



Stockport County  
Football Club

# Club Fan Engagement Plan



## Contents

- Opening Statement or Foreword
- Commitment to Regulation 128
- Fan Engagement Approach/Structure
- Timeline of Fan Engagement Activity
- Fan Advisory Board (FAB)
- Commitment to Heritage items
- Commitment to update fans
- Supportive fan group statement
- How fans can get involved
- Contact details



## Opening Statement

Welcome to Stockport County Fan Engagement Plan.

As COO, I am proud to present our vision, aims, values, and objectives for fan engagement. At Stockport County 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 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, passion, and respect 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 regular annual fans forums, bi-annual meetings with supporter groups, and creation of our EDI advisory group, and implementing fan feedback mechanisms to continuously improve the fan experience, such as the text line and our matchday 'Here to Help' team and online fan guides. 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 create a fan engagement strategy that not only meets their expectations but exceeds them. Thank you for your continued support and dedication to our Club.

Yours Sincerely,

**Tom Mahon**

**Chief Operating Officer**



## Our Fan Engagement Commitment

Stockport County 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, and fan forums.

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 Stockport County we have already achieved so much as a result of consulting and engaging our fanbase, such as;**

- An in-game text-message service for supporters to provide feedback or raise issues during a game.
- A quiet room at the ground which provides a safe, calm and controlled space for people to access on a matchday.
- The introduction of our friendly bench, which aims to combat loneliness and foster community connections.
- A survey was recently sent round to our adult and junior season ticket holders, as well as academy players, asking for feedback on what you would like to see implemented at Edgeley Park.
- Prior to the 2024/25 season kicking off, the Club announced plans to launch an external Equality, Diversity & Inclusion (EDI) Advisory Group.



## Our Engagement Structure

Stockport County'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 our Official Supporters' Club, The Supporters Co-Op, regularly throughout the season, hold fan forums, focus sessions and working group meetings. All these measures ensure we can listen and learn from supporters on what areas matter to them. We also have regular meetings with local council representatives who speak on behalf of both fans and neighbours.

The structure of our engagement activity is set out in the timeline below (page 6).

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 we also hold fan forums and focus sessions to allow all those 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 COO will also provide periodical updates for all our fans on the progress made against our Fan Engagement objectives.

All our meetings are attended by senior staff including a combination of Club President, Chairman, CEO and COO, as well as other club staff as deemed necessary for each engagement.



## Timeline of Fan Engagement Activity

<b>Month</b>	<b>Event</b>
August 24	Fans Forum (An evening event with senior Club staff open to supporters)
September 24	Q&A with Supporters Co-Op
December 24	Junior Supporters Christmas Event
February 25	Q&A with Supporters Co-Op
March 25	Season Ticket Holder Event
April 25	Junior Supporters Q&A



## Fan Advisory Board (FAB)

Stockport County is delighted to have introduced a Fan Advisory Board (FAB), starting this season, with a specific focus on Equality, Diversity and Inclusion, under our banner of County Collective. The FAB will meet with senior Club representatives regularly over the season and its remit is to engage the Club in respect of making the Club open and accessible to all.

### **Some examples of the topics we intend to cover with the FAB include but not limited to:**

- The Club's vision and aspirations for the future whilst respecting traditions and heritage
- The Club's work regarding supporter engagement, match-day experience (home and away) and the Club communicates
- The Club's ticket policies and procedures, stadium facilities and general updates about stadium developments
- Provide expert advice on EDI, under-represented and minoritised groups and developing good practice at the Club to encourage greater representation from diverse groups.
- Provide a route to consult with people from different communities, to ensure input from people with a diversity of backgrounds and experiences.
- Monitor and evaluate progress towards achieving the EDI outcomes, objectives and incremental targets set by the Club.



## Our Commitment to YOU

Stockport County 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 leadership 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 and encourage supporters to get in touch by the following methods.

**Email** – [slo@stockportcounty.com](mailto:slo@stockportcounty.com)

**Text** – Text SCFC to 60777, followed by your message

**Telephone** – 0161 266 2600





## How To Get Involved

We'd love to hear back from our supporters on this Fan Engagement Plan (FEP).

Supporters can get involved in Stockport County's Fan Engagement Plan by reaching out to our designated contact person or senior staff member responsible for fan engagement. The Club will provide 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' group, please [click here](#).

To see contact details for relevant staff, please [click here](#).