across multiple digital platforms, delivered to a highly-engaged online audience. During the 2026/27 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 has actively increased its output of shortform content including on TikTok and YouTube Shorts in order to reach a younger audience. We will continue to deliver fun and engaging content such as behind-the-scenes exclusives, matchday build-up with young fans, and player spotlights.

As well as a weekly newsletter, we have introduced a regular pre-match email that is sent to ticket holders the day before a match that includes a Fan Guide, travel info, and specific information about the matchday including any activations taking place.

The Bristol Rovers app was successful launched during the 2025/26 season, which is integrated with our website and allows users to access fixtures, official Club news, ticketing info and more. We also launched a Whatsapp channel to share important updates with supporters.

The Club is committed to increasing coverage of the Academy and Women's Team across all digital channels. We will also continue to deliver structured communication from senior leaders within the Club including the Chairman, CEO and members of the Senior Leadership Team.



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

The Pirates' Crew membership programme for young fans of Bristol Rovers has been relaunched for the 2026/27 season, with a greater focus on experiences and engagement.

Memberships include a Kids Primary Kit or Junior Primary Shirt depending on age, exclusive Pirates' Crew merch, tickets for specific games, exclusive events and a monthly prize giveaway.

The scheme provides young Bristol Rovers fans with unforgettable memories and helping build lifelong support of the Gas from an early age.

Events

The Club regularly welcomes supporters to events at The Memorial Stadium including Open Training Sessions and Club Shop Signings which are open to all. These events give fans the opportunity to meet players and take photos and autographs, creating special moments of interaction.

Following the installation of a large screen in the Fanzone, the Club is pleased to have the capacity to put on screenings of football matches including the World Cup, televised league games and other sporting events.

We also host events including an annual Remembrance Day Service, Christmas Party, Fans Matches, Grand Iftar and more.

ADDING VALUE FOR FANS

Feedback has shown that many supporters feel their Season Ticket could offer greater value for money by offering additional benefits, as well as securing their seat at every home league game.

New for the 2026/27 season, Bristol Rovers will be offering Season Ticket Holders the following benefits package:

- Exclusive matchday food and drink offers throughout the season
- Exclusive retail offer events and priority access to new product launches
- 10% off Hospitality bookings in our Poplar Hospitality Suite (for you and three guests)
- 10% off function room hire at The Memorial Stadium
- 10% off Community Trust mascot packages and summer schools
- Monthly Season Ticket super draw
- Exclusive ticket offers
- 125 Priority Points
- First refusal on all home cup games
- Free entry to a home Vertu Trophy group stage fixture
- Free entry to all Bristol Rovers Women home league games
- Discounts with local businesses



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 or get in touch via email at enquiries@bristolrovers.co.uk.

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 at media@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.

