

FAN ENGAGEMENT PLAN

WEST BROMWICH ALBION

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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 & Fan Engagement, 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.

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 Fan Advisory Board, as well as the Independent Supporters' Trust. 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
Chief of Staff & Communications Officer

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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.



FAN ENGAGEMENT APPROACH

FOOTBALL SUPPORTERS' ASSOCIATION (FSA)

The Club actively engages with the Football Supporters' Association (FSA) on fan engagement matters, seeking and adopting best practices alongside its commitment to this area.

The Club was shortlisted for the Fan Engagement Award at the FSA's annual awards in December 2025, ultimately missing out to Bristol City. A panel of industry experts shortlisted for the award and highlighted the club's proactive approach to successfully launching its Fan Advisory Board (FAB), alongside its decade-long engagement with supporters through the Albion Assembly.



FAN ADVISORY BOARD (FAB)

The club officially launched its Fan Advisory Board (FAB) in May 2025, as part of the club's ongoing commitment to supporter engagement, which was documented in its 2025/26 Fan Engagement Plan (FEP).

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

The FAB, which has been fully endorsed by Albion Chairman Shilen Patel, met formally for the first time in October 2025, with subsequent meetings in January 2026 and May 2026.

The FAB is constitutionally required to meet four times per season and will continue to do so on a quarterly basis.

2025/26 MEETING SUMMARIES

The constitution of the Fan Advisory Board can be found, **here**.

October 2025
January 2026
May 2026



A MESSAGE FROM CO-CHAIR DAN HEAD

Welcome to the new season, Baggies.
As we look ahead to a new campaign, it is a good opportunity to reflect on the Fan Advisory Board's first full year and the progress that has been made in representing Albion supporters.

Last season brought its challenges on the pitch, but throughout that period the FAB remained committed to maintaining a constructive dialogue with the club and ensuring supporters' views were represented. As a new Fan Advisory Board, our first year has been about coming together as a group, building strong relationships and developing a clear understanding of our role. While that foundation has been important, we are proud that the FAB has also delivered meaningful progress.

Over the past year, we successfully campaigned for the upgraded stadium sound system, raised supporters' concerns around ticketing and loyalty points directly with the club, and helped progress discussions on future heritage initiatives and supporter involvement in kit planning. We have worked closely with fellow supporter groups on many of these issues and recognise the efforts of those who have campaigned before us and alongside us. Positive change is often the result of a collective effort, and we are proud to play our part alongside so many passionate Albion supporters.

As we enter the new season, we are introducing dedicated working groups, enabling smaller groups of FAB members to work more closely with club representatives on key priorities including ticketing, inclusivity, heritage and the wider matchday experience. We believe this more focused approach will encourage deeper discussion, quicker progress and stronger collaboration, helping to ensure supporters' voices continue to influence the decisions that matter most.

The progress made during our first year has only been possible because of the commitment shown by everyone involved. FAB members continue to volunteer their own time alongside work and family commitments because they care deeply about West Bromwich Albion, while the club has continued to engage openly with us across a wide range of subjects. That willingness to listen, discuss and challenge each other respectfully is essential if supporter representation is to make a meaningful difference.

West Bromwich Albion has always been defined by the passion and loyalty of its supporters. The FAB looks forward to continuing to work constructively with the club throughout the new season. We will collaborate wherever possible, but we will also continue to challenge and push where necessary to ensure the voice of supporters is heard and considered in the decisions that shape our football club. You can also keep up to date with the work of the Fan Advisory Board by following our new X account, @wbafanboard, where we will share updates on our activity and engagement with the club. We will also be holding supporter drop-in sessions at The Hawthorns throughout the season, providing fans with the opportunity to meet members of the FAB, raise questions and discuss the issues that matter most. Dates and further details will be announced in due course.

Here's to a successful season for everyone connected with the Albion. Boing Boing.

Dan Head
Co-Chair
West Bromwich Albion Fan Advisory Board

FAN ADVISORY BOARD MEMBERS



Dan Head
Co-Chair
Dan is Co-Chair of Albion's Fan Advisory Board, working to ensure supporters have a real voice in the future of the club. Dan has followed Albion all his life and cares deeply about keeping club traditions alive and making matchday experiences better for all. Earlier this year, Dan was able to take his five-year-old twin girls to their first game. In his day job Dan is Global Sales Director for a major beverage company - and looks to bring a global outlook, strategic thinking and group leadership to this role.



Richard Jefferson
Vice-Chair & Albion Assembly Representative
Richard is a home and away season-ticket holder who has followed the Albion since his first game in 1974. He has been an active and vocal member of the Albion Assembly since its launch in 2015. He will represent the Assembly on the Fan Advisory Board. He is passionate about meaningful fan engagement and believes it is vital fans' concerns, ideas and feedback are not only heard but listened to by the club's leadership.



Christian Black
Member
Christian is a lifelong Baggies fan, attending his first game at the age of six and is now a proud home season-ticket holder. Outside of football, he works in the charity and education sector, bringing significant experience in representation, democratic processes, and governance. With a strong commitment to community and accountability, Christian combines his love for the Baggies with a career dedicated to making a positive impact.



Clare Sidaway

Member & All Access Albion Representative

Clare is a season ticket holder of more than 30 years and feels privileged to represent the supporter group All Access Albion on the Fan Advisory Board. She currently works in a senior role with the Ministry of Justice with previous work in the education sector. At the FAB, Clare reflects the views of a group of Albion supporters either with a disability or health condition themselves, or with personal experience of the challenges faced by disabled people when attending football matches. She attends matches home and away with her disabled teenage son.

