

A photograph of the Burnley Football Club stadium at dusk, with a purple and blue sky. A tall floodlight tower is visible on the left. The stadium building has a sign that reads "BURNLEY FOOTBALL CLUB" and a flag is flying on a pole in front of it.

BURNLEY

FOOTBALL CLUB

Fan Engagement Plan

2025/26



MISSION STATEMENT

Burnley Football Club's 2025-26 Fan Engagement Plan

This plan outlines the aims and objectives of the Club's formal fan engagement network and highlights the key areas we will consult supporters on throughout the 2025/26 season. It reflects our commitment to a more collaborative approach, with fans playing a central role in shaping improvements across the Club.

CONTENTS

04	<i>MESSAGE FROM THE CHAIRMAN</i>
06	<i>MESSAGE FROM OUR HEAD COACHES</i>
08	<i>OVERVIEW: LAST SEASON IN REVIEW</i>
14	<i>CASE STUDIES</i>
16	<i>2025-26 OBJECTIVES</i>
18	<i>CLUB INITIATIVES</i>
20	<i>TURF MOOR TRANSFORMATION</i>
21	<i>FAN EXPERIENCE STRUCTURE</i>
23	<i>NOMINATED BOARD LEVEL OFFICIAL</i>
24	<i>FAN EXPERIENCE TEAM</i>
25	<i>SUPPORTER SERVICES HUB</i>
26	<i>FAN ADVISORY BOARD (FAB)</i>
29	<i>SOCIAL MEDIA PLATFORMS</i>
30	<i>SUPPORTER GROUPS</i>
31	<i>CLUB VALUES & COMMITMENTS</i>
37	<i>BURNLEY FC IN THE COMMUNITY</i>
38	<i>CLARETS PARTNERS</i>
39	<i>CONTACTING THE CLUB</i>



MESSAGE FROM THE CHAIRMAN

ALAN PACE

Burnley Football Club has been on quite the journey over the past few years but one thing that remains a constant is the unwavering support of our fans.

Home or away they are there in numbers, cheering the team on, showing commitment through the highs and lows on what we call the rollercoaster that is football.

Burnley is unique in so many ways, and it has immense pride for its football club. Heading into the town, you feel it, you see it, the pride for the badge. Whether it be people in Burnley branded clothing, car stickers in

vehicles, or overhearing animated conversations. As a custodian of this football club, it's a great honour for me to guide us in an ongoing upward trajectory and I do that with the support of the fans.

Our work around fan engagement continues to go from strength to strength, with the Fan Advisory Board playing a key role in helping us to shape decisions at the Club and ensure that supporters are at the forefront of our minds. They've been heavily involved in our Turf Moor transformation plans as we take strides forward to improve the fan experience at the stadium.

During our 2024/25 promotion winning campaign, we launched our Fan of the Season initiative and were inundated with entries from Clarets from all around the world. This is something I find so special about Burnley Football Club, we may be embedded in Lancashire but if you travel the world, it likely won't be long before you meet a passionate Claret.

We have an incredibly exciting season ahead of us, back in the Premier League, and our dedicated team will continue to work hard throughout the campaign to keep all our fans, wherever they reside, engaged, and connected to everything Burnley FC.

Burnley fans throughout generations are our history and our future, and we'll continue to try to make them proud.



MESSAGE FROM OUR LEADERS

SCOTT PARKER

The welcome I've received from the fans since arriving at Burnley has meant a lot to me.

From my previous experience I got a feel for Turf Moor and for what this football club means to the fans and the town. My understanding of this has only grown stronger over this past year. Football means everything here and that's a message I pass onto the players.

This is a hard-working town, and fans make great sacrifices to follow us up and down the country and come out in their numbers to make Turf Moor a fortress.

That work ethic, determination and honesty are traits that I instil in the team. It's what the fans deserve, it's what the Club deserves and it's what the generations of players and managers that have come before us deserve.



We've got an exciting challenge ahead of us this season in the Premier League and we're going to need the support of the fans more than ever before.

I'm a firm believer that together, remarkable things can be achieved. It's how I've always worked.

As players and staff, we're looking forward to the journey ahead and I'm in no doubt that we'll have the fans with us every step of the way. We'll aim to make them proud every day.

LOLA OGUNBOTE

Engaging with supporters is at the heart of our women's football strategy, and after strong progress last season, we're excited to take even bigger steps forward in 2025/26.

Last year, we welcomed fans to Turf Moor for four women's fixtures. These were fantastic occasions, with high-quality football, where once again we brought fans closer to the women's game through activations and unique experiences. This season, playing at Turf Moor remains a priority, with the aim of hosting as many fixtures as possible alongside new opportunities focused exclusively on women's football to help fans connect even more closely with the squad.

We're also focused on telling more stories and giving fans behind-the-scenes access. Our women's social media channels will see further content development as well as continued collaboration with the male first team.



The growth of women's football nationwide shows no sign of slowing. The Lionesses' recent EURO triumph has shown just how powerful women's football can be in uniting communities and inspiring fans nationwide. Our goal is to mirror that momentum here at Burnley, ensuring our women's team not only competes at the highest level but continues to inspire and connect with supporters every step of the way.

OVERVIEW: LAST SEASON IN REVIEW

The 2024/25 season was a year of progress both on and off the pitch. As part of our Fan Engagement Plan, we set out 10 Tangible Goals aimed at strengthening the connection between the Club and its supporters. Here, we reflect on the steps we've taken and the impact we've made over the past year.

