



FAN ENGAGEMENT PLAN

SEASON 2025/26

INTRODUCTION

In March 2023, the Premier League introduced a new Fan Engagement Standard, unanimously voted in for by Premier League Clubs, and is designed to ensure long-term meaningful engagement between Football Clubs and supporters.

At Sheffield United, we are committed to engaging with our fan base through structured dialogue, and reinforce our commitment, in order to provide an important link between supporters and Club personnel.

Our 25/26 Fan Engagement Plan (FEP) sets out the Club's key aims and objectives, as well providing fans with updated information and an holistic guide to Fan Engagement. In order to provide accountability, a summary report of the Club's fan engagement achievements will be published at the end of each season.

All details regarding our Fan Engagement Standard can be found here: [**https://www.sufc.co.uk/fans/fan-engagement-strategy-advisory-board/**](https://www.sufc.co.uk/fans/fan-engagement-strategy-advisory-board/)

Further details regarding the Premier League's Fan Engagement Standard can be found here: [**www.premierleague.com/news/3117739**](https://www.premierleague.com/news/3117739)



“It is abundantly clear that the Fan Engagement Plan and, specifically, the collaborative working with the Fan Advisory Board is proving to be beneficial for the supporters of the Sheffield United Football Club.

The creation of the ‘Fan Zone’ and our commitment to introduce ‘Safe Standing’ are fantastic examples of what our partnership is achieving and long may it continue. Additionally, on a personal level, I believe the regular meetings with the FAB are advantageous to provide communication and understanding to all parties.

Meaningful dialogue on a consistent and sustained basis will continue. Over the past two years, foundations have been established, and we are keen to strengthen the relationship between the Club and supporters.”

STEPHEN BETTIS
Chief Executive Officer

FAN ADVISORY BOARD

In supporting the Premier League's Fan Engagement Standard (and now also the EFL's, and WSL Football), the Blades agreed to a series of commitments in the 23/24 and 24/25 seasons, with the most prominent of these being the introduction of our Fan Advisory Board (FAB). This provides a new forum for fan group representatives and independent fans to represent the interests of supporters, with the Fan Advisory Board being a consultative body, representative of club supporters and is relevant to all teams across the club.

The FAB's primary purpose is to consult and engage with fans, creating structured and strategic dialogue with regards to off-field matters, and assist the club in decision making. During its preliminary season our FAB provided advice and support to the club's leadership in developing and delivering key projects pertaining to fan interests, including but not limited to:

- Competition matters;
- Enhancing the fan experience (physical and digital);
- Stadium development projects;
- Sustainability, corporate and social responsibility initiatives;
- Improving fan products and services (including ticketing and membership products and pricing);
- Football governance/heritage assets e.g club crest, home shirt colours, naming of stadium.
- Providing support and resources to representative groups and the wider fanbase.



Our Fan Advisory Board comprises of twelve representative supporters, and there is a minimum of 2 meetings per season.

The Club itself is represented on the FAB by the following personnel:



STEPHEN BETTIS

CEO & Fan Engagement
Board Representative



JON HELLIWELL

Fan Engagement Strategy
Project Lead & Supporter Liaison
& Disability Access Manager



KEVIN COOKSON

Club Fan Engagement
Representative & Head of Media

Additional senior Club staff members are also in attendance at selected meetings where required, including, but not limited to: Head of Facilities, Ticketing Manager, Head of Commercial, Head of Women's Football and Head of Health & Safety.

FAB SUPPORTER REPRESENTATIVES



BOB DYSON

bob.dyson@sufc-fab.co.uk

Chair of the Fan Advisory Board



CALLUM CHESWICK

callum.cheswick@sufc-fab.co.uk

Marketing & Social Media Representative



JAMES LALEY

james.laley@sufc-fab.co.uk

Equality, Diversity & Inclusion Representative and
Chair of Rainbow Blades



JILL PYPER

jill.pyper@sufc-fab.co.uk

Stadium Development & Facilities Representative



KATHRYN WOODWARD

kathryn.woodward@sufc-fab.co.uk

Senior Blades Representative and Chair of Senior Blades



ANGELA GREENWOOD

angela.greenwood@sufc-fab.co.uk

Community Representative



ROWAN COCKIN

rowan.cockin@sufc-fab.co.uk

Students & Juniors Representative



SAM FROST

sam.frost@sufc-fab.co.uk

Commercial and Hospitality Representative



SHANE ROBSHAW

shane.robshaw@sufc-fab.co.uk

Ticketing & Loyalty Representative



SHAUN ALVEY

shaun.alvey@sufc-fab.co.uk

Disability Representative & Chair of Sheffield United Disabled Supporters Club (SUDS)



SIMON CHRISTIE

simon.christie@sufc-fab.co.uk

Marketing & Social Media Representative



TRACEY STAFFORD

tracey.stafford@sufc-fab.co.uk

Fan Experience Representative

We would like to give a warm welcome to our new Fan Advisory Board members, and also thank Bob Uttley and Phil Ridley for their service last season, who have now both stepped down from their roles. Our current FAB will remain in place for the remainder of the 25/26 season, and will be assessed prior to the start of the 26/27 season.

