



STOKE CITY
FOOTBALL CLUB

FAN ENGAGEMENT PLAN 2024/25

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FOREWORD



“WE KNOW THIS COMMITMENT WILL BE BEST DEMONSTRATED, NOT ON PAPER, BUT BY OUR ACTIONS AND HOW WE DELIVER OVER A CONCERTED PERIOD OF TIME.”

Thank you for taking the time to read our inaugural Fan Engagement Plan – a document that has been months in the making with a great deal of dialogue and conversation having taken place to get us to this point.

We hope our passion for bringing Stoke City fans closer to their club comes across strongly in this document, albeit we know this commitment will be best demonstrated, not on paper, but by our actions and how we deliver over a concerted period of time.

The process began with you telling us shortly after the conclusion of the 22/23 season that our fan engagement needed to improve, after which we embarked upon a vast and hugely important period of consultation.

We wanted to leave no stone unturned in learning from the successes and failures of the past whilst also gaining a genuine understanding of what our fans wanted the future to look like.

I'd like to thank everyone that took part in the consultation for your valuable contributions. It has been greatly appreciated by us all.

We have had dialogue with the Football Supporters' Association, the EFL and many of our fellow football clubs, as well as building our plan with the Premier League Fan Engagement Standard in mind.

We have structured our plan around the four key areas of (i) Leadership Commitment, (ii) Stoke City Connect, (iii) Fan Assemblies and (iv) Fan Events.

Our biggest challenge was to select the right replacement for the Supporters Council; a model of organised consultation that had been in place for over a decade and had in the past served the Club well.

We believe our new model, Stoke City Connect, will provide opportunities to increase transparency on the Club's objectives, for us to hear more views from across our diverse fanbase, for supporters to be more involved in important club matters and for the outcomes of meetings to be communicated more effectively. We can't wait to get started on bringing the new model to life and you will see in this document that there is a lot of work to do.

This Fan Engagement Plan covers the 24/25 season, but also represents the next stage in a long journey. We know we won't always get it right and in some cases we might not always agree, but we do have an ongoing commitment to learning and improvement and ultimately making our fan engagement methods the best they can be. That is why it's so important to facilitate high-quality two-way dialogue at all times.

We have made a clear commitment in this document. The work to deliver on our promises – and to create a connection between fans and club that can make us all proud – begins now.

Thank you for your support.

**Simon King,
Chief Operating Officer**



PROJECT TIMELINE TO DATE

JULY 2023

- Survey sent to Stoke City supporters.
- Feedback received that consultation needed to improve.

AUGUST 2023

- Announced that the era of the Supporters Council had come to an end.

NOVEMBER 2023 TO JANUARY 2024

Thorough period of consultation under five key themes.

- Examples of poor fan engagement.
- What great fan engagement looks like.
- What a great supporter advisory group looks like.
- Big ticket items fans wish to be consulted on.
- Types of desired initiatives and events.

FEBRUARY 2024

Supporter Engagement Plan published for 24/25 – Four key areas

- Leadership Commitment
- Stoke City Connect
- Fan Assemblies
- Fan Events



CONSULTATION

Whilst working on our Fan Engagement Plan, we consulted each of the following.

- Season Card holders
- Match ticket purchasers
- Open survey available to all fans
- Sponsors
- Students
- Juniors
- Women and Girls players
- Overseas fans
- LGBTQIA+ fans
- Supporters living with disabilities and long-term health conditions
- Hospitality guests
- Community groups via our Trust
- Representatives of Supporters' Clubs
- Stoke City staff
- Football Supporters' Association
- EFL
- Fellow football clubs