1. TO CONTINUE TO IMPROVE THE MATCHDAY EXPERIENCE FOR BOTH GENERAL ADMISSION AND HOSPITALITY GUESTS SO FANS CAN ENJOY THE BEST MATCHDAY EXPERIENCE IN FOOTBALL.

We enhanced the matchday experience with new activations and engaging half-time entertainment, offering fans more ways to enjoy the game, leading to a strong increase in our overall NPS scores.

NET PROMOTER SCORE IMPROVEMENT

SEASON
23-24

SEASON
24-25

0.25

0.53

GENERAL ADMISSION

0.43

0.73

HOSPITALITY

What is an NPS Score?

Net Promoter Score (NPS) is a measure of fan satisfaction. Based on the question "How likely are you to recommend us to a friend or colleague?", it produces a score between 0 and 1. The higher the number, the more satisfied and loyal our supporters are.

Initiatives that allowed us to achieve these scores included:

- The introduction of a **Safe Standing** area at Turf Moor.
- Engaging half-time activations like **SpotOn** presented by Rapidz.
- Themed matchdays celebrating **EDI and charitable causes**.
- **Accessible seating** provided at every home game.





2. WORK CLOSELY WITH THE FAN ADVISORY BOARD TO CONTINUE OUR COLLABORATIVE APPROACH TO FAN ENGAGEMENT.

- Held five Fan Advisory Board (FAB) meetings across the season, all attended by Chairman Alan Pace and members of the Senior Leadership Team.
- Engaged directly with six key supporter groups: with assistance of FAB Paul Kidd.
- Used supporter input to help shape key club decisions and communications, ensuring fans remained at the heart of our approach.

3. PUBLISH THE OUTCOMES & RECOMMENDATIONS OF FAN SURVEYS AND CLARETS VIEW

- Hosted a Fan Forum with Chairman Alan Pace answering supporter questions live in front of 120+ attendees, also livestreamed on the Club's YouTube channel, where it remains available and has surpassed 10,000 views.

4. CONTINUE TO RUN OUR 5-STAR RATED STADIUM TOURS AND ADD NEW OFFERINGS.

We continued to deliver our highly rated Turf Moor Stadium Tours, welcoming fans of all ages to go behind the scenes at the Club. With consistently positive feedback, the tours proved a popular and successful part of our fan engagement efforts.

91/94 OF OUR REVIEWS
WERE 5 STARS



83 TOURS DELIVERED

830 FANS WELCOMED

5. IMPROVED OPPORTUNITIES TO PLAYER ACCESS & APPEARANCES.

- Held two open training sessions and two meet-and-greets, giving fans unique opportunities to connect with the team.
- Introduced the Claret Carpet, a new player arrival experience, alongside the Guard of Honour initiative, where local schoolchildren line the tunnel waving flags to welcome the team at every home match.

6. INCREASE BRAND AWARENESS & ENGAGEMENT WITH OUR INTERNATIONAL FAN BASE.

- Launched the Take Me to Turf fan contest in partnership with Visit Detroit, offering winners a once-in-a-lifetime trip and strengthening our presence in the US market.
- Hosted the Dude Perfect International Youth Cup, a global youth tournament held at Turf Moor, enhancing our international youth engagement and showcasing Burnley to a worldwide audience.
- J.J. Watt continued to play an active role with the Club through various initiatives that strengthen ties with fans and amplify our global presence.
- Participated prominently in The Soccer Tournament (TST) in the US, with Visit Detroit as our Official Front-of-Shirt Partner, deepening our footprint in North America.
- Hosted a Champions League Final Watch Party, creating an inclusive space for fans to come together beyond Burnley fixtures.

7. CONTINUE TO IMPROVE STADIUM ACTIVATIONS ON MATCHDAYS IN THE FAN ZONE.

- BFCitC delivered engaging activities and games in the Fan Zone, connecting with younger supporters and families.
- Levy, our catering partner, continued to serve matchday food and drink, while the addition of Haffners Pies expanded our offer with local options.



- Respect Line Comms, Together Against Racism / Anti-Discrimination campaign, Remembrance Day, Food Drive, In Memoriam, Rainbow Laces, Level Playing Field – Unite for Access, International Women’s Day / Her Game Too fixture, Autism Acceptance / Neurodiversity, Community Day

8. IMPLEMENT A ‘SUPPORTER SERVICES HUB’ AT TURF MOOR TO EFFICIENTLY HANDLE ALL FAN QUERIES.

- We introduced the Supporter Services Hub (SSH), a centralised system to manage all supporter enquiries by phone and email, helping us respond more quickly and consistently.

9. FURTHER REFINEMENT TO MEMBERSHIPS AND LOYALTY SCHEME.

- Launched new membership tiers that provide exclusive benefits such as priority ticket access, members-only merchandise, and entry to open training sessions.
- Recorded a sell-out of every mascot package available on matchdays, reflecting strong engagement among young supporters.
- Expanded our TeamCard loyalty points scheme—where season-ticket holders earn 350 points, away ticket purchases earn 20 points, and home ticket purchases earn 10 points, with all points remaining valid for five seasons.

10. ACTIVELY WORKING WITH THE SURROUNDING COMMUNITIES TO INCREASE THE DIVERSITY OF THE CLUB FAN BASE.

- Burnley FC in the Community (BFCiTC): Delivered over 40 community engagement programmes across sport, education, health, inclusion, and facilities, impacting thousands in the local area throughout 2024/25.
- Christmas community visits: First-team players and staff joined festive visits across Burnley, including the BFC in the Community Foodbank and primary schools, delivering gifts and engaging in holiday activities to spread cheer locally.
- Continued collaboration with local entrepreneurs, business leaders, and professionals to create a thriving, connected community via our Business Club.









