



# Fan Engagement Plan

2025/26 season



# Our fan engagement statement

Brighton & Hove Albion are committed to listening to and engaging with supporters and encouraging their feedback. The club has a long-standing ethos of putting supporters at the forefront of their mind in the decision-making process.



From top-left: Brighton & Hove Albion vs Darlington at the Withdean Stadium (April 2001). The campaign team for the new stadium (September 2007). The new American Express Stadium opened in May 2011. Celebrations for the team's promotion into the Premier League (May 2017). Hosting AS Roma in the UEFA Europa League (March 2024).



# Our approach to fan engagement

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*“To show leadership in fan engagement and community we have a willingness to be open about our vision, an acceptance that progress is rarely achieved in a straight line, and a consistency about how the club engages with fans and other stakeholders. There is also a strong sense across the club of the importance of not losing touch with the community that once helped to save the club, and of those people within it that connected with the club in many different ways.”*

– Paul Barber OBE  
Chief Executive and Deputy Chairman



# The club's approach to fan engagement

The club's approach is structured around the vision and core values that we live and breathe internally as colleagues and externally with fans and partners.

## Our purpose

Be bold

Be human

Make it special

## Our values

Treat people well

Exceed expectations

Aim high

Act with integrity

Make it special

Be fan-focused

## Our engagement

Fan voice

Fan experience

Fan behaviour

Fan support



# The Fan Advisory Board

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## Aims of the Fan Advisory Board (FAB)

To engage directly with senior representatives of the club on important supporter related issues. To promote diversity, inclusion, ethics, and social responsibility. To act as a sounding board on club-related matters.

## Creation of the Fan Advisory Board (FAB)

At the start of 2022 we began a process to recruit members to form a FAB, to act as a sounding board and assist the club in the many decisions that affect fans. Fans were invited to apply, and after shortlisting there was a vote amongst supporters for the final representatives. We promoted diversity and inclusion to reflect the broad nature of our fan base. Since 2022 the initiative has grown and we now have 13 Fan Advisory Board members, chaired by elected chair Jo Davis and deputy chair Jonathan Poole. Every FAB member has been voted for by fellow fans, with one representative being voted for by the club's Disabled Supporters Association.

Since March 2025, we have had an International FAB representative, currently Charlie Benny, who relocated to Japan earlier this year. FAB meet with club representatives three times a season, with the chair then meeting the Board once a season and the Nominated Board Level Official (NBLO) fortnightly. Jenny Gower, head of Ticketing & Supporter Services, is the NBLO and a member of the club's executive committee responsible for fan engagement and the running of the FAB.





# How we engage

The club engages with fans in many ways including:

- Regular FAB meetings with senior club staff (minimum three times per season)
- FAB slot at one board meeting each season
- FAB working groups covering areas such as atmosphere, EDI etc. (minimum once a season)
- Regular Official Supporters Club meetings held across the UK
- Bespoke events with Official Supporters Clubs and club staff
- Large scale fans forums with the club CEO and deputy chairman (open fan invitation with Q&A)





Digital events where international supporters can connect with the club virtually

Disability forum  
(minimum once per season)

Regular surveys

Targeted and relevant email newsletters

Social media

Club updates from the club CEO & deputy chairman in matchday programmes

An online knowledge centre at: [bha.fc.club/askalbion](https://bha.fc.club/askalbion)

Regular club podcast

Web & App allowing feedback and interactivity

Our support service X account:  
[@OfficialBHAHelp](https://twitter.com/OfficialBHAHelp)

