



Fan Advisory Board (FAB)

Fourth meeting of 2024/25
Monday 16th June 2025, 5pm - 7pm
The Flag, Craven Cottage

Attendees

Fulham FC

Alistair Mackintosh (AM) - CEO
David Daly (DD) - Club Director, Nominated Board Level Official for Fan Engagement
Peter Limbert (PL) - General Counsel
Carmelo Mifsud (CM) - Communications Director
Jack Burrows (JB) - Marketing Director
Jamie Nicholson (JN) - Head of Supporter Services
Nicola Walworth (NW) - Supporter Relations Manager
Eleanor Rowland (ER) - Director of Safeguarding & Inclusion
Mike McSweeney (MM) - CEO, Fulham FC Foundation
Huw Jennings (HJ) - Head of Football Development, Academy

Fan Advisory Board

David Claridge (DC) - FAB Chair
Gianfranco Ludovici (GL) - FAB Vice Chair
Mark Davies (MD)
Simon Duke (SD)
Rowena Pinder (RP)
Graham Uhama (GU)
Joie Gormlie (JG)
Iraina Cadbury (IC)
Liam Vincent (LV)
TJ Fogarty (TF) - (Dialled in)

Agenda

1. End of year Review (45 mins)
 - a. Round up of FAB activities
 - b. Club feedback on FAB performance
 - c. Look ahead to next season
2. Working Group Updates (60 mins)
 - Loyalty Points (GU)
 - a. Issues around lack of detailed data

- b. Discuss previous analysis undertaken by the club
 - c. Explore opportunities for club to work together with FAB
- Women's football (IC)
 - a. All female focus group key findings
 - b. FFC Women's team update
- Sponsorship (RP)
 - a. Forward visibility on front of shirt sponsor
 - b. Sponsorship activity for next year
 - c. SBOTOP update
- Fan Zones (GU)
 - a. Demand from younger and female supporter groups
 - b. Opportunities to work with Bishops Park
 - c. Upcoming atmosphere group

3. Outstanding Issues (10 mins)

- Matchday ticket pricing dates
- Fan Engagement survey results

6. AOB (5 mins)

Minutes

1) End of Year Review

DC introduced the meeting, emphasising the importance of reviewing the past year's achievements and challenges. He highlighted the need to evaluate the progress made and plan for the upcoming year to ensure continuous improvement and effective functioning of the FAB. DC reviewed the FAB's achievements, including establishing the FAB and its functions, the development of ticketing principles, successful discussions about season ticket pricing, and a generally healthy relationship with the club. He also acknowledged areas where there is still work to do, such as early survey access, the loyalty points system and sponsorship deliberations.

DC highlighted the development of ticketing principles as a significant achievement. These principles were established to ensure fair and transparent ticketing processes, which was well-received by the Club and positively impacted the season ticket pricing discussions.

CM provided an assessment of the FAB's progress from the club's perspective. They acknowledged the positive strides made but also acknowledged areas that required further improvement to enhance the effectiveness of the FAB. The discussion emphasised the importance of setting new objectives for the next season. JN outlined future plans for the FAB, including a fan forum, increased engagement with younger supporters and an atmosphere committee.

- Action: Establish how best to use the relationship with the young supporters group and consider adding a younger member to the FAB. (JN)
- Action: Activate the new atmosphere working group and plan sessions leading up to December to present findings to the club. (JN)

2) Working Group Updates

a. Loyalty Points (GU)

The discussion highlighted the limitations on the group's ability to move forward its work in this area, particularly due to a lack of detailed and accurate data, and behind the scenes work the Club is doing but the FAB has not been party to. GU and JB suggested exploring different types of loyalty beyond just points accumulation. This could include recognizing fans' engagement with the club in various ways, such as attending events, participating in community activities, and other forms of support. GU and JB proposed to have regular meetings between the FAB and the Club to address the loyalty points system's challenges. These meetings would facilitate better communication, data sharing, and collaborative problem-solving.

JN discussed the importance of improving the matchday atmosphere and fan engagement, including the creation of an atmosphere working group and exploring new ideas for fan zones. An atmosphere working group is planned to focus on enhancing the matchday experience. This group will explore various ideas and initiatives to present to the Club for activation on matchdays/during games.

JB requested that we also consider the fan experience for Fulham FC Women's fixtures at Motspur Park, with a desire to drive higher attendances for home matches at the Training Ground in light of the team's promotion to the Women's National League, tier 4.

- Action: Set up regular meetings between FAB and the Club to discuss loyalty points and other related topics. (GU, JB)

b. Women's football

IC reported on the recently held Women's Focus Group, highlighting key issues such as safety, merchandising, and social media engagement. The Women's Focus Group raised concerns about safety, particularly when walking back from matches. They suggested implementing a buddy system or other measures to ensure the safety of female fans. Merchandising was another key issue discussed. The group expressed a desire for more diverse and appealing women's clothing options, as well as better representation of women's football in the club's merchandise. The group highlighted the need for improved social media engagement, suggesting more community-focused content and better promotion of women's football through social media channels.

- Action: Contact Retail Director to discuss the merchandising ideas from the Women's Focus Group. (JN, IC)

c. Sponsorship

JN provided an update on sponsorship from the commercial team, including on the situation with the main shirt sponsor, which has been in the news. The Club was clear that it has planned for various eventualities. He also discussed other current partnerships as well as future opportunities. The club is exploring various options to secure new sponsorship deals that align with the club's values and objectives.



d. Fan Zones

GU discussed the concept of fan zones as a way to improve fan engagement. These zones would provide dedicated areas for fans to gather, interact, and participate in pre-match activities, contributing to a more vibrant matchday experience. IC mentioned exploring interactive activities, such as games and live music, to engage fans before and during matches. It was noted that the use of Bishop's Park is difficult and the footprint of the stadium prevents a permanent 'Fan Zone' being created. However, the club is committed to continually improving the fan experience at Craven Cottage and welcomes ideas to trial.

3) Outstanding Issues

- a. Matchday ticket pricing dates
- b. Fan Engagement survey results

DC asked about Matchday Ticket Pricing - JB noted that the Club is currently still on sale with Season Tickets (general sale now beginning following the seat hold and waiting list periods). The Club has received a very strong renewal rate for 25/26, and once new season ticket sales have been completed the Club will review the match by match inventory.

JN noted the engagement survey results and the plan to review the key findings in a future session in the next two weeks.

- Action: Set up session to go through the key findings of the engagement survey results with FAB. (JN)
- Schedule a meeting to discuss match day ticket pricing with FAB. (JB, JN)

AOB

DC concluded the meeting, noting that the next meeting is scheduled for September 2025.