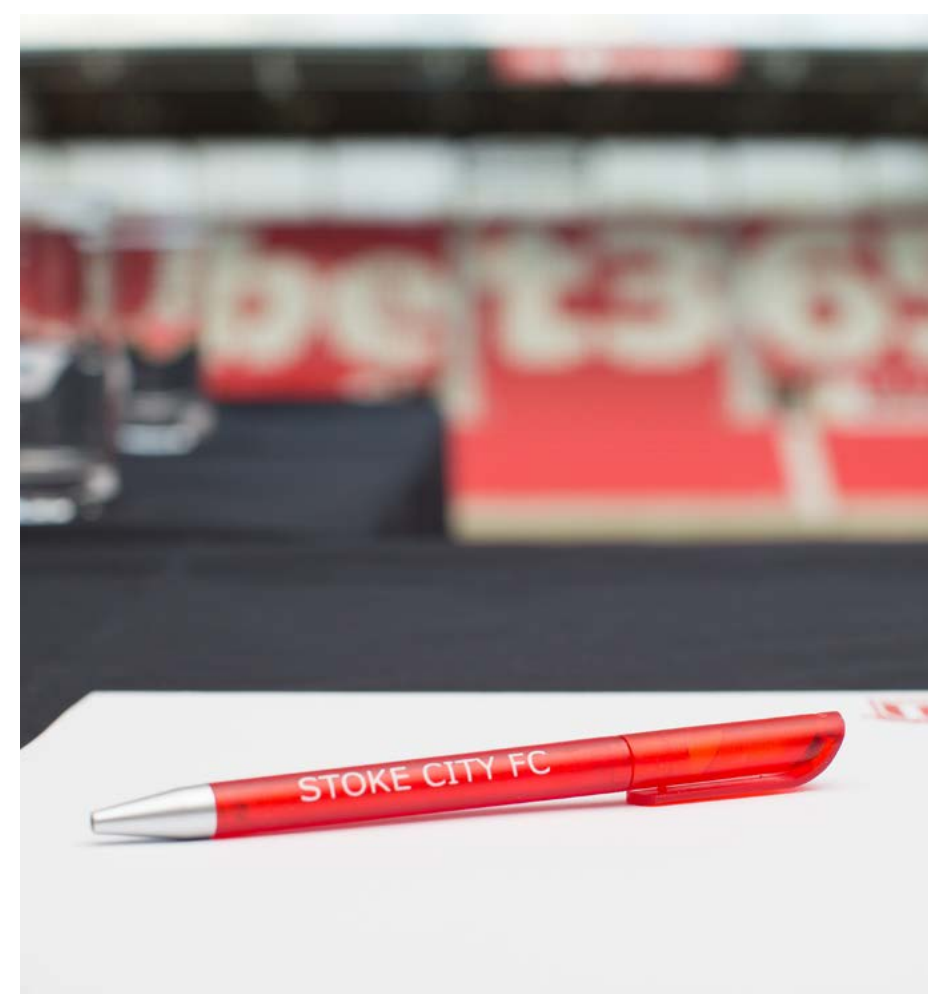
FAN ENGAGEMENT PLAN 24/25



FAN ENGAGEMENT KEY AREAS



LEADERSHIP COMMITMENT



STOKE CITY CONNECT



FAN ASSEMBLIES



FAN EVENTS



LEADERSHIP COMMITMENT



A CULTURE OF PUTTING FAN EXPERIENCE AT THE HEART OF OUR MISSION AS A CLUB IS MANDATED BY OUR OWNERS, DRIVEN BY OUR SENIOR LEADERS AND AN EXPECTATION WE PLACE UPON EVERY ONE OF OUR STAFF.



LEADERSHIP COMMITMENT

- **Fans' forums** with our Chairman, Technical Director and Head Coach on at least two occasions per season.
- **A minimum of two question-and-answer sessions** with senior leaders responsible for off-field matters per season, with the agenda driven by questions from fans.
- **Dedicated Head of Supporter Experience** employed at senior leadership level within the Club.
- **Inauguration of a new fan panel** for organised consultation, Stoke City Connect (more details to follow).
- **Commitment to Fan Assemblies** to consult all supporters on matters of importance affecting the fanbase and club.
- **Publishing a new Fan Engagement Plan** each season, applying the learnings from previous years.



STOKE CITY CONNECT



After listening to what supporters of the Potters want from their fan engagement top-table, we are excited to reveal Stoke City Connect as the new replacement for the Supporters Council.

Appointments to Stoke City Connect will be made through a formal application process with the interview panel made up of independent supporters of the Club based on recommendations from fans.

The make-up of Stoke City Connect will be more diverse, the agenda will focus on broad matters that impact the fanbase as a whole and the outcomes of meetings will be communicated more widely than ever before.

We hope these improvements will lead to greater unity between the Club and our supporters. We can't wait to bring it to life.

– Simon King, Chief Operating Officer



STOKE CITY CONNECT: KEY INFORMATION



Former Supporters Council to be replaced by Stoke City Connect.



Decision on number of Stoke City Connect members to be made by the interview panel.



Stoke City Connect members to be appointed via an application and interview process.



50% of quarterly meeting agenda club-led around future vision and objectives.



Appointments based around lived and professional experience, with diversity encouraged.



50% of quarterly meeting agenda defined by the Stoke City Connect panel.



Interview panel made up of independent individuals with a love of Stoke City.



