



SUPPORTER ENGAGEMENT PLAN

2024/2025

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PURPOSE AND VALUES

OUR PURPOSE

To be a successful club, on and off the pitch, which is at the heart of our community.

OUR VALUES

- ✘ **Extraordinary** Good people doing extraordinary things
- ✘ **People Centred** Placing people at the heart of everything we do by caring, driving and developing them to release their highest potential
- ✘ **Tenacious** Determined and resilient in the drive for success
- ✘ **Valiant** Bold in the decisions we make and the actions we take
- ✘ **Respectful** Maintaining a mutual respect between the club and our stakeholders
 - (Our supporters, community, staff and partners)

WE WILL BE

- ✘ Acknowledged by industry leaders and competitors as the exemplar football club in the EFL
- ✘ Sustainably successful on and off the pitch
- ✘ Developing industry-recognised players and staff
- ✘ Welcoming and engaging an ever-increasing supporter base to Vale Park

CLUB STRATEGIC OBJECTIVES

- ✘ Establish and maintain a high-performance culture
- ✘ Increase matchday attendance and supporter engagement
- ✘ Achieve financial stability and growth
- ✘ Enhance community engagement and positive impact
- ✘ Ensure stadium & facilities are high quality and compliant
- ✘ Promote a culture of diversity and staff well-being
- ✘ Strengthen compliance procedures and policies
- ✘ Promote a cohesive and inter-connected club



A MESSAGE FROM THE CEO

On behalf of Carol and Kevin Shanahan and the entire staff at Port Vale Football Club, I am extremely proud to introduce our first-ever Supporter Engagement Plan, a document that is the product of a 12-month period of internal and external conversation, and one which we see as the start of a new era of collaboration with you, our loyal supporters.

This is an important step at an important time for us as a club. I'm keen that we follow through with our promises when it comes to improved communication and supporter engagement, and think this plan represents just that.

We recognise that our promises have to translate into meaningful actions which strengthen the bond between the club and our supporters. As a club, we know this is an area with scope for great improvement but believe this plan will encourage a culture of collaboration and transparency, where every voice is heard and valued.

In recent months, you've heard from myself and others in various 'Supporter Forum' meetings, and those events have been invaluable for us in terms of taking on board a wide range of supporter feedback. Those insights have been crucial in shaping this plan, as we've sought to understand your aspirations for the future of Port Vale. We've been entrusted with taking actions to shape Port Vale's future, and this is about putting you at the heart of that process.

Throughout the past year, we've also engaged with key local stakeholders – including the Supporters Club, as well as the Football Supporters' Association (FSA), English Football League (EFL) and other football clubs - to ensure that our approach aligns with industry best practices while remaining true to the unique identity of Port Vale.

Structured around three key areas, the plan aims to create meaningful opportunities for interaction, dialogue and collaboration. We're particularly excited about the launch of a 'Supporter Advisory Board' for organised consultation aimed at amplifying your voice and enhancing transparency in club decision-making.

This is just the beginning, with work well under way on putting this plan into effect.

As always, thank you for your unwavering support and dedication – we can't wait to see you back at Vale Park in 2024/25.

MATT HANCOCK
CHIEF EXECUTIVE OFFICER
PORT VALE FOOTBALL CLUB

PLAN OVERVIEW

WELCOME TO OUR FIRST-EVER SUPPORTER ENGAGEMENT PLAN!

We believe this strategy will establish a sustainable framework for both the club and our supporters, delivering a more positive and engaging supporter experience moving forward.

Aligned with the Premier League's Fan Engagement Standard, a key aspect of the plan involves establishing a Supporter Advisory Board (SAB), details of which are set out below.

We will consult and involve fans in critical matters such as the club's matchday experience and ticketing, areas which the club have been working hard to improve in recent months.

The Supporters Advisory Board will provide a platform for formal dialogue with supporters, allowing the club to take your insights and opinions to collaboratively shape the future of Port Vale. Before launching the SAB, we encourage you to share your feedback to ensure it is duly considered as part of the process.

We are proud of the existing relationships with our various supporter groups, and this move is intended to complement those arrangements on club-wide matters. The introduction of this plan also entails the appointment of a Supporter Liaison Officer at the club, who will serve as the primary point of contact for fan queries, suggestions, feedback and complaints.

At the end of every season, we will review this plan to ensure its effectiveness and relevance, with an updated version published each year.





SUPPORTER VOICE

SUPPORTER ADVISORY BOARD

The **Supporter Advisory Board (SAB)** at Port Vale will serve as a structured and inclusive platform for discussions and long-term planning.

