



CHEL TENHAM TOWN FAN ENGAGEMENT PLAN

2024/25 SEASON

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INTRODUCTION

Cheltenham Town Football Club are committed to improving fan engagement and fostering a stronger bond between the Club and its supporters. To do this, we have collaborated with the Robins Trust, a significant club shareholder and an organisation affiliated to the Football Supporters Association, to create a Fan Engagement Plan for the 2024/25 season.

We recognise that improvements need to be made to fan engagement, and this document outlines our strategies and objectives to enhance fan experience and engage in a more transparent and meaningful way.

The Fan Engagement Plan sets out new avenues of two-way communication and ways to create more memorable experiences that go beyond matchdays. The Club also aim to create an inclusive and interactive fan experience that fosters a strong sense of community and belonging among our supporters.

Our Fan Engagement Plan will be updated annually and will incorporate input and feedback from supporters throughout the season. Prior to every season, we will publish a revised version of the plan to reflect our commitment to collaboration and transparent communication.

By working together with our fans and supporters groups and having more opportunities for feedback and collaboration, we can make more informed decisions that enhance the overall experience for everyone involved in the Club.

Thank you for your support of Cheltenham Town.

COMMITMENT TO REGULATION 128

Cheltenham Town Football Club agrees to comply in full with EFL Regulation 128 and in some instances surpass the requirements regarding Supporter Engagement.

Regular meaningful communication with supporters is important and an area we are working to improve. We will do this through various channels, including, but not limited to, a Fan Advisory Board (FAB), working group sessions, fan forums, our website, social media channels and newsletters.

The Club is also seeking to provide more opportunities for fans to be involved in meaningful communication and additional avenues to provide feedback.

Under the EFL Regulations 128, the club has committed to: • Updating and publishing customer charter annually • Creating and publishing an annual fan engagement plan and report • Appointment of Fan Engagement Lead • Appointment of club SLO • Hosting two fan forums per season where the club is represented by members of the board of directors and will be covered on the club's website and social media channels	In addition, the club has previously committed to the following throughout the 2023/24 season: • Updating catering and shop offerings based on supporter feedback • Engaging with season ticket holders and staff on Equality, Diversity and Inclusion survey • Forming the Supporter Services Group and collaborating with the Robins Trust, Proud Robins and Her Game Too Cheltenham Town Ambassador • Engaging with supporters across a range of matchday themes, including LGBTQ+ History Month, Unite for Access & Her Game Too
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FAN ENGAGEMENT APPROACH

Cheltenham Town's Fan Engagement approach seeks to improve two-way communication with supporters and ensure that their voices are heard and considered in decision-making processes. We value the input of our fans and are committed to creating a strong and positive relationship with them.

Effective Fan Engagement is a requirement, and licencing condition, of the Football Governance Bill, but the measures we introduce should go beyond what is demanded, and instead look at what will be most effective.

Key to this will be an open, honest and transparent relationship with the Robins Trust – an affiliate member of the Football Supporters Association – and with key representative groups of supporters.

Therefore, we believe the constitution of a Fan Advisory Board (FAB) will supplement the work of the director appointed by the Trust membership and strengthen the relationship between the club and all of its supporters.

As well as establishing a FAB, the Club will continue to hold fan forums and will introduce drop-in sessions and working group meetings to allow all those interested to contribute and engage with the Club.

This ensures we can listen to and learn from supporters on areas that matter the most to them. The structure of our engagement activity is also set out in a table on page 8.

Our Fan Engagement Staff will also provide periodical updates for fans on the progress made against our Fan Engagement objectives. A list of our Fan Engagement Staff and supporters' groups and networks can be found at the end of this document.

Here is a summary of the club's commitments to fan engagement and communication:

FORUMS & MEETINGS

- Facilitate two open fan forums per season, which will be publicised and covered on the Club's social media channels and website
- Introduce working group meetings with the Robins Trust to establish a Fan Advisory Board for the 2025/26 season
- Introduce drop-in sessions with the SLO where supporters can ask questions or provide feedback

COMMUNICATION

- Dedicated SLO and appointment of senior lead contact for Fan Engagement
- Continue to provide a dedicated method of contact for supporters to direct all enquiries and feedback through the SLO email address (slo@ctfc.com)
- Publish updates on fan engagement activities and changes through our website, social media and newsletters

SURVEYS, PLANS & REPORTS

- Publish a Fan Engagement Plan ahead of every season and a report at the end of each season
- Publish the annual customer charter, which sets out our commitment to fans, via our website
- Conduct two supporter surveys each season with one organised by the Club and one by the Robins Trust via the Cheltenham Town Supporters' Player of the Year vote.