All Access Albion's agenda is clear:

- **Adaptability**
- **Liaising and Learning**
- **Breaking barriers**
- **Inclusivity**
- **Openness**
- **No voice goes unheard**



Shin Aujla

Member & Apna Albion Representative

Shin has been a season ticket holder for more than 30 years and is Chair of Apna Albion supporters' group that he represents on the Fan Advisory Board. He also travels to watch England play home and away when he can.
He previously served a three-year term on the National Council of the Football Supporters' Association and has worked as a Senior Leader and Director at two professional football club foundations and Chairs the Inclusion Advisory Group at a County FA. Nationally he supports The FA as an EDI Community of Practice Ambassador.



Dean Walton

Member & Albion Assembly Representative

Dean has been watching the Baggies since the 1960s and is a home and away season-ticket holder, with experience of watching Albion play in 21 countries. He is Chairman of the Warwick Baggies, a committee member of the club's official supporters' club, an Albion Assembly member, runs BATS (Baggies Abroad Travel Service) and is a member of Shareholders for Albion. Dean brings extensive formal experience of representing fans and is the author of three Albion books: Born to be a Baggie (parts 1 & 2) and Proud to be a Baggie.

Sarah Kerton
Member & Proud Baggies Representative
Sarah has been a Baggie from birth, attending her first game with her brothers in 1993, before purchasing her first season ticket after the launch of Proud Baggies, the LGBTQ+ supporters' group she represents on the Fan Advisory Board. Sarah is the Deputy CEO of NUS UK, and Chair of the Board of a youth engagement charity.

Ben Deeley
Member
Ben is a long-standing Birmingham Road End season-ticket holder, who attended his first game in 1993. He has travelled far and wide in the pursuit of football, visiting 127 stadiums in 19 countries. Ben lives more than 100 miles from The Hawthorns and aims to give a voice to fans who support the club from outside the local area. Away from football, he is an auditor with significant experience in financial services.

Mark Whitehouse
Independent Supporters' Trust Representative
Mark is a well-known Albion supporter, who many will know by his nickname, "Snarka". He is the elected Chair of the Club's Independent Supporters' Trust.
Mark has been attending games at The Hawthorns since 1962 and the club is literally in his blood – as he's the great-grandson of Sammy Richardson and the great-nephew of Billy Richardson, both of whom played for Albion.
Away from The Hawthorns, he is proud to serve as the West Bromwich Poppy Appeal Organiser.



THE ALBION ASSEMBLY

The club will continue to meet its dedicated fan forum, The Albion Assembly – which currently has 35 members – regularly throughout the season and hold focus sessions and working group meetings on specific areas. All these measures ensure we can consult and collaborate with supporters on key matters. A list of our recognised supporters' groups can be found on our website, here.

To strengthen and formalise Albion Assembly activities, the Club formed a working group of existing members to draft a constitution. Despite being active since 2015, the Assembly did not have a constitution, which all parties believe will outline a successful framework for its future. The constitution, which was ratified by a full meeting of the Assembly on Wednesday, May 20, introduces the roles of Co-Chair, Vice-Chair and a Membership Secretary. It also introduced fixed terms for new and existing members.

The Albion Assembly constitution can be found, **here.**

The Club is committed 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.

2025/26 ALBION ASSEMBLY MEETING MINUTES

November 2025
February 2026
May 2026

Please note, the September 2025 meeting was reserved to elect two Assembly members to the club's FAB and there is not a public summary of that meeting.

INDEPENDENT SUPPORTERS' TRUST (IST)

The Albion Independent Supporters' Trust is an independent, fan-led group providing a democratic and inclusive voice for West Bromwich Albion fans.

The IST is endorsed by the FSA, and its board was formally ratified at an EGM in July 2026. The club has agreed to meet formally with the IST four times per season, on a quarterly basis, once its existing board has been democratically elected. A democratically appointed representative of the IST sits on the club's FAB.

The IST aims to represent fairly and inclusively the voices, interests and concerns of all Albion fans, from all backgrounds and locations.

This includes campaigning on issues that impact the fan experience – such as match day experience, ticket prices, accessibility and fixture scheduling.

The IST also seeks to protect and celebrate the heritage, traditions and history of the football club, and strengthen the relationship between the club and its loyal supporters.

Albion welcome the introduction of the IST, which will challenge and support the club as a critical friend, providing independent, fan-driven feedback.

You can find more information on the IST on their website, www.albiontrust.org

JOIN NOW



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 Fan Advisory Board is 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.

Shareholders for Albion	August 2026
Fan Advisory Board	September 2026
Albion Assembly	September 2026
Independent Supporters' Trust	October 2026
Shareholders for Albion	November 2026
Fan Advisory Board	December 2026
Albion Assembly	December 2026
Independent Supporters' Trust	January 2027

Shareholders for Albion	February 2027
Fan Advisory Board	March 2027
Albion Assembly	March 2027
Independent Supporters' Trust	April 2027
Shareholders for Albion	May 2027
Fan Advisory Board	May 2027
Albion Assembly	June 2027
Independent Supporters' Trust	June 2027

* This timeline is illustrative of the club's intended 2026/27 meeting cadence. All dates are subject to change.

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 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 Independent Supporters' Trust.

In line with their respective constitutions, the Club recruits new members to the Albion Assembly and Fan Advisory Board, and will advertise the application process across its communications channels, when appropriate.

To read more about the Club's established supporters' groups please, click **here**.


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