Made up of appointed representatives from various supporter groups, club officials and independent members, the Supporters Advisory Board will ensure a balanced and diverse perspective when it comes to decision-making processes.

With meetings focused on key areas impacting the supporter experience, community engagement and the club's strategic direction, the SAB will provide recommendations to senior leadership, promoting transparency and accountability.

KEY ASPECTS OF THE SUPPORTER ADVISORY BOARD

- ✉ **Structured engagement:** The SAB will operate as a formal advisory body, focusing on strategic discussions and long-term planning for supporter engagement
- ✉ **Diverse Membership:** Made up of appointed representatives from various supporter groups, club officials and independent members, ensuring a balanced and diverse perspective
- ✉ **Bi-annual meetings:** The SAB will host two meetings per season to discuss key areas impacting the supporter experience, community engagement and the club's strategic direction
- ✉ **Agenda-driven discussions:** Meetings will be structured around pre-defined agenda items
- ✉ **Advisory role:** Provides recommendations to the club's senior leadership on critical matters affecting supporters

RECRUITMENT PROCESS

- ✉ Members will be selected through an application and interview process
- ✉ Selection criteria will emphasise both lived and professional experiences, promoting a diverse range of experiences
- ✉ The interview panel will be comprised of independent individuals who are passionate about Port Vale
- ✉ Applications will be treated with strict confidentiality
- ✉ Full criteria and process will be presented separately



SUMMARY OF PROPOSED STRUCTURE FOR THE SUPPORTER ADVISORY BOARD (SAB)

COMPOSITION:

- ✉ **Chairperson:** Leads meetings
- ✉ **Supporter representatives:** 8-12 independently elected members representing various supporter segments
- ✉ **Independent members:** 2-3 experts or community leaders
- ✉ **Club officials:** 3-5 senior club representatives, including the CEO

MEETINGS:

- ✉ **Location:** Vale Park, with virtual participation options
- ✉ **Agenda:** Submitted two weeks prior and finalised one week before meetings
- ✉ **Minutes:** Recorded and shared, with key points available to the wider supporter base

GOVERNANCE:

- ✉ Advisory role with recommendations to senior leadership
- ✉ Consensus-based decisions, with majority vote if needed
- ✉ Regular reporting to the CEO and updates to supporters

CONFIDENTIALITY:

- ✉ Members to sign a confidentiality agreement

REVIEW:

- ✉ Annual review of SAB membership, structure and effectiveness

PROPOSED SAB AREAS OF FOCUS

- ✉ **Matchday experience** - Enhancing the experience for supporters during both home and away matches.
- ✉ **Future vision and stability** - Discussing the club's strategic direction and ensuring long-term stability.
- ✉ **Community engagement** - Discussing the club's involvement in local community projects and initiatives.
- ✉ **EDI** - Promoting efforts towards fostering equality, diversity and inclusion within the club and the local community.
- ✉ **Ticketing policies** - Discussing the club's ticketing policies and practices for matchdays.
- ✉ **Club traditions and heritage** - Preserving and promoting the traditions and heritage of the club.
- ✉ **Fanbase development** - Strategies to grow and strengthen the club's fanbase both domestically and internationally.



- ⊗ **Environmental sustainability** - Evaluating the club's initiatives in environmental sustainability and green practices.
- ⊗ **Stadium facilities** - Assessing the facilities at the stadium to ensure they meet the needs of supporters.
- ⊗ **Communication with supporters** - Improving how the club communicates with its supporters, ensuring transparency and engagement.
- ⊗ **Supporter Groups Input** - Including agenda items proposed from independent supporter groups (such as 'Super Vale Abroad') and sub-sections of the PVFC community such as our ex-military servicemen

Note: The Supporter Advisory Board will not be involved in on-pitch football matters.

SUPPORTER FORUMS

We value your input and will aim to ensure key staff members attend Supporter Forums to actively participate in club-related discussions, which serve as a platform for open dialogue and constructive conversations. Additionally, throughout the season, we will provide opportunities for supporter consultation on various club matters.

Supporter Forums will give you a chance to provide feedback and ideas, which will then be channelled into the SAB for further consideration and discussion.

We will commit to hosting a minimum of two supporter forums with the club's CEO, First Team Manager and other senior staff.

POTENTIAL DISCUSSION POINTS INCLUDE:

- ⊗ Strategies for season tickets
- ⊗ Improvements to retail offerings
- ⊗ Improvements to digital offerings
- ⊗ Improvements to the overall matchday experience

Supporter Forums will give you a chance to provide feedback and ideas, which will then be then channelled into the SAB for further consideration and action.

