



Wycombe Wanderers Football Club **Fan Engagement Plan**



Introduction

I am proud to share our Fan Engagement Plan, shaped by our club's vision, values and mission statement for how we should connect with our supporters. At Wycombe Wanderers Football Club, it is you, the fans, which are at the centre of everything we do as a football club, both on and off the pitch.

Our club vision is simple but powerful: to create a successful football club, firmly rooted in its community, rewarding supporters, sponsors, and customers with an environment of great entertainment, first-class service, and high-quality facilities. Fan engagement plays a vital role in our journey to be a successful football club. We are committed to creating an inclusive, welcoming, and interactive experience that fosters a powerful sense of belonging for all supporters.

The Club continues to hear from a wide range of supporters, working closely with the Wycombe Wanderers Supporters Trust and the Wycombe Wanderers Foundation, and keep open lines of communication with the EFL. Feedback from Family Excellence assessments and fan surveys plays a crucial role in shaping improvements across the club and the stadium experience.

By working in collaboration together, we are determined to enhance the fan experience for our supporters that visit Adams Park and embed the football club into the roots of the community.

Thank you for your continued support and commitment to Wycombe Wanderers Football Club. We cannot wait to welcome you back to Adams Park for the 2025/26 season.

Yours sincerely,

Tim Davies

Chief Financial Officer | Wycombe Wanderers Football Club

Key staff supporting Fan Engagement

- **Tim Davies**
 - Chief Financial Officer
- **Julie Hancock**
 - Head of Commercial
- **Ryan Isaac**
 - Ticketing and Supporter Services Executive and SLO (Supporter Liaison Officer)
- **Matt Cecil**
 - Head of Media



Our Supporter Engagement Commitment

Wycombe Wanderers Football Club takes immense pride in its reputation as a friendly community-based football club.

It is committed to offering the very highest standard of customer service. As part of the updated EFLs Supporter Engagement regulations (R128), all 72 football league clubs are to provide a Fan Engagement Plan to supporters and the EFL.

This Fan Engagement Plan is designed to outline how WWFC delivers this commitment.

Such is our culture; we go much further than the league's minimum requirements. This plan is reviewed annually to ensure that it is kept up to date in the light of changing laws, regulations, and best practice.

The ambition of Wycombe Wanderers is to create a successful football club, which is fully accountable to and involved with its community. It should offer value for money and professional service whilst engaging its supporters, customers, local businesses, local authorities, and community groups in a collective drive to bring success and respect to the town of High Wycombe and the county of Buckinghamshire.

The Club pledges to discuss any heritage items that may be in scope of consultation, such as any matters linked to the Clubs name, badge, stadium, and the areas of the club's history.

The Club continues to improve and provide opportunities for fans to be involved and over recent seasons, we have committed to enhance the way that we set out to achieve this.

Collaboration and Sharing

Wycombe Wanderers Football Club commits to provide regular updates to supporters, where possible, regarding its fan engagement activity.

Fans should feel involved in the process regarding fan engagement; therefore, we are committed to listening to feedback and the views of supporters regarding an aspect of this Plan.

This plan might change from time to time. Should changes be made to the Clubs Fan Engagement Plan, the Club will communicate the changes made to supporters at the earliest possible time, along with reasoning behind the changes.

The club is committed to transparency, so the Club is open to feedback from supporters regarding its Fan Engagement Plan.

The Wycombe Wanderers Supporters' Trust is fully supportive of the Club's new formal Fan Engagement Plan. It is a great stride in developing the structure of meaningful engagement with our fanbase and it is a positive commitment from all concerned.

We reiterate the Club's views that we are on a journey together and it is important that we continue to align on various aspects of activity and progress. It's also imperative that we are also allowed to challenge and seek clarity from the Club on issues of importance, and through the mechanisms outlined in the FEP, and our direct representation on the Club Board, we believe we will continue to work together to achieve our goals and keep supporters at the heart of decisions affecting our Club.

Tony Hector

Trust Nominated Club Director

Wycombe Wanderers Supporters Trust

Club Heritage and Assets

Adams Park is one of the club's primary heritage assets, which is safeguarded by Wycombe Wanderers Supporters Trust via Frank Adams Legacy Limited. Additionally, heritage assets include club memorabilia, club name and identity (crests and club colours).

The club is committed to complying with all elements of the Model Rules set out by the Football Supporters Association regarding its resolutions.

Any changes to the protection of heritage assets, such as Adams Park, club memorabilia, or the club's name, crest, and colours, require approval through a Legacy Member resolution.

The Wycombe Wanderers Trust Board cannot alter these protections without a formal vote from Legacy Members, ensuring the club's history and identity remain safeguarded.