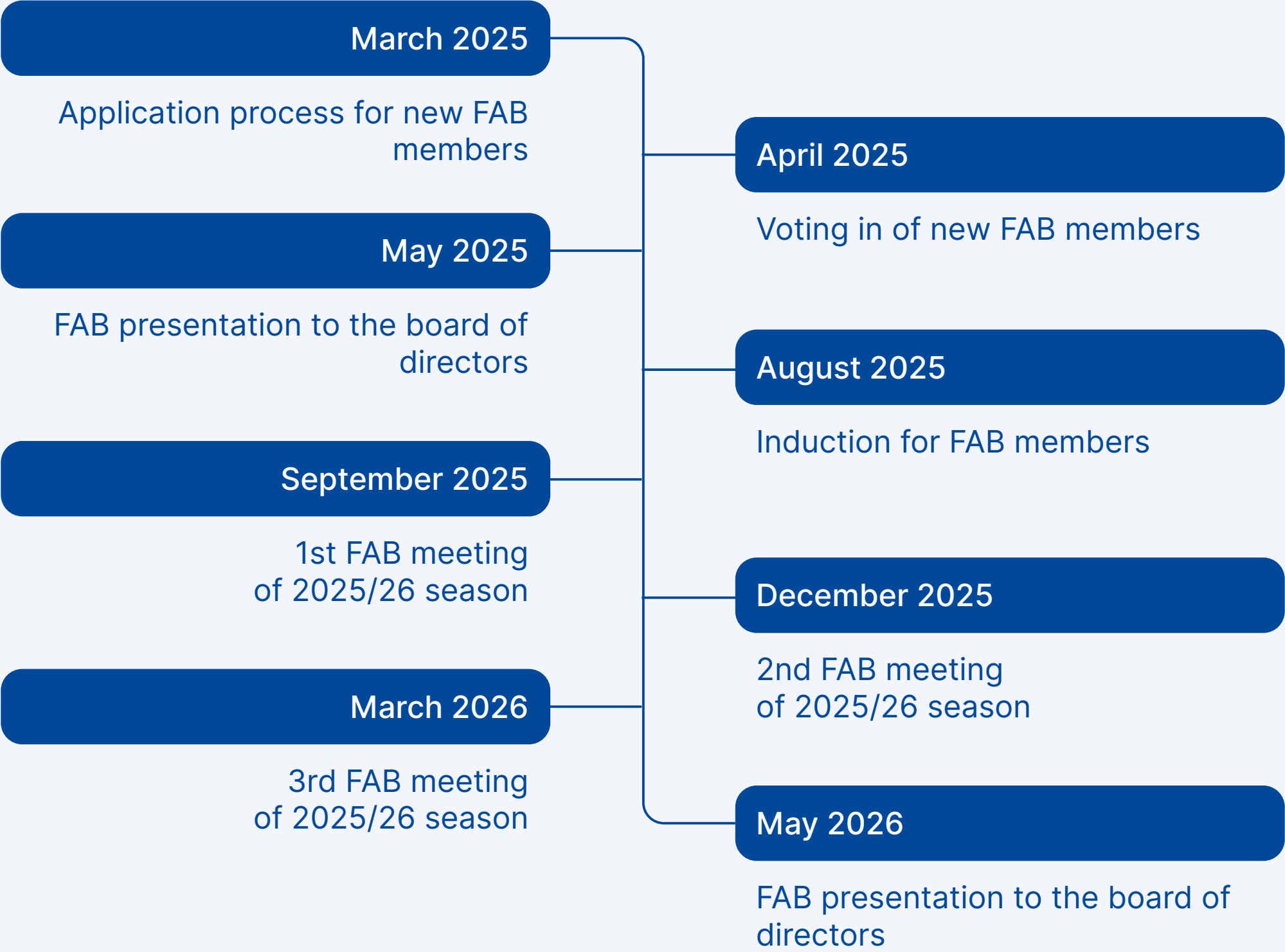
A full-time Supporter Services team contactable through web chat, email and telephone





# Fan Advisory Board schedule

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Meeting notes are published after each FAB on the club website.



# Fan Advisory Board scope

- The club's vision for the future and ensuring stability
- The club's efforts in the sustainability space
- The club's work on diversity, inclusion and equality
- The club's matchday experience (both in respect of home and away matches)
- Policies employed by the club in connection with match-day ticketing
- Facilities at the American Express Stadium
- Communications by the club with its supporters
- Developing and continuing to build the club's fanbase, both in the United Kingdom and abroad
- Work undertaken by the club in the local community
- Preservation and development of club traditions and heritage
- The club's charity partnerships

The FAB will not be involved in on the pitch football matters.