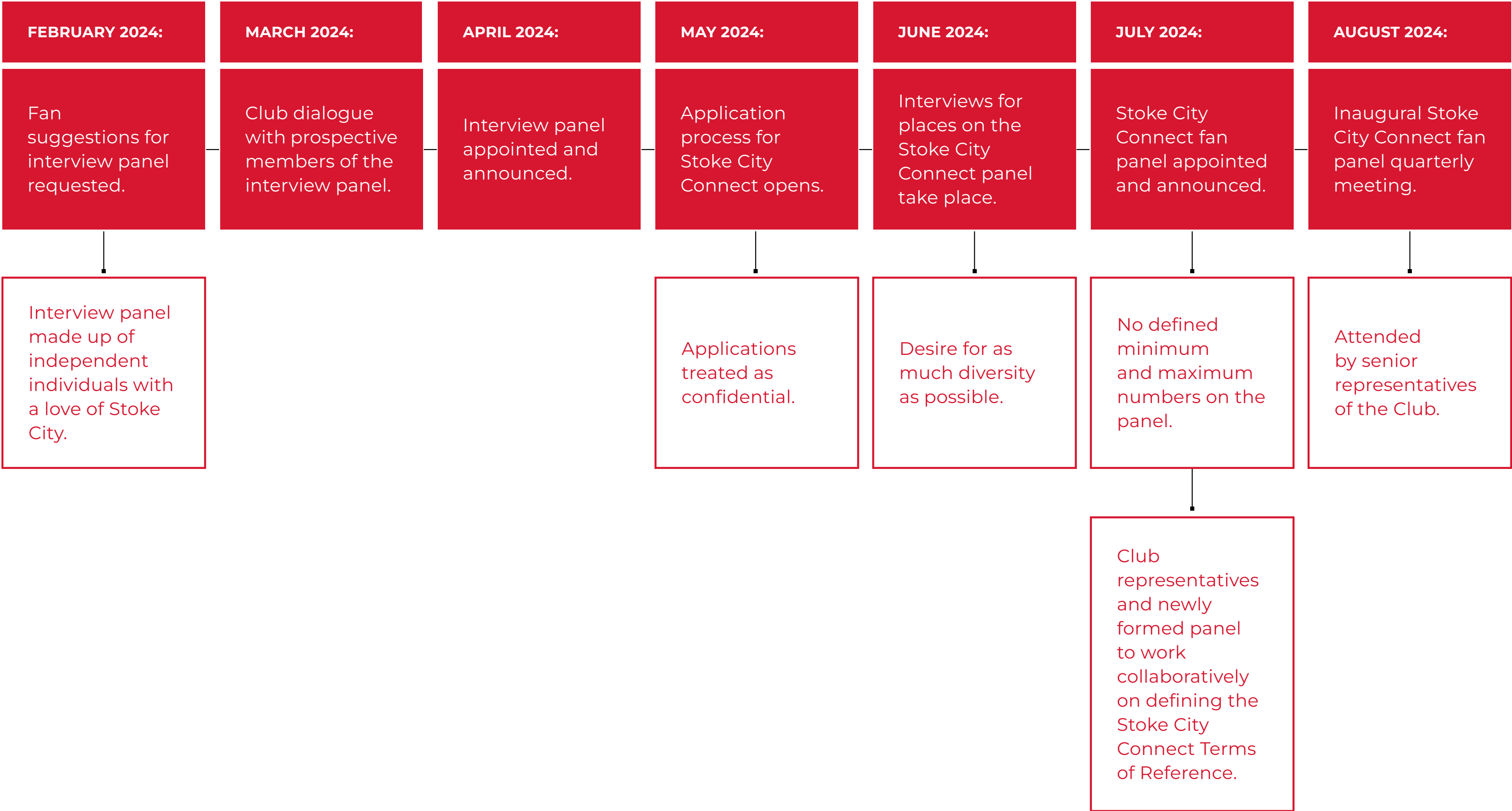
Outcomes of Fan Assemblies discussed.



More coverage and opportunities for fans to attend.



STOKE CITY CONNECT: FORMATION





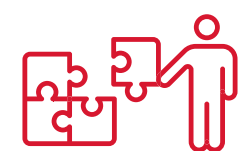
FAN ASSEMBLIES



FAN ASSEMBLIES

Events will take place at the bet365 Stadium, with invitations extended to the entire fanbase to contribute ideas and opinions on topical and important issues.

Subjects of the assemblies are likely to include, but will not be limited to, elements of matchday and digital experience, ticketing & retail and how to broaden our appeal to more fans. For example:



Season Card strategy



Retail ranges



Licensed standing



Website and app



Stadium development

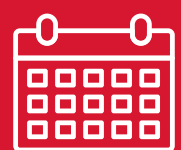


Matchday experience





FAN ASSEMBLIES



At least four Fan Assemblies per year.



Timing of the assemblies will be flexible and dynamic.



Open to all fans.



Ideas and open debate.



Timely and meaningful topics.



Opportunity for non-attenders to share views online.



Fan Assembly outcomes discussed at Stoke City Connect meetings.



Assemblies facilitated by industry experts and senior staff.



FAN EVENTS



FAN EVENTS

Following a 23/24 season during which we are executing a step-change in our approach to additional supporter events, the Club has confirmed that this commitment will continue for 24/25.