Review of 2024/2025 Fan Engagement Achievements

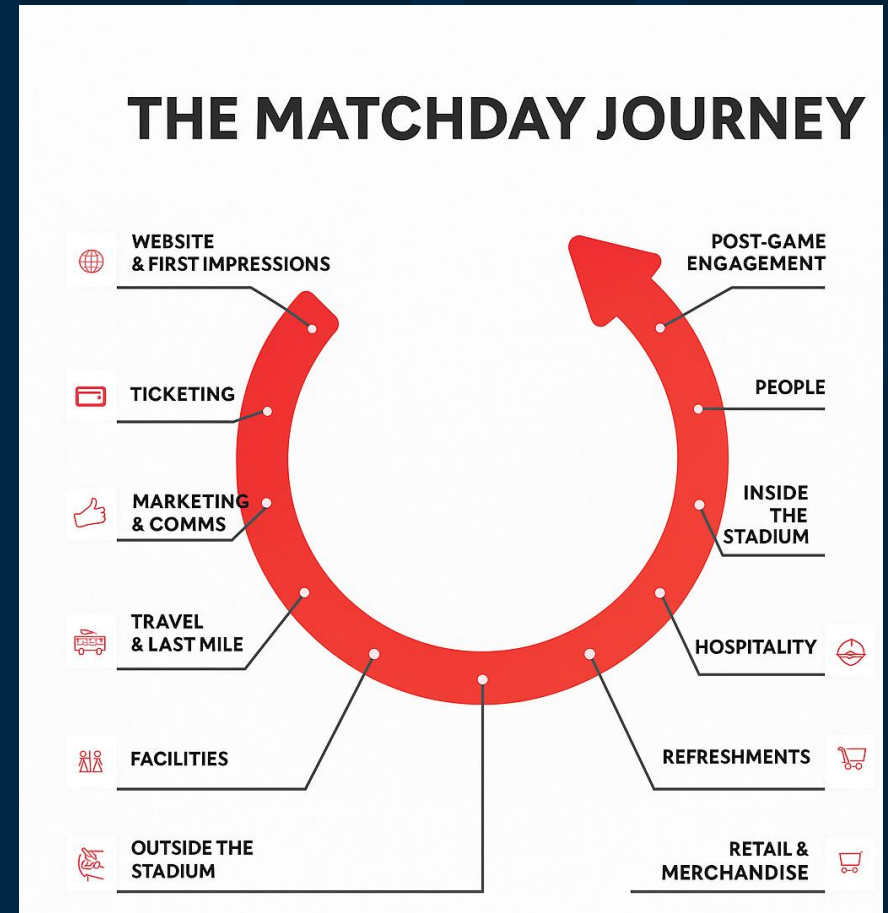
The Club implemented a range of fan engagement initiatives throughout the 2024–25 season.

- A Supporter Liaison Officer (SLO) was present at all home fixtures and many away fixtures to support and assist fans.
- In response to concerns raised regarding travel and transport, the Club introduced:
 - A new park and ride service (WW1);
 - A park and stride initiative in collaboration with a local school was re-launched.
- A dedicated Fans' Forum focusing on football matters was hosted, featuring a "Meet the Manager" format.
- A Club owner attended a Supporters' Trust meeting, and regular Trust-led supporter meetings were conducted, with representation from members of the Club's Board of Directors.
- Enhancing the matchday experience remained a core priority, with the Club retaining its Silver EFL Family Excellence status for the 2024–25 season.
- A mid-season supporter survey was launched to gather feedback, which directly informed improvements in the second half of the season, including:
 - New ticketing initiatives and promotional offers.
 - Enhancements to food and beverage provision.
- The Club continued to prioritise accessibility and inclusivity by working with the Club's Foundation to distribute sensory packs for supporters with additional needs.

Fan Experience Touchpoints

The club uses a framework to review and improve the matchday experience in a variety of ways. This is known as the Touchpoint Journey.

The EFL also measures and feedback on the Touchpoint Journey via the Family Excellence Award. Using this framework and listening to fans feedback, the club can identify areas that require improvement and act when required.





2025/2026 Fan Engagement Commitments

- **Fans Forums'** - Hold two structured Fans' Forums per season.
- **Open Training Session** - We will endeavour to host at least one open training session at a Wycombe Wanderers location.
- **Matchday Feedback QR Codes:**
- **Launch Revised Fan Engagement Plan:** Each season we will launch a revised Fan Engagement Plan, applying the learnings from previous years. We will also update the FEP throughout the season if updates are required.
- **EFL Family Excellence:** To maintain our Silver award with the aim to achieve a Gold Award for Family Excellence.



Find out more!

Feedback is important to Wycombe Wanderers Football Club, especially regarding our Fan Engagement Plan.

Supporters can get involved and feedback to the Club by contacting the Supporter Liaison Officer or Senior Lead Contact. Supporters can join established fan groups or participate in club events to help shape the future of fan engagement at Wycombe Wanderers Football Club.

Matters of fan experience of high importance, alongside our commitment to accessibility, equality, diversity and inclusion and community participation and engagement.

To see contact details for relevant staff please [CLICK HERE](#)

Details regarding our fan organisations can be found [here](#).