If you would like to raise anything with the Fan Advisory Board (comments, ideas or feedback), please do so by contacting one of the members of the board using the details above, or for more generic enquiries, please email info@sufc-fab.co.uk. When contacting the Fan Advisory Board, please only contact one member/email address at any one time.

FAN ENGAGEMENT COMMITMENTS 25/26

- To publish the Club's third Fan Engagement Plan
- To meet a minimum of twice throughout the season with the Club's Fan Advisory Board
- To seek regular feedback from supporters through a number of supporter surveys (results from these will be discussed with the FAB).
 - EFL Supporters Survey
 - Level Playing Field Supporter Survey
 - Equality, Diversity & Inclusion Survey (once every two seasons)
- To continue to improve disabled supporter services around the ground
- To continue to provide a dedicated point of contact for supporters through the club's Supporter Liaison Officer and provide a dedicated point of contact for disabled supporters through the Club's Disability Access Officer
- To continue to provide an holistic matchday experience through a number of matchday initiatives including (Our new Blades Fan Zone, Home Debut Scheme, United Cashback Initiative, Blades Family Hub, Audio Descriptive Commentary, Sensory Room & John Street Family Stand Entertainment)
- To work with the FAB to assist promoting & drive campaigns, including offers & incentives throughout the season to the student community
- To support the FAB with their commitment to introduce a free membership programme to drive communications, understanding and promote initiatives across the Blades community with the main aim of reaching more fans and building broader engagement. The aim is to attract 2000-2500 members by the end of the 25/26 season
- To continue to provide support and resources to supporters' clubs, representative groups and the wider fanbase – including the launch of our new Supporter's Club Model
- To work collaboratively with the FAB and wider supporter base to enhance the in stadia matchday fan experience / atmosphere, including that of the SB89 group
- To continue to consult with supporters on the rollout of Safe Standing throughout the 25/26 season.



GROUPS & ORGANISATIONS WE CURRENTLY WORK WITH

In addition to our current supporter groups, the Club will also continue to engage with the following organisations to achieve our Fan Engagement objectives:

- Level Playing Field
- Kick it Out
- Her Game To
- The Premier League / EFL
- Independent Football Ombudsman (IFO)
- Football Supporters Association (FSA)
- The Football Association
- The Fan Experience Co.



EQUALITY, DIVERSITY & INCLUSION ADVISORY GROUP

As well as our Fan Advisory Board, the Club also has its own external equality, diversity and inclusion advisory group (EDIAG), which is made up of a small team of volunteers that are external to the Club, along with Club and Foundation staff from key positions.

The individuals all have a responsibility to provide our internal Equality Working Group with independent knowledge, apply critical thinking to our inclusion work, and to ensure a consistently vigorous and all-inclusive approach to any tasks at hand.

The group meets quarterly, and each member will serve a maximum of 2 years, with the option of one additional year.

HOW TO REPORT AN INCIDENT OF DISCRIMINATION IN FOOTBALL

At Sheffield United we are passionate about promoting greater equality across the club and take a zero tolerance approach to any form of discrimination. We all have a part to play when it comes to ending discrimination in football. If you see or witness any form of discrimination in football either at a match or online then please report it to...



TO A STEWARD OR SLO

If you want to report an incident during a match then please talk to your nearest steward or Supporter Liaison Officer who will be able to assist straight away and respond appropriately.



TO SUFC COMPLAINTS

To report an incident when a steward isn't present, or if you feel more comfortable emailing, you can report any incidents or complaints directly to us by emailing complaints@sufc.co.uk



TO KICK IT OUT

Should you feel more comfortable reporting an incident or complaint to someone outside of SUFC, you can do so anonymously to Kick It Out via the Kick It Out App or by calling 0800 169 9414 and speaking directly to a Kick It Out staff member. Alternatively, you can email report@kickitout.org

KEY CONTACTS / USEFUL INFORMATION

KEY LINKS

Disabled Supporter Services

www.sufc.co.uk/fans/disabled-supporters-information/

Matchday Fan Experience

www.sufc.co.uk/fans/families-juniors/

Fan Engagement Strategy

<https://www.sufc.co.uk/fans/families-juniors/fan-engagement-strategy>

Key policies

www.sufc.co.uk/club/policies

Women's Visitor Guide

www.sufc.co.uk/women/united-women-visitor-guide/

STAFF

Fan Engagement Strategy Project Lead & Supporter Liaison & Disability Access Manager - [Jon Helliwell - jon.helliwell@sufc.co.uk](mailto:jon.helliwell@sufc.co.uk)

Club Fan Engagement Representative & Head of Media
[Kevin Cookson - kevin.cookson@sufc.co.uk](mailto:kevin.cookson@sufc.co.uk)

Equality, Diversity & Inclusion Manager
[Jack López - jack.lopez@sufc.co.uk](mailto:jack.lopez@sufc.co.uk)

Ticketing - boxoffice@sufc.co.uk

Commercial - commercial@sufc.co.uk

Blades Superstore - retail@sufc.co.uk

SUFC Women - womensfootball@sufc.co.uk

Marketing - marketing@sufc.co.uk

General Enquiries - info@sufc.co.uk

Please note we will endeavour to reply to your email within 48 hours.

FOLLOW US ACROSS SOCIAL MEDIA



@SHEFFIELDUNITED / @SUFC_WOMEN

**THANK YOU FOR
YOUR SUPPORT**