- At least **12 fan events** per year.
- Pre-season **open training session**.
- Regular Season Card holder events to say **thank you** and **reward loyalty**.
- Junior Potter events at **Halloween, Christmas and Easter**.
- **Commitment** to trialing new event concepts.



AT LEAST 12 FAN
EVENTS PER YEAR



AN EXAMPLE FAN ENGAGEMENT CALENDAR

June 2024 <ul style="list-style-type: none">• Fan Assembly.• Season Card holder event.	July 2024 <ul style="list-style-type: none">• Fans' Forum with Chairman John Coates, Technical Director Ricky Martin and Head Coach Steven Schumacher.• Chief Operating Officer Simon King online Q&A.• Fan event on pre-season tour.• Open training session.• Season Card holder event.	August 2024 <ul style="list-style-type: none">• Stoke City Connect quarterly meeting.• Season Card holder event.	September 2024 <ul style="list-style-type: none">• Fan Assembly.• Season Card holder event.• Buxton Supporters' Club Meet the Players Event.	October 2024 <ul style="list-style-type: none">• Junior Potters' Halloween event.• Knypersley and Biddulph Supporters' Club Meet the Players Event.• Swedish and Norwegian Stokies social event.	November 2024 <ul style="list-style-type: none">• Stoke City Connect quarterly meeting.• Season Card holder event.
December 2024 <ul style="list-style-type: none">• Fan Assembly.• Junior Potters' Christmas party.	January 2025 <ul style="list-style-type: none">• Season Card holder event.• Celebration of Life event at Stoke Minster.	February 2025 <ul style="list-style-type: none">• Fans' Forum with Chairman John Coates, Technical Director Ricky Martin and Head Coach Steven Schumacher.• Chief Operating Officer Simon King online Q&A.• Stoke City Connect quarterly meeting.• Leek Supporters' Club Meet the Players Event.	March 2025 <ul style="list-style-type: none">• Fan Assembly.• Season Card holder event.	April 2025 <ul style="list-style-type: none">• Season Card holder event.• Knypersley and Biddulph Supporters' Club Meet the Players Event.	May 2025 <ul style="list-style-type: none">• Stoke City Connect quarterly meeting.• Season Card holder event.



HAPPY TO HELP

In addition to the actions outlined within this Fan Engagement Plan, Stoke City retains a day-to-day commitment to outstanding customer service and fan experience.

We continue to urge fans who wish to raise a query to contact the Club via **supporters@stokecityfc.com**, to engage with our post-match surveys, or to approach members of our friendly team directly by email or in person.

You can be assured that we will always be happy to help.

“STOKE CITY IS A CLUB THAT HAS YOUR BEST INTERESTS AT HEART.”

EFL FAMILY EXCELLENCE AWARDS ASSESSMENT



Name	Role	Email
Simon King	Chief Operating Officer	simon.king@stokecityfc.com
Anthony Emmerson	Head of Supporter Experience	anthony.emmerson@stokecityfc.com
Thomas Holdcroft	Head of Marketing and Communications	thomas.holdcroft@stokecityfc.com
Adrian Hurst	Head of Community	adrian.hurst@stokecityfc.com
Nathan Le-Moine	Head of Retail	nathan.le-moine@stokecityfc.com
Paul Richards	Head of Safeguarding	paul.richards@stokecityfc.com
Nick Robinson	Head of Facilities	nick.robinson@stokecityfc.com
Craig Simmonds	Head of Venue	craig.simmonds@stokecityfc.com
Becky Davies	Ticket Office Manager	becky.davies@stokecityfc.com
Courtney Allerton	Ticket Office Supervisor / Disability Liaison Officer	courtney.allerton@stokecityfc.com



ONGOING COMMITMENT

At Stoke City, we will strive for progressively more effective fan engagement by committing to the following:



Help existing supporters' clubs and provide player/staff appearances.



Aim to increase the number of Stoke City supporters' clubs.



Commitment to equality, diversity and inclusion in all areas of the club.



Learn lessons from best practice at other clubs.



Circulate surveys after home fixtures and act upon the feedback gathered.



Share news, important information and content with fans via the Club's communications channels.



Maintain dialogue with local community groups.



Timely responses to messages to supporters@stokecityfc.com and elsewhere.



Trial new events and ways of engaging with fans.



Strive for our fan engagement to continue to improve.



Publish an updated Fan Engagement Plan each year.



UNITED STRENGTH IS STRONGER



The launch of our first Fan Engagement Plan is the start of an ongoing process. Our work in this area will not be perfect, but we hope this plan gets us off to a strong start.

We will keep our fan engagement activities under constant review and are committed to continual improvement. For that reason, two way dialogue with our fans has never been more crucial.

Thank you for being with us, every step along the way.

– Simon King, Chief Operating Officer