PAUL KIDD

Being the Supporter Representative Chair for Burnley Football Club's Fan Advisory Board (FAB) has been an incredibly rewarding experience. I'm proud to be part of a group with the highest number of representatives in the Premier League, covering a wide and diverse range of fans – from youth to over 65s, male and female, disabled supporters, and those from mixed ethnic backgrounds.

Over the past year, I've been actively involved in organising several supporter group meetings with both FAB and the Club. As a lifelong Burnley fan, having the opportunity to connect with fellow supporters and represent their voices has meant a great deal to me.

I've worked hard to listen to concerns, share feedback, and strengthen the relationship between fans and the Club. Through conversations with other Premier League Fan Advisory Boards, it's clear that we at Burnley are incredibly fortunate to have an owner who not only attends most FAB meetings but also engages openly and genuinely listens.

Being co-chair of the FAB comes with its challenges, but it's hugely fulfilling to contribute to making the Club more inclusive, transparent, and fan focused. Burnley means so much to so many, and I'm privileged to represent that passion for a club that values its supporters.



BURNLEY TOGETHER

Throughout the season, Burnley Together hosted several memorable events and visits. One of the standout moments came when Head Coach Scott Parker visited the facility. During his visit, he toured the premises, engaged with staff and volunteers, helped pack food parcels, and even made a personal donation. Reflecting on his experience, he said, "This place is full of incredible people and volunteers... people are here with nothing but big hearts, wanting to help the town."

- Head Coach Scott Parker visited Down Town, meeting volunteers, packing food parcels, and making a personal donation.
- First-team players joined festive community events, surprising children from BFCitC programmes and spreading holiday cheer.



2025-26 OBJECTIVES

Matchday



1. To enhance the matchday experience for both general admission and hospitality guests, ensuring fans enjoy the best atmosphere and service in football.
2. To improve and innovate stadium activations and facilities in the Fan Zone, creating a vibrant and engaging pre-match and post-match environment.
3. To implement a clear and inclusive flag policy that enhances visual support in the stands while respecting all fans.
4. To prioritise accessibility, ensuring that all fans, regardless of ability, can enjoy a fully inclusive experience at Turf Moor.





Supporter Relations



- 5.** To increase opportunities for player access and appearances, strengthening the connection between fans and the team.
- 6.** To maintain a strong partnership with the Fan Advisory Board, continuing a collaborative approach to supporter involvement and representation.
- 7.** To further develop the Supporter Services Hub at Turf Moor, providing timely, helpful, and efficient responses to all enquiries both through phone and email.

Club Growth & Global Presence



- 8.** To grow brand awareness and engagement with our international fan base, bringing the passion of our club to supporters around the world.
- 9.** To deliver exceptional stadium tours and expand our offerings to provide new and exciting experiences for all visitors.

Community & Inclusion



- 10.** To work actively with surrounding communities to increase the diversity and inclusivity of our supporter base.

CLUB INITIATIVES



CLARETS CARPET

The Clarets Carpet offers a unique, invitation-only experience where selected fans line the path to welcome our players as they arrive at Turf Moor. It's a chance to get up close to the action before kick-off, share in the anticipation, and create unforgettable matchday memories.



CLARET & YOU

Each matchday, Claret & YOU puts one of our supporters in the spotlight with a dedicated interview in the programme. These features celebrate the passion, stories, and experiences that make our fanbase so special.



FAN FORUM

Our Fan Forum gives supporters the chance to put their questions directly to Chairman Alan Pace. Fans submit questions in advance, and Alan responds live, fostering open dialogue and transparency between the club and its community.



FAN ZONE

Open before and after kick-off on matchdays, our Fan Zone is the perfect hub for fans to gather. With food and drink, children's activities, and a lively atmosphere, it's the ideal spot to connect and enjoy the atmosphere around the game.



GUARD OF HONOUR

A group of young fans forms our Guard of Honour at every home game, waving flags and welcoming the team as they step onto the pitch. It's a moment of pride and excitement for the participants and adds to the electric matchday build-up.



MATCHDAY MESSAGES

Celebrate a special moment at Turf Moor with a personalised message on our big screens at half-time and in our matchday programme. Whether it's a birthday, anniversary, or personal achievement, it's a unique way to share your joy!



SENSORY ROOM

Our dedicated facility offers a safe, calming space for supporters with special educational needs or sensory processing challenges. With soundproof glass for clear pitch views, sensory lighting, fidget toys, and support from trained staff, it makes matchdays at Turf Moor more accessible and enjoyable for all.



TURF MOOR TRANSFORMATION

Plans revealed to enhance matchday atmosphere and fan experience at Turf Moor

As excitement builds for the 2025/26 Premier League season, Burnley Football Club has revealed ambitious plans to elevate the matchday atmosphere and fan experience at Turf Moor. Backed by the Board's ongoing commitment and shaped through consultation with the Fan Advisory Board, these enhancements mark a significant step forward as the club returns to the top flight.

Chairman Alan Pace emphasised the importance of these upgrades, noting that Premier League promotion has allowed the club to accelerate long-standing stadium improvement plans. The first phase, pending planning approval, will be in place for Burnley's home opener against Sunderland on August 23rd, with further enhancements to follow throughout the season.