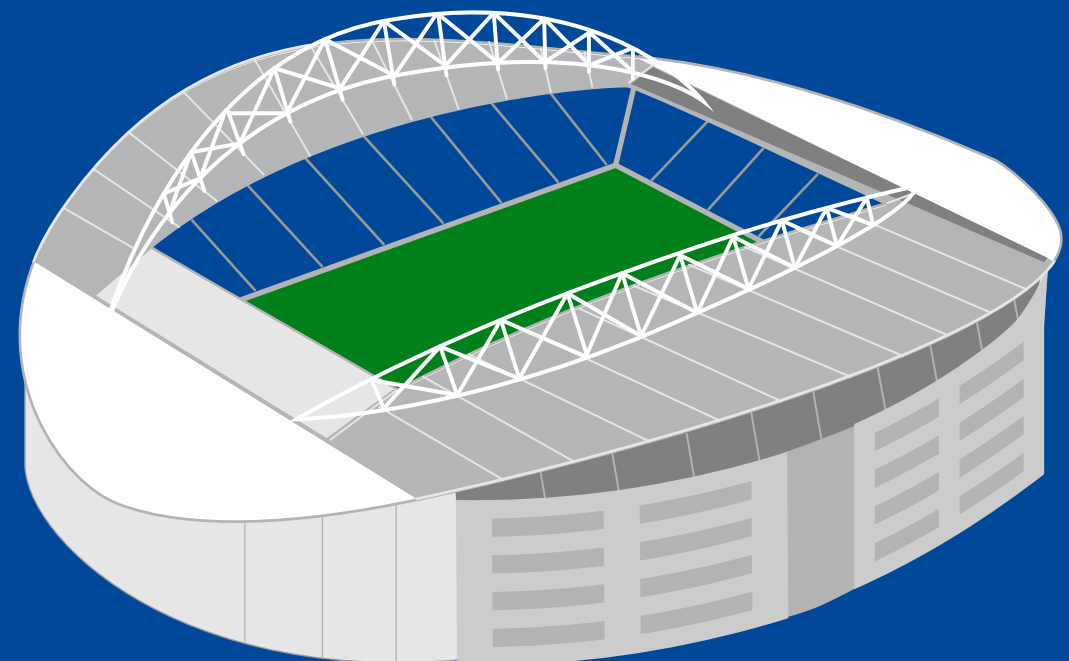




# Heritage assets

Whilst the club has no intention of making changes to heritage assets, we sign up to the FA's heritage protection stance. If the club wishes to make a material change to the club crest, or change the recognised home shirt colours, we would undertake a thorough and extensive consultation process with supporters.

Any proposed changes would have to show a majority of supporters are in favour (such as via an independently-run poll of season ticket holders, the club's Community Benefit Society, and supporters that have attended a certain number of home matches).





# Fan experience

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## 3rd

Last season, the club was proud to be ranked third in the Premier League Matchday Fan Experience Survey.

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## 81.5

A score of 81.5 ranks third in the League for the second consecutive year. The score is well above the league average of 66.7, and the club performs above average across all metrics related to the score.

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## 3 in 4

The Brighton & Hove Albion fans surveyed have high awareness of the Fan Advisory Board, with 3 in 4 (75%) aware, which is greater awareness than the League average (60%).

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Performance against fan engagement metrics are especially strong. Top scores were recorded for communications via email and the ease of purchasing tickets. Other metrics, including maintaining ethos and traditions, listening to supporters, responding to contact and openness and transparency are in the top three in the League, contributing to an overall fan engagement score which is much higher than the League average. The Amex continues to score above the League average for being a welcoming and family friendly environment, and safeguarding children and vulnerable adults.



