

2024/25

FAN ENGAGEMENT PLAN



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This document outlines the club's approach and commitment to fan engagement.

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OPENING STATEMENT

Dear supporter,

Welcome to the West Bromwich Albion Football Club Fan Engagement Plan.

As a proud, lifelong Albion supporter, I am delighted to present our vision and objectives for fan engagement. The Albion has been an important part of my life from the moment I first attended a game at The Hawthorns three decades ago. My pride and passion for the club has only increased during my time working here and now, in my role as Director of Communications, I am determined to continue the positive fan engagement we have developed in recent years.

At the Albion, the unwavering support of our loyal fans is not taken for granted. Fans are central to our decision making and whether we are discussing season ticket prices, kits, or the matchday experience, supporters' needs are our priority.

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 a meaningful way, providing them with unique and memorable experiences that go beyond matchdays.

Our club values state fans' needs are our focus and that ethos guides all of our interactions with supporters. We are committed to building strong relationships with fans 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 a commitment to regular face-to-face meetings with supporters' clubs and fan groups. We have also implemented 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 create a fan engagement strategy that not only meets their expectations but exceeds them. Thank you for your continued support and dedication to the Albion.

Yours faithfully,

Ian Skidmore
Director of Communications

FAN ENGAGEMENT COMMITMENT

West Bromwich Albion 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 group meetings, working group sessions, social media, and The Albion Assembly, our dedicated fan forum.

In line with EFL Regulation 128, 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 Albion we have already achieved so much as a result of consulting and engaging our fanbase on important subjects such as kit designs, ticket pricing, matchday atmosphere and accessibility. Engagement now plays a key role in the club's strategy and feedback from supporters on important issues is valued highly.

The club encourages inclusivity and diversity within the fan base and all supporters' groups. We are proud to work alongside a broad range of supporters' club, who play an important role in representing our diverse fanbase.

COMPLAINTS

To ensure that any complaint is dealt with promptly and efficiently, the club prefers all post-match or non-match day related complaints to be made in writing and the club will respond in writing. In the first instance customers and supporters should contact the office or department relevant to their query or complaint. The club shall endeavour to respond to such query or complaint within 14 days. If a complaint has not been dealt with speedily and efficiently by the office or department concerned, the customer or supporter should then write to The Managing Director.

After the club complaints stage, fans can refer complaints to IFO, now an ADR body. The complaints procedure is club in the first instance, and then the IFO. Contact details for the IFO can be found below:

Address:

The Independent Football Ombudsman, Premier House, 1-5 Argyle Way,
Stevenage, Hertfordshire, SG1 2AD

☎ 0330 165 4223 (charged at your local rate)

✉ contact@theifo.co.uk

🌐 www.theifo.co.uk



FAN ENGAGEMENT APPROACH

Albion'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 dedicated fan forum, The Albion Assembly, regularly throughout the season, and hold focus sessions and working group meetings on specific areas. All these measures ensure we can listen and learn from supporters on what areas matter to them. A list of our recognised supporters groups can be found on our website.

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 Albion Assembly meetings to ensure all supporters are aware of the activity undertaken. The club 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 our Fan Engagement lead, and our approach is one of inclusivity and transparency.

The club aims to meet with The Albion Assembly quarterly and commits to a minimum of two meetings per season.

FAN ENGAGEMENT ACTIVITY

Albion's Fan Engagement Activity is aimed at informing a wide range of supporters and stakeholders on the key issues relating to the club.

Formed in January 2015, the Albion Assembly is our flagship engagement group. The club aims to meet with the Albion Assembly quarterly and commits to a minimum of two meetings per season.

In addition, sub-committees of the Albion Assembly, meet to discuss and provide feedback on a range of issues, including ticket pricing, kits, fan behaviour and matchday atmosphere.

The club also meets regularly with Shareholders for Albion – an organised group of fans who collectively own 12.2% of shares in West Bromwich Albion Group.

In addition, the club meets with All Access Albion, our designated fan accessibility group, Proud Baggies, our LGBTQ+ supporters' club, and our Her Game Too representatives.

Senior staff, including Managing Director Mark Miles and Director of Communications Ian Skidmore, also visit branches of the West Bromwich Albion Official Supporters' club regularly throughout each season.

The club also welcomes the recent formation of an Independent Supporters' Trust, which once fully established, will also be privy to regular meetings with senior staff.



COMMITMENT TO UPDATE FANS

West Bromwich Albion 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 Fan Engagement Plan 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 Director of Communications will provide regular updates on the performance of the Fan Engagement Plan, 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.

 West Bromwich Albion Official /  @WBA /  @WBA

 West Bromwich Albion /  wba.co.uk

HOW TO GET INVOLVED

Supporters can get involved by joining a branch of the West Bromwich Albion Official Supporters' club, Shareholders for Albion, or the newly-formed Independent Supporters' Trust.

Periodically, the club recruits new members for the Albion Assembly, and will advertise the application process across its communications channels.

To read more about the club's established supporters' groups please, [click here](#).

CONTACT THE CLUB

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