Key changes include:

- A new team arrival route down Harry Potts Way, leading to a dedicated arrivals area in the North-East corner to create a more engaging pre-match experience.
- Relocation of the players' tunnel from the North-West to the South-West corner, improving the matchday walk-out atmosphere.
- Switching home and away supporter areas in the Barnfield Stand to strengthen the fan-player connection.
- Altered matchday access for away supporters, including new turnstile locations in the North-West corner.

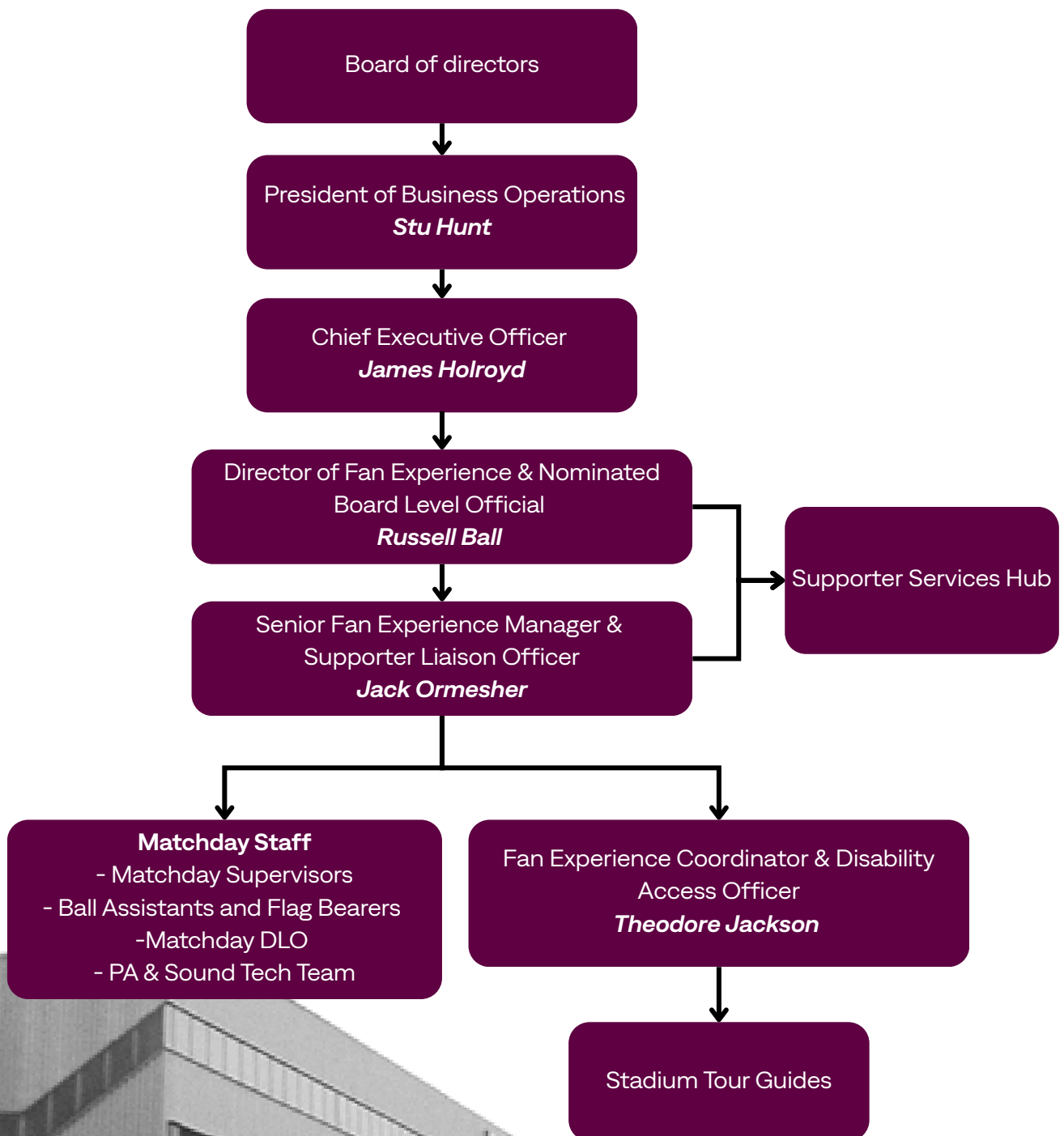
These developments are designed to enhance the in-stadium atmosphere, improve crowd flow, and build stronger links between supporters and players. Burnley manager Scott Parker expressed his excitement, calling Turf Moor a “fortress” and praising the fan-driven energy that played a vital role in last season’s promotion push.

The club effectively contacted Season Ticket holders in the Barnfield Stand affected by these changes. Further details and updates are available through the Fan Advisory Board meeting minutes.

Burnley FC looks forward to welcoming fans back to a revitalised Turf Moor for an unforgettable Premier League season.



FAN EXPERIENCE STRUCTURE





NOMINATED BOARD LEVEL OFFICIAL

RUSSELL BALL

DIRECTOR OF FAN EXPERIENCE

After our record breaking run at the Championship, the 2025/26 season brings renewed ambition on and off the pitch. With Scott Parker leading a dynamic squad, we're excited to be back in the Premier League and ready to compete.

Off the pitch, your experience as supporters remains a top priority. With major upgrades to Turf Moor, from improved concourses and hospitality to new kiosks and an enhanced player arrival route, which are just the beginning.

Through our Fan Engagement Plan, we focus on four key areas: enhancing matchday experiences, strengthening supporter relations, driving club growth and global presence, and supporting community and inclusion, ensuring every fan feels valued and connected, wherever they support us from.

Burnley is stronger when we're connected, and my role is to ensure your voice helps shape our future.