# How to be involved

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## Contact the club

In the first instance supporters are advised to contact the Supporter Services team. Supporter Services can be reached via the help page of the website: [brightonandhovealbion.com/help](https://brightonandhovealbion.com/help)

✉ [supporter.services@brightonandhovealbion.com](mailto:supporter.services@brightonandhovealbion.com)

📞 01273 668855

View our Supporter Charter & Supporter Sanction tariff: [brightonandhovealbion.com/policies-and-reports](https://brightonandhovealbion.com/policies-and-reports)

## Contact the Fan Advisory Board

✉ [fanadvisoryboard@brightonandhovealbion.com](mailto:fanadvisoryboard@brightonandhovealbion.com)

✂ [x.com/FanBoardBHAFC](https://x.com/FanBoardBHAFC)

For more information on the FAB visit: [www.brightonandhovealbion.com/fans-fan-advisory-board](https://www.brightonandhovealbion.com/fans-fan-advisory-board)

## Follow supporter services on X

✂ [x.com/OfficialBHAHelp](https://x.com/OfficialBHAHelp)

## Home match text abuse line

This line is operated on matchday. If you experience or witness abuse, please send a full description including seat locations to: 07880 196442 (WhatsApp is recommended).

## Contacting the Independent Football Ombudsman (IFO)

For escalated and unresolved supporter complaints you can contact the alternative dispute resolution service provided by the IFO.

✉ [contact@theifo.co.uk](mailto:contact@theifo.co.uk)

📞 0330 165 4223



# Get involved

## Join an Official Supporters Club

30 Official Supporters Clubs and counting including LGBTQ+, alongside specified regional clubs in the UK and abroad.

Go to: [brightonandhovealbion.com/fans-supporters-clubs](https://brightonandhovealbion.com/fans-supporters-clubs)

## Work with the club

Opportunities full-time, part-time and on matchdays to work at the club.

Go to: [brightonandhovealbion.com/careers](https://brightonandhovealbion.com/careers)



Fan tour event in Japan (July 2024).



# The Fan Engagement Report 2024/25





The club was proud to be ranked third in the Premier League's Matchday Fan Experience Survey.

Our overall matchday fan experience score of 81.5 out of 100 was well above the League average of 66.7. Our scores for fan engagement metrics were especially strong, with the highest scores recorded for listening to supporters, responding to contact, buying tickets online, and openness and transparency.

We still recognise the opportunity to continue to improve and develop these.



# Fan Advisory Board objectives 2024/25

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1. Grow support for BHAFC in the WSL with the introduction of away travel, singing sections, swap shops and song sheets
2. Work with the club on safe standing research and delivery
3. Improve the fan experience on matchdays
4. Engage with fans and supporters' clubs
5. Work with the club to support the EDI strategy
6. Consult on ticket pricing and policy decisions

