



FAN ENGAGEMENT PLAN

WEST BROMWICH ALBION



CONTENTS

2	Opening Statement
3	Fan Engagement Commitment
3	Review of 2024/25 Activity
4	Fan Engagement Approach
4	Fan Advisory Board
5	The Albion Assembly
6	Fan Engagement Activity
7	Commitment to update fans
7	Complaints
8	How fans can get involved

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, fan groups, our fan forum, The Albion Assembly, and our recently launched Fan Advisory Board. 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.

Ian Skidmore

Director of Communications & Fan Engagement

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, The Albion Assembly, our dedicated fan forum, and the recently launch Fan Advisory Board.

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 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.

REVIEW OF 2024/25 ACTIVITY

Albion undertook a review of its 2024/25 Fan Engagement Plan to assess the effectiveness of its commitment, approach and activity. This process was key in identifying opportunities for improvement.

The Albion Assembly was highlighted as an ongoing success, providing the club with key dialogue with fans on a wide variety of subject matters. However, the scale of the Assembly, which has more than 30 members, means some confidential matters cannot be discussed in depth. Key discussions and confidential matters are discussed at meetings – but the scale of the group sometimes means not all voices are heard, and there is not always time to discuss agenda items in the depth required to drive meaningful change.

Since the publication of the 2024/25 Fan Engagement Plan, the club has launched a Fan Advisory Board (FAB), which will have nine members, be co-chaired by a club representative and, like the Albion Assembly, attended by senior club personnel and directors. At the time of the 2025/26 Fan Engagement Plan's publication, the FAB is at the recruitment stage and it is hoped it will meet for the first time before the end of 2025.

In addition, club directors are invited to and attend branch meetings of official supporters clubs and will continue to do so in the future with a more pro-active approach. Club directors regularly meet with representatives of Shareholders for Albion (S4A) – frequently with its chair and vice-chair and once per year with its members. Though the function of S4A is to represent shareholders in West Bromwich Albion Group, it is acknowledged that the vast majority – if not all – are supporters of the football club and these meetings are an important part of the club's engagement with fans.

The review highlighted the importance of maintaining a two-way dialogue with fans and the importance of all supporter groups. The club will remain openminded in its approach to future fan engagement, continually evolving its plans as it strives to lead the way in this area.





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.

FAN ADVISORY BOARD

The club officially launched its Fan Advisory Board (FAB) in May 2025 as part of the club's ongoing commitment to supporter engagement.

The FAB is part of the club's wider Fan Engagement Plan and will be a high-level, strategic conduit for two-way dialogue between supporters and the club's key decision makers.

The newly formed advisory board, which has been endorsed by Albion Chairman Shilen Patel, is expected to meet for the first time in September 2025 and will facilitate the exchange of ideas and feedback on a formal basis.

WHO WILL BE ON THE FAB?

The FAB will consist of nine supporter representatives and will be chaired by co-chairs; one representative of the club and one who will be elected from within the fan representatives of the FAB. It will meet with senior club officials four times per season, with the club's Managing Director attending at least two meetings.

Of the nine fan positions, three will be reserved for representatives of supporter groups, with one seat for All Access Albion, one for Proud Baggies, and a further seat reserved for a future, FSA-approved Independent Supporters Trust, while two representatives will be democratically elected from The Albion Assembly.

Four further positions will be open to supporters who attended at least five home or away matches during the 2024/25 campaign, of which a minimum of two will be season ticket holders.

Each of the three supporter groups with a reserved seat will be asked to name their appointed representative on an annual basis.

The four supporter representatives will serve a maximum of two, three-year terms, while Albion Assembly representatives will serve a maximum of three, two-year terms. This model – which ensures not all nine seats are vacant in the same year – was formulated by an Albion Assembly Working Group and received FSA approval.

Director of Communications & Fan Engagement, Ian Skidmore, convened a Working Group of seven Albion Assembly members, who met with the FSA's Head of Supporter Engagement and Governance, Ashley Brown, to establish the FAB's constitution.

WHO WILL BE ON THE FAB?

The FAB will meet with the club on four occasions per season, as well as meeting independently on other occasions.

Following a recruitment process, the first expected meeting with the club will be in September 2025. More information on agendas, minutes and meeting summaries can be found in the FAB constitution, [here](#).

WHAT WILL BE THE FAB'S SCOPE?

The FAB will retain a focus on topics including the club's strategic vision and objectives, business operations, the stadium, key matchday issues, any relevant heritage items, community activities and the club's equality, diversity and inclusion (EDI) commitments. Sporting and on-field issues will not form part of proposals.

HOW DOES THE CLUB MANAGE APPLICATIONS?

To apply for a position, supporters completed an online Fan Advisory Board application form. Applications were made via the EFL's iRecruit portal, which ensures anonymised shortlisting.

All applicants had to be aged 18 years or over.

The club actively encouraged applications from supporters across all protected characteristics and asked applicants to read the FAB Terms of Reference and Code of Conduct before applying.

WHAT HAPPENED NEXT?

An anonymised shortlisting process was carried out by a Fan Advisory Board selection panel, which consisted of two Albion Assembly Working Group members, the FSA's Head of Supporter Engagement and Governance, Ashley Brown, Cyrille Regis Legacy Trust Chair, Julia Regis, and the club's Director of Communications & Fan Engagement, Ian Skidmore.

In-person interviews will be held with suitable candidates at The Hawthorns on July 8, 9, 10. Interviews will be conducted by two independent representatives and one club representative.

THE ALBION ASSEMBLY

The club will continue to meet its dedicated fan forum, The Albion Assembly – which currently has 36 members – 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, [here](#).

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 focus sessions to discuss specific areas.

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.

The recently launched Fan Advisory Board will be the club's flagship engagement platform and will regularly meet with senior club officials.

Formed in January 2015, the Albion Assembly is an important, long-standing 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 own 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 and recognised by the Football Supporters' Association, will also have a seat on the Fan Advisory Board.

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 & Fan Engagement 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.

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

Tel: 0330 165 4223 (charged at your local rate)

Email: contact@theifo.co.uk

Website: www.theifo.co.uk

Supporters are encouraged to raise any match day issues with the nearest steward to try and resolve the problem there and then. If this is not possible the process identified at above should be followed.





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](#)

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