FAN EXPERIENCE TEAM



JACK ORMESHER

SENIOR FAN EXPERIENCE MANAGER &
SUPPORTER LIAISON OFFICER

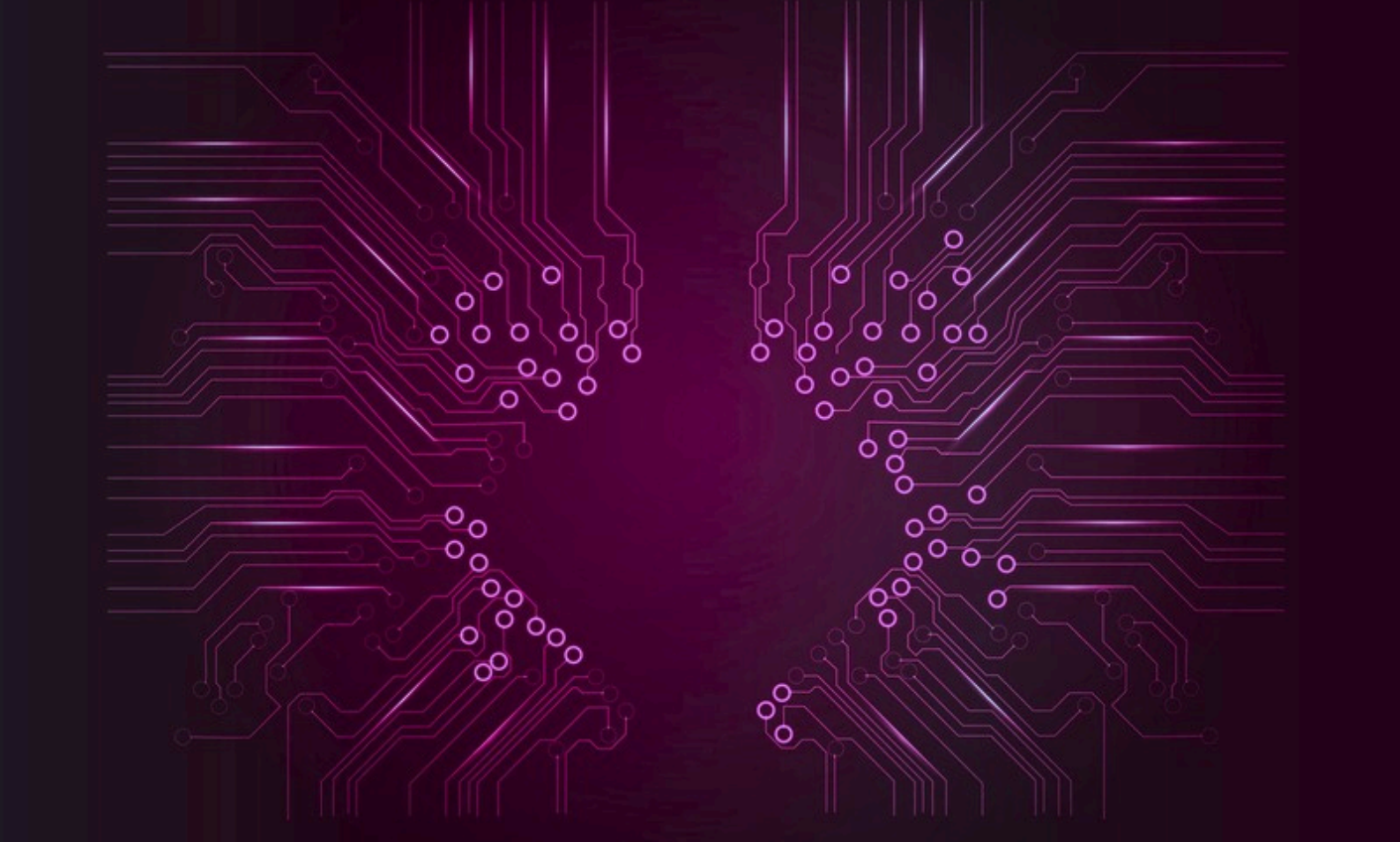
Jack, a proud Burnley local, is our Senior Fan Experience Manager and Supporter Liaison Officer. He ensures fans' voices are heard and helps deliver the best matchday experience. Jack is the key link between the Club and supporters, working closely with fan groups to strengthen our community.



THEODORE JACKSON

FAN EXPERIENCE COORDINATOR &
DISABILITY ACCESS OFFICER

Theo is our Fan Experience Coordinator and Disability Access Officer, committed to making matchdays enjoyable and accessible for all fans. He also leads stadium tours, welcoming visitors and sharing Turf Moor's history.



SUPPORTER SERVICES HUB (SSH)

The Supporter Services Hub (SSH) is Burnley Football Club's new central system for handling all supporter enquiries, whether received by phone or email. By consolidating communications into one platform, the SSH enables our team to manage requests efficiently and keep track of every interaction with fans.

With the ability to monitor enquiry history, the SSH ensures that supporters receive personalised and consistent responses. This improves the overall quality of service and helps avoid any repeated questions or delays, allowing us to address issues more effectively.

Ultimately, the introduction of the Supporter Services Hub enhances response times and streamlines communication between the club and its supporters. It reflects our ongoing commitment to putting fans first and delivering the best possible experience both on and off the pitch.

FAN ADVISORY BOARD (FAB)

At the start of the 2023/24 season, Burnley FC proudly launched the Fan Advisory Board (FAB) to support and align with the Premier League's Fan Engagement Standard (FES). The FES sets a consistent, league-wide framework for meaningful, long-term supporter engagement, and the FAB plays a key role in helping the Club meet these standards through structured dialogue and consultation.