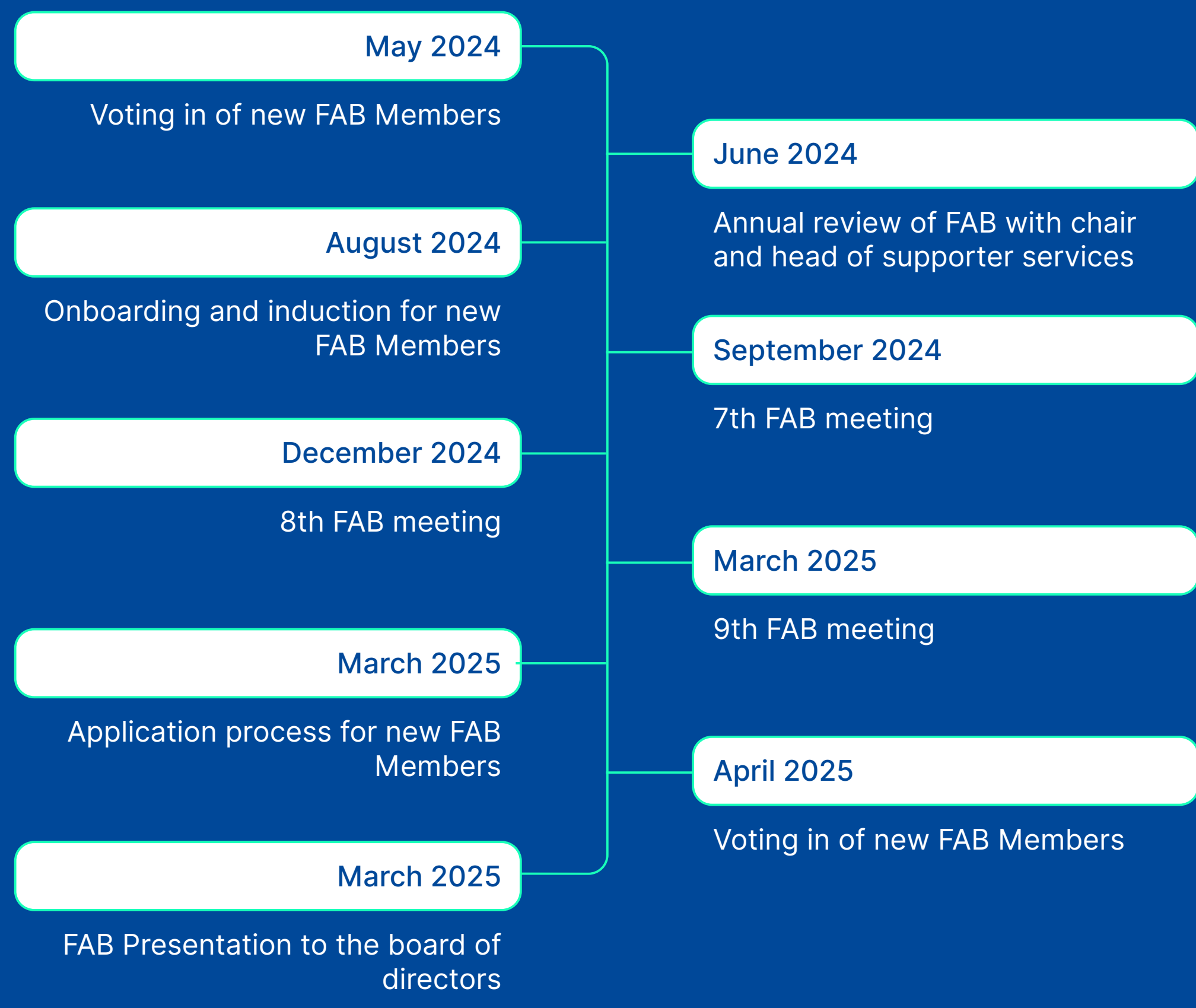
## Fan Advisory Board successes to date

Examples of the FAB's work since September 2022 includes:

1. Formed an independent Disabled Supporters Association (DSA)
2. Crowdfunded a giant flag for the North Stand
3. Consulted on safe standing at the Amex, with installation in the North Stand for 25/26
4. Improved the fan journey for disabled supporters around the Amex on matchdays
5. Supported the clubs EDI strategy and achievement of the Advanced PLEDIS
6. Consulted with the club and the FSA on the Europa League ticketing strategy
7. Built networks with Official Supporters Clubs
8. Worked with the club on a matchday travel review
9. Improved fan engagement for supporters of the women's team
10. Introduced away travel for WSL matches increasing BHAFC away support
11. Fed back on policy and pricing changes for men's and women's ticketing
12. Increased FAB presence at both men's and women's games



# Overview of 2024/25 season's activities



## Fan Advisory Board Chair & Club meetings

In addition to the above, a monthly FAB Chair and club meeting was scheduled from the start of 2024 and in 2025 increased to be fortnightly. The frequency will be reviewed during the season.



# Other fan engagement meetings

|                             |   |
|-----------------------------|---|
| August 2024 and May 2025    | Open fans’ forum with manager & CEO/COO |
| August 2024                 | Disabled fans forum                     |
| September 2024              | Women’s football fans’ forum with MD    |
| December 2024               | Fan meets with chairman & CEO           |
| October 2024                | Sanctions Process Review with FAB       |
| October 2024                | Safe Standing Review with FAB           |
| October 2024                | Sustainability Working Group            |
| November 2024               | Atmosphere Working Group                |
| Regularly scheduled         | WSL Working Group                       |
| December 2024 and June 2025 | Men’s ticket pricing consultation       |
| January 2025                | Supporter Club meeting                  |
| March 2025                  | Women’s ticket pricing consultation     |

For a full list of fan engagement activities, including the associated staff involved and further details, please see the appendix.



Club chairman Tony Bloom at fan meets.



