



FAN ENGAGEMENT PLAN

AUGUST 2023 - JULY 2024

INTRODUCTION

AFC Bournemouth has in place various mechanisms to allow supporters and the club to work together to improve and the purpose of this Fan Engagement Plan is to clearly set these out in one document, as well as sharing our plans to build upon the current foundation of engagement with our supporters.

The Fan Engagement Plan will form the foundation of the future development of engagement between our club, our fans and our wider community. The Fan Engagement Plan will be updated annually and will take into account suggestions from supporter groups and a review of supporter feedback generally over the season as part of its continued development. A revised Fan Engagement Plan will be published prior to the commencement of each season.

Throughout our history, connection with our fans and the local community has been an integral part of our club. The Fan Engagement Plan allows us to build on our historical work within fan engagement and will be key in our development as we continue to grow. The Fan Engagement Plan provides a platform for structured engagement with supporters from across the club's diverse supporter base; it will strengthen dialogue between the club and its fans and increase fan involvement in key decision-making processes.

Involving and listening to fans as we continue our club journey will ensure that we are able to make better decisions that result in improved experiences for all.



COMMITMENT

CLARITY

Continue and develop clear and effective lines of dialogue between our supporters and their club to bring about collaborative change.

ENGAGE

Share ideas, experiences, improvements and plans.

TOGETHER

Representative, diverse supporters and club staff driving improvements and growth.



FOCUS FOR 2023/2024

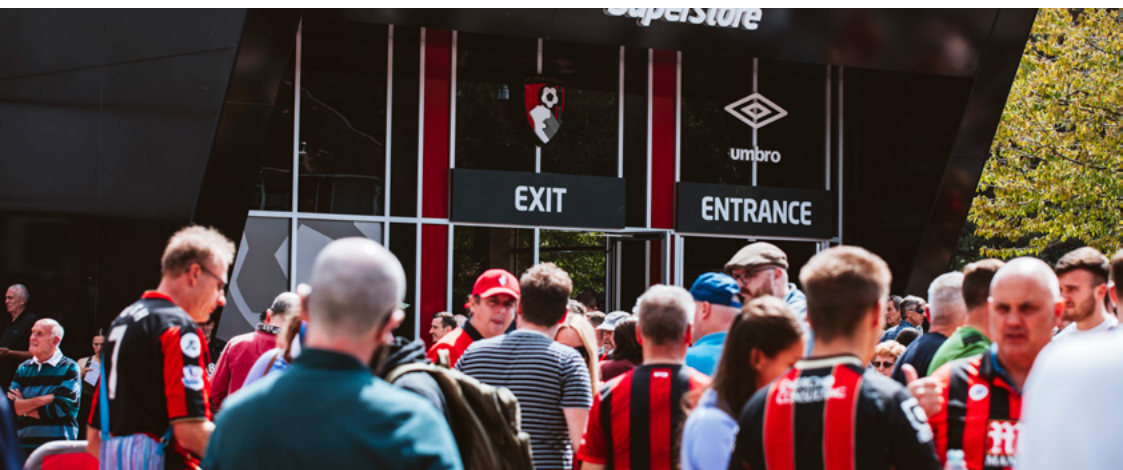
Introduction of the Fan Engagement Plan now allows us to build on what we have and lay a solid foundation for the future. The plans detailed here will allow us to further consult, agree and implement a firm base for developing the relationship between our club, our supporters and our community.

WE WILL

Work with the members of existing supporter groups to further develop the relationship with the club and clearly define their focus, i.e. matchday experience, equality, strategy, representation.

Build upon existing supporter and community engagement activities to develop additional representative groups, with planned implementation dates.

Further consult with groups on implementation of this seasons Fan Engagement Plan and the development of one for 2024/25.



CURRENT SUPPORTER ENGAGEMENT

EQUALITY FOCUS GROUP

The club's Equality Focus Group (EFG) is made up of season ticket holders, match points holders, staff and representatives from the club's supporters' groups. The EFG has representatives with lived experience from each of the protected characteristics. The EFG includes representative members from Proud Cherries, AFC Bournemouth DSA and the Equality, Diversity and Inclusion (EDI) board member from the Cherries Trust. All members are passionate about being an AFC Bournemouth supporter and playing a part in removing barriers faced by diverse football fans. Working with the club, the Equality Focus Group has the potential to influence EDI plans, policies, strategies and both the matchday experience and beyond at AFC Bournemouth. The group meets quarterly with the Operations Director, Head of EDI & Engagement, Head of Community and representatives from the club's ticket office.

Representative members of the EFG sit on these meetings to provide advice and guidance based on their lived experience and represent the views of the supporter group they represent. Representative members feed into the EFG representative on the FAB.



CHERRIES TRUST

The Cherries Trust is an independent supporter's trust for followers of AFC Bournemouth that is affiliated to the FSA. It has a democratically elected Board and is a voice for Cherries supporters in dealings with the club and in the club's community.



AFC BOURNEMOUTH DISABLED SUPPORTERS ASSOCIATION

AFC Bournemouth Disabled Supporters Association (DSA) is an independent group which aims to have a unifying voice to raise awareness for disabled fans. AFC Bournemouth and the DSA work in unison to focus on the experience of being a disabled supporter of the club. AFC Bournemouth DSA supports the club's Equality Focus Group with a representative from it's committee sitting on these meetings to contribute on accessibility topics and provide guidance based on their live experience of being a disabled supporter.

PROUD CHERRIES

Proud Cherries are AFC Bournemouth's official LGBTQ+ supporters' group with a current membership in excess of 100. Proud Cherries work alongside the club to engage with the local LGBTQ+ community, to educate staff and supporters around LGBTQ+ topics and to celebrate events such as Rainbow Laces and LGBT History month.