The FAB serves as an independent panel of 25 supporters, carefully selected in 2022 through a thorough application and review process involving senior Club leaders and Chairman Alan Pace. The group represents a broad cross-section of our fanbase and community, with the aim of providing honest, constructive feedback and fostering open communication between the Club and its supporters.

Meeting a minimum of four times per year, the FAB works collaboratively with the Club to discuss a wide range of topics that impact the fan experience. These include the Club's strategic vision, business planning, and stadium development, while on-pitch matters are excluded. Meetings are either agenda-led, with input from both fans and the Club, or focused on specific initiatives where fan input is sought.

The FAB forms a key part of the Club's annual Fan Engagement Plan, which outlines engagement objectives and priority areas for consultation.

To contact the Fan Advisory Board:

T: 01282 446800 (Option 5)

E: FAB@burnleyfc.com



To ensure we stay committed to open collaboration and meaningful dialogue with our supporters, we plan to hold four Fan Advisory Board meetings during the 2025/26 season. These sessions will provide a valuable opportunity for ongoing engagement, feedback, and partnership between the Club and its fanbase.



FAB 25-26 SCHEDULE

TUE - 10th September 2025

TUE - 4th November 2025

WED - 18th February 2026

WED - 15th April 2026

Please note that the dates may be adjusted, but our commitment to maintaining a collaborative, open and ongoing dialogue with supporters will remain a priority.



SOCIAL MEDIA PLATFORMS

Stay connected with Burnley FC through our official social media channels. Follow us for the latest match updates, exclusive interviews, behind the scenes content and more! Whether you're looking for live scores, team news or just want to be part of the action, our platforms bring the Claret community together anytime, anywhere. For the ultimate fan experience don't forget to download the official Burnley FC app, your one stop hub for all things Clarets. Click the links below to stay updated and never miss a moment!



burnleyfc.com



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[@burnleyofficial](https://instagram.com/burnleyofficial)



[@burnleyfcwomen](https://instagram.com/burnleyfcwomen)



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[@burnleyofficial](https://youtube.com/burnleyofficial)



[Burnley Football Club](https://linkedin.com/company/burnley-football-club)



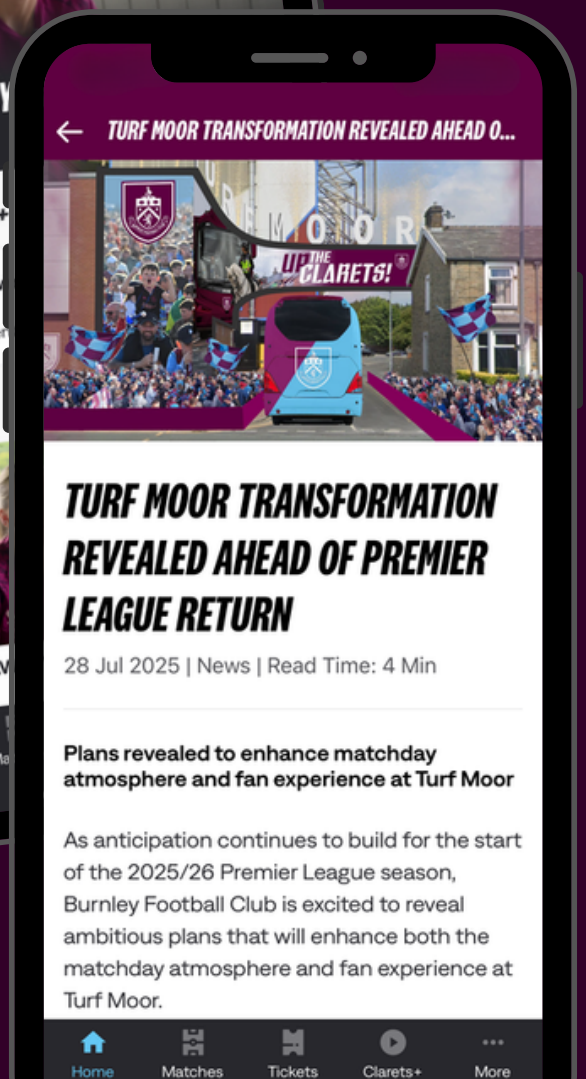
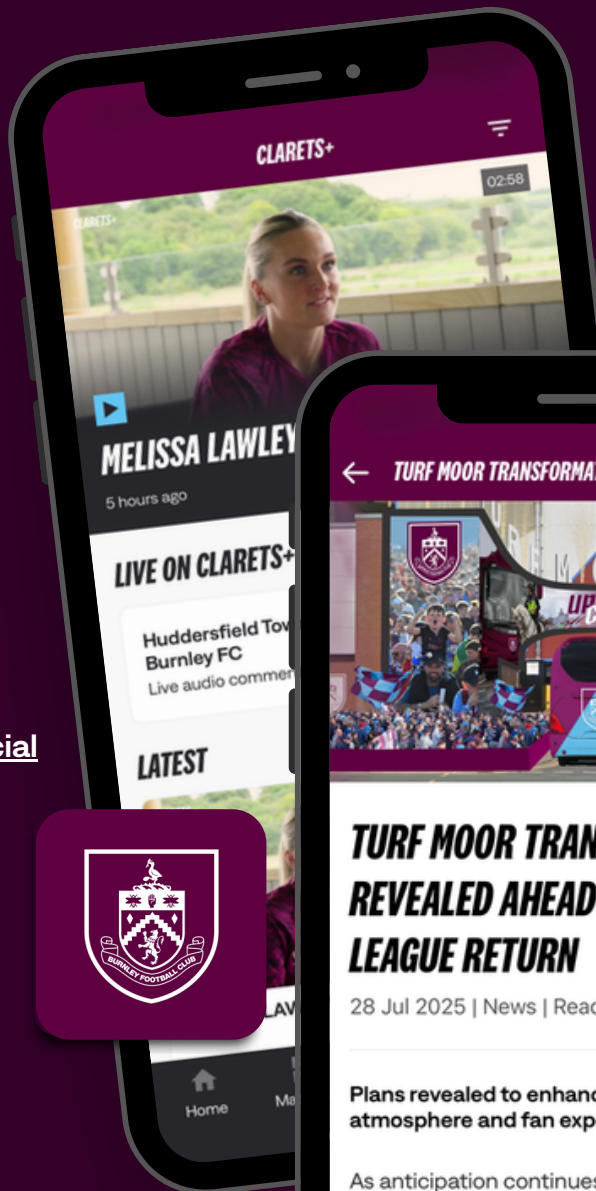
[@burnleyofficial](mailto:info@burnleyfc.com)