# Case Studies



# Case study 1

## Women's away travel

### Context

The 2024/25 season was the first time Women's Super League (WSL) clubs committed to selling away allocations directly to their fans. Historically away support at BHAFC WSL matches has been low, and we viewed that building an away crowd would be key to grow fandom. In order to make away matches more accessible it was recommended by FAB that away coaches were organised.



The women's team and travelling fans at an away game against Aston Villa (May 2025).



## Approach

FAB approached the club about the feasibility of setting up away travel to WSL matches. Research was done into cost, demand was gauged from historical away ticket sales and feedback from fans and consideration was given to match dates/times/location. It was agreed that we would initially look to offer travel to London matches. The club sponsorship team were approached and alongside marketing a proposal was written to club sponsors.

Visit Kissimmee showed their support in funding what turned out to be five away trips including Chelsea, Crystal Palace, West Ham United, Tottenham Hotspur and Aston Villa – putting on fan friendly travel and a unique mascot experience for one lucky junior fan. There were three fan-led coaches to Liverpool, Aston Villa and Everton, and fans organised car sharing.

## Outcome

BHAFC away attendances in the WSL have grown by 78%, with matches involving away coach travel accounting for over half of the away sales. Friendships were built amongst the travelling community of women's team supporters, and a loyal following has formed.

### Jo Davis, FAB Chair, who was the instigator of this project commented:

*"The organised away travel for the fans has been such a success with demand increasing as the season progressed. Having the opportunity to travel together has helped build the fan engagement and has proved a safe environment for everyone. The now famous Swap Shop was born on the coach trips along with ideas for our flags, banners and songs which have contributed to national press coverage and recognition of the away fans following. I shall be eternally grateful to Kissimmee for getting on board with this and especially to the fans who made the trips to London and the even longer trips up north.*

*This is just the beginning, the work now begins to grow our away support even more!"*

#Bringingthenoise



# Case study 2

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## Atmosphere building and flags for the North Stand

### Context

The FAB's atmosphere working group approached the club about trying to implement some more visual support for the team on matchdays to try to build the pre match atmosphere.

### Approach

The FAB put out a survey to fans on social media about what they would like to see to improve the atmosphere at the Amex. One key theme was more visual support of the team and the introduction of fan flags in the North Stand. FAB worked with the club on flag designs. A range of options were put together and fans were emailed (noting the initiative had come from FAB), with fans voting on their preferred design.

### Outcome

The most voted for design was then produced as 250 hand-held flags. Distribution was done via fan volunteers who were part of the project and the flags were used at the Nottingham Forest FA Cup Quarter Final. The initiative was popular with fans and requests have been made to repeat this. Regrettably the intention for flags to be returned after the match was not successful and new flags will need to be produced, and learnings taken about how they can be used more than once!



Fans in the North Stand during the FA Cup Quarter Final against Nottingham Forest (March 2025).



# Fan Advisory Board Assessment

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An anonymous questionnaire was circulated to all 11 FAB members and one member of club staff to assess the FAB. Following the completion of the survey, Clive Steed (FAB Chair), Jo Davis (Deputy FAB Chair) and Jenny Gower (Nominated Board Level Official) met on 5 June to go through the full responses.

**Response averages** (5 = very good, 4 = good, 3 = average, 2 = needs improvement, 1 = poor):

- Composition of FAB: **3.9** (up from 3.39 last season)
- Meetings and administration: **3.7** (up from 3.39 last season)
- Communication: **3.9** (up from 3.4 last season)
- Contribution of FAB: **3.4** (up from 3.24 last season)
- Fan Engagement Standard Impact: **3.7** (up from 3.56 last season)

## Summary

Overall, it was felt the FAB is working well and on the right track and it was pleasing to see an improvement in scores across the board when compared to the self-assessment scores from last season.

Areas highlighted for change last year such as the size, skillset and diversity of FAB have been improved upon, with new members recruited. Meeting content has improved with greater preparation and more focussed discussions. Work has been done to try to make the FAB more visible with presence in webinars, at supporters club meetings and on matchdays.

The FAB induction provided a strong basis for the season and will continue and to be developed for the coming 2025/26 season.

Working groups were created and good work has been done, but on reflection there may have been too many in operation at one time, leaving a lot of work to be done by a relatively small group of volunteers.