INTERNATIONAL SUPPORTERS GROUP

The club has established groups of Cherries supporters around the world from USA to Uganda to France, Norway and Turkey to South Korea, Russia, and Argentina to name but a few. The club regularly communicates with and supports these groups of distant Cherries fans to promote and grow AFC Bournemouth globally.



COMMUNITY SPORTS TRUST

AFC Bournemouth's Community Sports Trust currently engages with representatives who represent player and parent voices across a range of programmes run by the Community Sports Trust. The player and parent representatives meet with the programme project lead and other relevant staff throughout the season to provide feedback and ideas related to the development of the programmes they take part in.

BRAND & DESIGN

Groups of representative supporters are consulted on an ad hoc basis to guide and assess the club's plans in developing its brand through, as an example, it's new kit introduction or the look and feel of a planned initiative.

PLANNED ENGAGEMENT

SEASON 2023/24 FAN ADVISORY BOARD

The Fan Advisory Board (FAB) will be comprised of representative supporters, a club board member and/or Chief Executive together with other nominated senior club staff. Meeting twice a year, the FAB will focus at a strategic level, rather than day to day club or matchday matters, such as heritage assets, facility re-development, EDI strategy, wider promotion of our brand and image, together with engagement and communication strategies.

The club has consulted with existing groups to assist in planning for a representative FAB from season 2023/24 onwards. Each of the following groups will be invited to nominate one representative to be part of the Fan Advisory Board which will provide structure for information to be cascaded to supporter working groups.

- **Cherries Trust Board Nominee**
- **Equality Focus Group Nominee**
- **6 supporter representatives**

They will be joined by club staff:

- **Chief Executive**
- **Head of Community**
- **President of Business**
- **Head of EDI and Engagement**



It may be that other club staff or outside representatives are drafted in to attend a specific meeting of the FAB if agenda content makes it appropriate.

Fan Advisory Board supporter membership will be renewed every two years where supporters will apply to join the FAB through an application process. The FAB will be representative of the club's supporter base with representation across the following categories:

- **Season ticket holders**
- **Match point holders**
- **Various seat location within Vitality Stadium**
- **Length of time supporting AFC Bournemouth**

Additionally, FAB supporter representation will cover as far as possible a good cross section of age, gender and other protected characteristics.

SUPPORTER EXPERIENCE GROUP

The Supporter Experience Group (SEG) comprises of 12 supporters who represent a cross-section of fans across different stands, those who travel distances to games and those that are local, season ticket holders and points holders and across a variety of protected characteristics.

The SEG will meet a minimum of 3 times per season with the club's Chief Executive, Neill Blake and/or President of Business, Jim Frevola alongside representatives of the club's senior management team. The group will focus on the experience of being an AFC Bournemouth supporter and will regularly discuss matchday touchpoints but will also focus on non-matchday supporter engagement. The purpose of the group is to exchange ideas on how the club and it's supporters can work together within supporter experience.

COMMUNICATION FROM CHAIR, CEO OR PRESIDENT OF BUSINESS

The Chair, CEO or President of Business will communicate to our supporters twice per season to provide club updates.

SUPPORTER LIAISON UPDATE

A direct communication by the Supporter Liaison Officer (SLO) to supporters published on the website and across social media, these will resume with a minimum of two per season. The first for the 2023/24 season will be issued in September 2023. The updates will deal with matters or issues that directly affect supporters across all matchday touchpoints and sometimes beyond. The SLO Update will maintain a more informal communication channel between the club and our supporters.



WORKING GROUPS

The club plans to introduce a small number of working groups with a specific focus. In the past, such groups have included a Ticketing Working Group and Junior Cherries Focus Group. Furthermore, smaller EDI working groups will be established with specific focus on the club's EDI priority areas. These working groups will benefit from a more focused approach to a particular subject. They will be developed in consultation with the Cherries Trust, DSA and EFG.

SURVEYS

The club will commit to a minimum of two fan surveys per season which will be focused on the following areas:

- **Matchday experience**
- **Equality Diversity and Inclusion**

Surveys will provide valuable feedback in relation to both topics, with results discussed with the Fan Advisory Board and relevant supporter groups.

SUMMARY

Our Fan Engagement Plan is an opportunity to further develop our historical commitment to engaging with our fans, across all areas of our club. We recognise that having representative groups to provide a voice for our supporters is integral to our engagement, vision and connection with our fans. We would encourage supporters to engage with those groups and be respectful of fans who are involved. We also want to retain our open, friendly and inclusive approach to engagement with all supporters and you can connect with the club through feedback@afcb.co.uk

AFC Bournemouth is fully committed to our Fan Engagement Plan and we hope you will lend your support to further developing our connection with our fans.

ORGANISATIONS WE WILL WORK WITH

- Her game too
- Level Playing Field
- Premier League
- Independent Football Ombudsman
- Football Supporters' Association
- Kick It Out
- The Football Association



FAN ENGAGEMENT ASSOCIATED CLUB STAFF

Neill Blake – Chief Executive (Nominated board-level official)

Jim Frevola – President of Business (Nominated board-level official)

Elizabeth Finney - Operations Director

Steve Cuss – Head of Community

Hannah Powis - Head of EDI and Engagement (Supporter Liaison Officer)
hannah.powis@afcb.co.uk | **07867595771**

John Jennings – Disability and Engagement Officer
disability@afcb.co.uk

REFERENCE TO RELATED STRATEGIES

[EDI Strategy](#) **Find out more**

[Equality Policy](#) **Find out more**

[Supporter Charter](#) **Find out more**

[Support Services for fans – Website](#) **Find out more**