- The Club and the Robins Trust will discuss and act on responses from the surveys with results and plans to be published

VOLUNTEERS & COMMUNITY

- Work with the Robins Trust and SLO to facilitate more volunteer and community work and nurture a more inclusive relationship with supporters
- Meeting between the Club and Robins Trust set for the first half of the season to establish tasks and timeframes for building a volunteer army

FAN ENGAGEMENT ACTIVITY

2024	EVENT
	Supporter Survey 1 Organised by the Club
	Fan Drop-In Session with SLO
	Working Group Meeting with Robins Trust <i>(Members to discuss the creation of a Fan Advisory Board and ideas related to atmosphere, fan services and match initiatives)</i>
	Fans Forum 1/Robins Trust AGM
2025	
	Fan Drop-In Session with SLO
	Working Group Meeting with Robins Trust <i>(Members to discuss the creation of a Fan Advisory Board and ideas related to atmosphere, fan services and match initiatives)</i>
	Fans Forum 2/Shareholders Information Meeting
	Supporter Survey 2 through Robins Trust
	Fan Engagement Report Published

FAN ADVISORY BOARD

Fan Advisory Boards are a requirement in the Premier League, and the Football Supporters Association's guidance is as follows:

"FSA recommends that every club should have an FAB to cover strategic club issues. Albeit not required by EFL rules it is likely that the football regulator will mandate it."

While the Club does not currently have a Fan Advisory Board (FAB), the Club and Robins Trust are working together to introduce a FAB for the 2025/26 season.

A FAB is independent from the Club but should be representative of the supporter base. There will be reserved seats for representatives from the Club's key supporter groups, and members will need to be appointed according to a democratic process.

Each FAB member will have to apply to a confidentiality agreement. FAB meetings will be held under Chatham House Rules, and cross-party agreement will be sought before proceedings are discussed in open. However, agreed action points and progress reports will be published within 14 days of each meeting.

A FAB's role is to hold strategic meetings throughout the season and meet with senior Club representatives. These meetings will cover the club's ongoing operations.

The Director appointed by the Trust will sit on the FAB, take guidance from the FAB, and report back to the FAB members on matters of strategic importance.

Working group meetings between the Club and Robins Trust will start this season to discuss the creation of a FAB.

ROBINS TRUST STATEMENT

The Robins Trust are pleased to be working on plans to integrate a new era of engagement and interaction between the Club and its supporters. Since the establishment of the Fan Led Review of football in the aftermath of the 2019 General Election, there has been almost unanimous support across the football ecosystem for change.

Through a strong relationship with the Football Supporters Association, the Robins Trust has engaged with both the Crouch Review and the Department for Culture, Media and Sport throughout the process to establish the Football Governance Bill.

And while, at the time of writing this statement, the exact details of the Bill that will be introduced to the 2024 parliament by the new Labour Government aren't known, that shouldn't stop progress being made.

Our Building for the Future document released at the end of the 2023/24 season showed an incredible appetite from supporters, both for meaningful engagement and better communication of the club's forward-thinking and ongoing plan.

The proposed Fan Advisory Board will be a key conduit to achieving this. As part of the working group meetings which will be held during the 2024/25 season, we will work to outline a plan for how the FAB works to empower, and work alongside, the director appointed by the Trust.

We look forward to continuing the positive progress made in recent weeks, to fulfilling the work outlined in our Building for the Future document, and to ensuring that the fan engagement standards at our club set the standard for how a EFL club interacts and engages with its supporters.

Signed on behalf of the elected Robins Trust Board.

James Young

Trust Chair

29 July 2024

HOW TO GET INVOLVED

We'd love to hear back from our supporters on this FEP. Supporters can get involved in Cheltenham Town's Fan Engagement Plan by emailing the Supporter Liaison Officer at slo@ctfc.com.

The Club will provide opportunity for feedback, suggestions and ideas on how we can improve the fan experience across the multiple areas of engagement detailed across this FEP.

Supporters can also join established fan groups or participate in club events and initiatives, to help shape the Fan Engagement Plan and make a positive impact on the overall fan experience.

SUPPORTER GROUPS & NETWORKS

Robins Trust

The official Cheltenham Town supporters group which owns around 16% of the current issued share capital in the Club making it the third largest shareholder.

Proud Robins

Proud Robins is the official LGBTQ+ supporters network who are supporting and building LGBTQ+ inclusion and acceptance for fans, players and staff.

Her Game Too

We have a Cheltenham Town Her Game Too ambassador and advocates who are working to help women and girls feel safe coming to matches.

Supporter Services Group

Collective comprises the Director appointed by the Robins Trust, SLO, members of the Robins Trust, various fan groups and volunteers from around the club who are working to improve the fan experience.

1887 Red Army

A group of supporters making up the Singing Section in Block 1 of the Colin Farmer Stand, with a desire to improve the home and away atmosphere at Cheltenham Town matches.

FAN ENGAGEMENT STAFF

Senior Lead Contact for Fan Engagement

Paul Godfrey
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Director Appointed by the Robins Trust

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Supporter Liaison Officer

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Proud Robins

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Cheltenham Town Her Game Too

hgtcheltenham@gmail.com
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The full Club Directory can be found [here](#), and Club Contact Details are listed [here](#). If you have feedback on the Fan Engagement Plan or supporter-related enquiries or comments, please email slo@ctfc.com.