## Strengths

Top scores in the survey, averaging four or more (good), came for:

- The level of involvement of senior staff in FAB
- The balance of backgrounds, gender and race on the FAB
- The frequency of FAB meetings to impact fan engagement activities
- The quality of minutes and summaries prepared and circulated
- The way FAB meetings are conducted with regards balanced contributions, open and honest discussion and the resolution of differences of opinion
- Having a representative voice to impact fan engagement activities
- The club meeting its commitments in the Fan Engagement Plan

There have been a number of achievements by the FAB with the best example of collaborative working the establishment of away travel at WSL away matches and the surveying of fans regarding safe standing.

## Areas of development

Lowest scores of 3 or below (average/needs improvement) came for:

- How timely the receipt of paper iss before meetings to allow due consideration
- The work / successes of the FAB being communicated to the fan base effectively
- The extent FAB have a positive profile within the wider fan base

### FAB Chair and Deputy Chair, Clive and Jo, commented:

*“The increase in scores across the survey show that we are making good progress, but we acknowledge that there are some key areas which need improvement.*

*In terms of numbers and diversity, we have been much stronger this year and our focus for the new season will be more strategic and aligned to the club vision. We have new FAB members starting soon who will add to the diversity, age range and skill sets that will enhance the FAB going forward. We are sad to see Gill and Clive leave the group following their three-year tenure. Both of them have been there since the FAB’s inception and helped lay the foundations for us to follow. Thank you both.”*



# Proposed actions for next season

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- Recruiting parents/guardians to FAB who bring children to matches, to bring a new perspective
- Reviewing which FAB members sit in different official supporters' groups to ensure good representation
- Improving outgoing communication to the wider supporter base through social media and the FAB website
- Condensing the number of working groups to focus on three or four key themes, aligned with the club's long-term vision
- Getting big-ticket decision-making meetings in the diary with more notice
- Relocating the FAB on matchday to be more visible to supporters



# Appendix



## Supporters clubs events

**25 April 2025**

Gordon Greer, pathway development manager) at the BHAFC Supporters Club:

<https://www.brightonandhovealbion.com/media-article/club-news-gordon-greer-bha-fc-supporters-club-may-2025>

**7 April 2025**

Paul Camilin (head of communications) and Mark McGhee (former manager) attend Seagulls over London:

<http://www.seagullsoverlondon.com/meetings#past>

**1 February 2025**

Lunar New Year Watch Party hosted by Hong Kong Seagulls:

<https://www.brightonandhovealbion.com/pages/en/fans-supporters-clubs>

**22 January 2025**

Ray Bloom (director) at Seagulls over London:

<http://www.seagullsoverlondon.com/meetings#past>

**25 November 2024**

Seagulls over Burwash with Ray Bloom (director) and Paul Camillin (head of communications).

**28 October 2024**

Chief operating officer, Paul Mullen, speaks with Seagulls Over London:

<http://www.seagullsoverlondon.com/meetings#past>

**21 September 2024**

Fan Event in Chicago for the tenth Premier League Mornings Live.

**19 September 2024**

BHAFC Supporters Club event at the Swan in Falmer with CEO Paul Barber:

<https://x.com/BHASC1/status/1836674357138985156>

**24 August 2024**

Shegulls pre-season event with Jo Davis from FAB speaking:

<https://www.brightonandhovealbion.com/fans-supporters-clubs>

**8 August 2024**

Katie Haines DLO meets the Disabled Supporters Association and disabled fans:

<https://www.brightonandhovealbion.com/pages/en/media-article/club-news-read-the-latest-disability-fans-forum-minutes>



**28 July 2024**

Supporters' Clubs fan event in Japan before match vs Tokyo Verdy with Paul Barber CEO, Glenn Murray BHAFC Ambassador:

<https://www.brightonandhovealbion.com/fans-supporters-clubs>

**26 July 2024**

Proud Seagulls tour of the training ground with Harry Hampton, supporters club liaison:

<https://www.brightonandhovealbion.com/fans-supporters-clubs>

**28 June 2024**

Hong Kong Seagulls tour of the training ground with Harry Hampton, supporters club liaison:

<https://www.brightonandhovealbion.com/fans-supporters-clubs>

**24 June 2024**

BHAFC Supporters Club tour of the training ground with Harry Hampton, supporters club liaison:

<https://www.brightonandhovealbion.com/fans-supporters-clubs>



## Other fan meetings/updates

**22 May 2025**

Online end-of-season fans' forum for STHs and members with David Weir, technical director, Paul Mullen chief operating officer, Fabian Hurzeler men's first-team head coach:

[https://www.youtube.com/watch?v=Cffi1Nb-\\_Lc](https://www.youtube.com/watch?v=Cffi1Nb-_Lc)

**7 December 2024**

Fan Event in Leicester with Paul Barber and Tony Bloom answering questions and mixing with fans:

[https://www.instagram.com/p/DDXBmwil\\_ET/?img\\_index=6&igsh=MWQxcTJjYzJhaThrbQ%3D%3D](https://www.instagram.com/p/DDXBmwil_ET/?img_index=6&igsh=MWQxcTJjYzJhaThrbQ%3D%3D)

<https://x.com/officialbhafc/status/1866117344461799745?s=46&t=TgoAsZneJpSUrnPWvOkqlQ>

**26 November 2024**

Update on safe standing survey and committing to installation:

<https://www.brightonandhovealbion.com/pages/en/media-article/club-confirms-plan-to-install-safe-standing>

**10 September 2024**

Zoe Johnson, MD of Women's and Girls Football and WFT head coach Dario Vidosic meet WSL STHs and member at the women's fans' forum:

<https://www.youtube.com/live/sldmDUxC3fA>

**13 August 2024**

Paul Barber CEO and First Team Manager Fabian Hurzeler meet fans for annual fans' forum:

<https://www.youtube.com/live/7ktD4A1p1wY>



## Fan Advisory Board meetings and working groups

**6 May 2025**

FAB Presentation to the board of directors:

<https://www.brightonandhovealbion.com/fans-fan-advisory-board>

**10 March 2025**

9th FAB Meeting with Jenny Gower NBLO and Paul Barber CEO:

<https://www.brightonandhovealbion.com/fans-fan-advisory-board>

**10 December 2024**

8th FAB Meeting with Jenny Gower NBLO & Russ Wood head of commercial:

<https://acrobat.adobe.com/id/urn:aaid:sc:EU:ad5d4f41-20dc-4d6e-91d6-3ba459fe12e1?viewer%21megaVerb=group-discover>

**24 September 2024**

7th FAB Meeting with Jenny Gower NBLO:

<https://www.brightonandhovealbion.com/fans-fan-advisory-board>

**13 August 2024**

Induction for new FAB Members with club's executive committee, executive directors, chief executive and men's first-team head coach:

[https://assets.ctfassets.net/rrpvignygaa1/5Az7s8M2id3ch5TWtge7oQ/5525477e21c2fd4e150485e8e41629ef/FAB\\_Induction\\_day\\_summary\\_1.pdf](https://assets.ctfassets.net/rrpvignygaa1/5Az7s8M2id3ch5TWtge7oQ/5525477e21c2fd4e150485e8e41629ef/FAB_Induction_day_summary_1.pdf)

## Fan Advisory Board working groups and other meetings

**26 June 2025 and 10 December 2024**

Ticket pricing consultation for men's first-team matches, with Jenny Gower, head of ticketing.

**24 April 2025**

Ticket pricing consultation for women's first-team matches with Jenny Gower, head of ticketing and Jemma Thrower, marketing operations manager.

**January 2025**

FAB Meeting with Official Supporters Clubs.

**28 November 2024**

Atmosphere Working Group.

**23 October 2024**

Sustainability working group with Tom Harris, sustainability manager:

<https://www.brightonandhovealbion.com/fans-fan-advisory-board>

**15 October 2024**

Sanctions process review with FAB and Adrian Morris, head of safety and security.

**15 October 2024**

Safe standing review with FAB with Jenny Gower NBLO, Peter Gray, head of projects, and Adrian Morris, head of safety and security.

**Regularly scheduled**

WSL Working Group.





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