Recent examples of supporter feedback influencing positive change at the club include:

- ⊗ Introduction of a new ticketing system
- ⊗ Closure of the Railway
- ⊗ Changes to turnstile operations
- ⊗ Improving the online journey for supporters
- ⊗ Introduction of a priority ticketing scheme
- ⊗ Changes to matchday food and beverage



DAY-TO-DAY SUPPORT

SUPPORTER LIAISON OFFICER [SLO]

As part of this plan and to help improve supporter engagement on a day-to-day basis, we will appoint a Supporter Liaison Officer. They will serve as the main point of contact for all supporter queries, suggestions, feedback and complaints.

Working closely with the SAB, the SLO will also steer findings from recommendations through to implementation. We will confirm full details ahead of the 2024/25 season.

DISABILITY ACCESS OFFICER [DAO]

Our Disability Access Officer (DAO) will serve as a dedicated point of contact for fans with disabilities, ensuring their needs are met and voices heard. Committed to inclusivity, the DAO will work to facilitate a welcoming and accessible environment for all supporters.

MATCHDAY SLO TEAM

Our Matchday Supporter Liaison Officer team will be dedicated to enhancing the matchday experience for supporters, and will be readily available to address any enquiries or issues supporters may encounter, ensuring that every matchday at our club is enjoyable and memorable for everyone.

SUPPORTER GUIDES

We will offer comprehensive online guides to enhance the matchday experience, catering to both first-time supporters and seasoned match goers. These guides will provide essential information about the stadium, matchday timings and facilities, ensuring that everyone feels prepared and informed before coming to Vale Park.

SURVEYS

At the end of every season, we will reach out to supporters on our database through an annual survey designed to gather insights and feedback about the club. This feedback will serve as a vital tool in shaping our ongoing improvements and initiatives, ensuring that we continue to evolve every season.

SHARE YOUR VOICE

Our aim is to deliver exceptional supporter service and enhance the experience of our supporters. Once appointed, we encourage anyone seeking assistance to reach out to our dedicated SLO, participate in our post-match surveys or attend one of our Supporter Forums.



ADDITIONAL SCHEMES

COMMUNITY OUTREACH

We strongly believe in the power of community and the importance of giving back and so invite all supporters to get involved with our community outreach work, including volunteering opportunities with the Port Vale Foundation. Whether you are interested in volunteering your time, skills or resources, there is a role for everyone to play in making a positive impact in our community. Additionally, Port Vale Foundation offers a variety of activities for supporters to participate in across all age groups.

CLUB EVENTS

We play host to many different creative events to help entertain and bring together the local community. From Sunday lunches to Comedy Clubs, and '80s nights to Christmas parties, there is an event for everyone.

SUPPORTER CHARTER

This document reflects our dedication to providing an exceptional experience, fostering inclusivity and working hand-in-hand with our supporters and can be accessed via our website.

TEAM VALIANTS

Our Team Valiants programme, which is our Junior Supporter Club, includes a 2024/25 replica home shirt, two free match tickets to dedicated Team Valiants fixtures, an access all areas training sessions and much more. There are three different packages for our younger supporters and ways they get involved: Baby Valiants (0-4 years old), Mini Valiants (5-12 years old) and Teen Valiants (13-16 years old).

STAFFORDSHIRE UNIVERSITY FAN ZONE

On home matchdays, we will provide a dedicated pre-match Fan Zone for supporters of all ages to enjoy, located on Hamil Road Car Park. A variety of food and beverage stalls will be available, as well as music, games and activities.

OPEN TRAINING SESSION

A pre-season training session open for supporters to attend, with full details to be shared via official social media channels.

KEEPING IN TOUCH AND UP-TO-DATE

Supporters can stay connected with PVFC through our social media channels, where you'll find all the latest updates, behind-the-scenes content and exclusive insights into the club. Follow us on Facebook, X, Instagram, TikTok, WhatsApp and YouTube, to join our growing community of followers.

EMAIL SUBSCRIPTIONS

Sign up for our regular email updates via our official website to receive exclusive news, match previews, ticket offers and more, directly to your inbox.

ENHANCED ONLINE EXPERIENCE

Ahead of the 2024/25 season, we will launch a new mobile app and website, designed to enhance your online experience. With user-friendly interfaces and innovative features, these platforms will provide easy access to all the latest club news, match updates, exclusive content and supporter engagement activities. The online experience is a work in progress and we are keen to get supporter feedback as we build our content and quality.