GET IT ON
Google Play



Download on the
App Store



SUPPORTER GROUPS

While working closely with the Fan Advisory Board to continue our collaborative approach to fan engagement, we are delighted to celebrate and acknowledge all supporters' groups, near, far and wide.

Some groups are social clubs where like-minded fans can meet and forge friendships, some offer organised travel services to away games, and others are internationally based. All provide a valuable forum for supporters to share ideas, give feedback, and collaborate as one voice.

This season, we will be featuring supporter groups in our matchday programmes. The goal for the upcoming season is for the Fan Experience Team to proactively visit supporter groups throughout the year.

If you are part of one of these organisations and have a story you would like the Club to share, please let us know, we want to hear from you!



OUR CLUB VALUES

BE CREATIVE
BE RELENTLESS
BE INCLUSIVE
BE THOUGHTFUL
BE A CUSTODIAN



HERITAGE ASSETS

Burnley Football Club is proud of its history as a founding member of the Football League. We are a club at the heart of the local community and recognise how important the Club's historical identity is to our supporters.



As part of the Fan Engagement agreement, we have committed to involving fans, via consultation. As the Club evolves over the years, we will continue to engage with our supporters across any future changes to our heritage assets.

Our key heritage assets are as follows:

- Club name
- Club colours (claret & blue)
- Club crest

Consultation on heritage assets would be initiated by Club personnel responsible for fan engagement and delivered via the following groups:

- Fan Advisory Board
- Survey of Season Ticket Holders

CLUB COMMITMENTS

EDI

At Burnley Football Club, we are proud to actively promote equity, diversity and inclusion in all we do. Football is for everyone, and we are committed to ensuring that all individuals—regardless of background, identity or circumstance—feel welcome, valued and respected as part of our club.

We stand firmly against all forms of discrimination and support the principles of the Equality Act 2010. As an employer and as a community institution, we strive to foster a positive and inclusive environment for our staff, supporters and wider community.

Our Inclusion Advisory Group (IAG), made up of independent members, helps ensure the Club is open and accessible to people from a wide range of backgrounds. The group acts as a critical friend—reviewing our inclusion policies and practices to keep them accurate, relevant, and impactful. If you are interested in joining the group, please email EDI@burnleyfc.com.

Through Burnley FC in the Community, we extend this commitment beyond the pitch, using the power of football to bring people together, break down barriers, and create lasting social impact.

We are Burnley. We are One Club for All.





EQUITY

Burnley Football Club fully supports the principle of equity and is committed to ensuring that everyone who wishes to engage with the Club whether as players, matchday supporters, staff, Board members, participants in community programmes, or through other roles such as suppliers or corporate partners:

- Has a fair and equal opportunity to be involved to the fullest extent of their ambitions and abilities, regardless of age, disability, gender identity, marital or civil partnership status, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.
- Can expect an environment where their rights, dignity, and individuality are upheld, and where they can engage with the Club free from intimidation, victimisation, harassment, bullying, or abuse.

WOMEN'S GAME

Burnley Football Club is proud to be driving the growth of the women's game. We believe in providing equal opportunities, visibility, and resources to support women's football at every level.

Starting from the 2025/26 season, Burnley FC Women has transitioned to a full-time professional model, marking a significant milestone in the Club's journey and in our long-term investment in the women's game. This step reflects our belief in building a competitive, sustainable, and high-performance environment for our women's team.

We are also excited to welcome Matt Beard as our new Women's First Team Manager. With a strong track record in women's football, Matt's appointment underscores our ambition to compete at the highest levels and inspire the next generation of female players and supporters.

Supporter engagement remains central to this mission. Through matchday activations, community outreach, and increased visibility, we are committed to enhancing the matchday experience for fans of Burnley FC Women and ensuring the team remains a proud and integral part of our Club's identity.





SUSTAINABILITY

Burnley Football Club is committed to building a more sustainable future. Alongside our work with partners to reduce environmental impact in retail and catering, we are also taking action across our own operations.

- Removing gas-powered appliances to cut fossil fuel use
- Launching a salary sacrifice EV scheme for staff
- Expanding smart building controls to reduce energy use

Our catering partner, Levy, is a leader in sustainable hospitality. Together, we're operating a range of environmentally responsible practices on matchdays, including:

- The ONE reusable cup scheme, reducing single-use waste and conserving water.
- Food waste donations to Olio, supporting local communities and helping to tackle food poverty.
- Waste segregation in hospitality, with dedicated bins for glass, food waste, and cardboard to boost recycling efforts.



In retail, we're also working with FC88 to upcycle surplus and unused kits repurposing materials and helping reduce landfill waste, while creating unique products for our fans to enjoy.

Levy



BURNLEY FC IN THE COMMUNITY

Burnley FC in the Community (BFCitC) continues to harness the power and passion of football to deliver life-changing programmes across Burnley and the surrounding areas. Supporting individuals from early years through to senior citizens, the charity adapts and evolves to meet the ever-changing needs of the community.

With a mission to create meaningful change and lasting impact, BFCitC focuses on three core goals: helping people live healthier lives, raising aspirations, and empowering individuals to make positive change.

Key areas of focus:

- **Football & Sport**
- **Education**
- **Health & Wellbeing**
- **Social Inclusion**
- **Community Facilities**

Through these pillars, BFCitC addresses some of the most pressing issues in the community, including mental health, youth violence, cancer rehabilitation, and food poverty, ensuring no one is left behind.





CLARETS PARTNERS

Clarets Partners is Burnley Football Club's renewed business network, built on the foundations of the former Business Club. It's an initiative dedicated to bringing together local entrepreneurs, business leaders, and professionals to create a thriving, connected community.



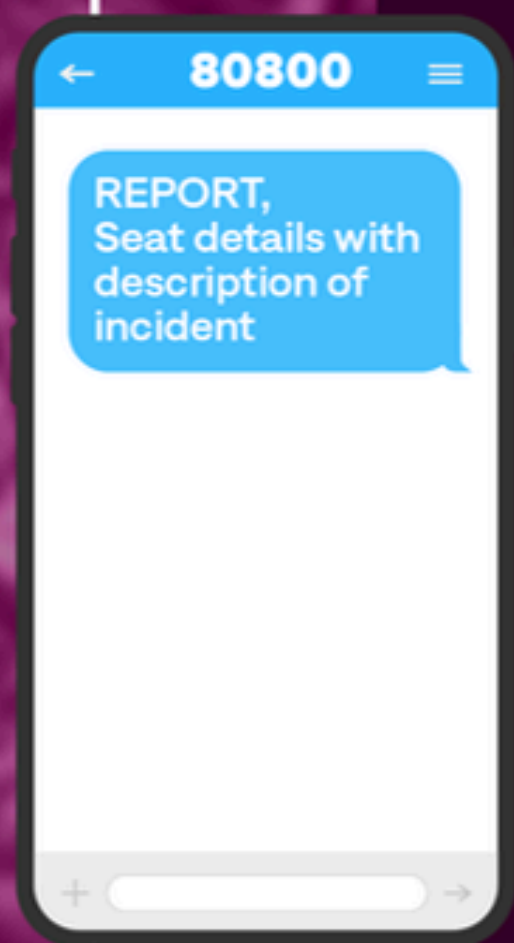
Our mission is to unite businesses from across Burnley and the wider Lancashire region to drive collaboration, growth, and long-term shared success. Majorly, the development from Business Club to Clarets Partners allows partners to brand themselves as an official local partner of the club, widening their reach and elevating their reputation.



Members gain access to a wide range of benefits, including regular networking events, matchday hospitality, advertising, premium experiences, and sponsorship opportunities. These are designed to help build lasting relationships in engaging, supportive environments, all connected by a shared commitment to local growth.

Whether you're a small business owner, start-up founder, or corporate leader, Clarets Partners is your gateway to meaningful partnerships and giving back to the region we proudly represent.

REPORT IT



IF YOU
HEAR
WITNESS OR
EXPERIENCE
DISCRIMINATORY BEHAVIOUR

TEXT
'REPORT'
TO 80800
Provide seat details and
description of incident.

ALL TEXTS WILL REMAIN ANONYMOUS

BURNLEY 



CONTACT THE CLUB

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01282 446800

ACADEMY

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BURNLEY FC IN THE COMMUNITY

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claretsstore@burnleyfc.com

FAN EXPERIENCE (OPT 5)

slo@burnleyfc.com

FINANCE

accounts@burnleyfc.com

HOSPITALITY - Events (OPT 3)

events@burnleyfcevents.com

HOSPITALITY - Matchday (OPT 2)

hospitality@burnleyfc.com

JUNIOR CLARETS & MASCOTS

juniors@burnleyfc.com

MARKETING

marketing@burnleyfc.com

MEDIA

communications@burnleyfc.com

TICKETING (OPT 1)

ticketoffice@burnleyfc.com

HOW CAN WE IMPROVE?

At Burnley Football Club, we are fully committed to our supporters and take all feedback seriously. We strive to handle every concern or complaint promptly, respectfully, and effectively.

Supporters who have suggestions, questions, or feedback are encouraged to contact our dedicated Fan Experience Team as the first point of contact. You can reach us by post at:

Fan Experience Team

Burnley Football Club
Turf Moor
Harry Potts Way
Burnley, BB10 4BX

Alternatively, feel free to get in touch via email at slo@burnleyfc.com or by calling us on **01282 446800 (option 5)**

If a supporter feels that an issue remains unresolved after the Club has had a reasonable opportunity to investigate and respond, they may escalate the matter to the Independent Football Ombudsman (IFO), who offers an impartial review service.

Independent Football Ombudsman
Premier House
1–5 Argyle Way
Stevenage, Hertfordshire
SG1 2AD
Telephone: 0330 165 4223
Email: contact@theifo.co.uk
Website: www.theifo.co.uk

