

CLUB FAN ENGAGEMENT PLAN

GILLINGHAM FC



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FAN ENGAGEMENT PLAN

Welcome to Gillingham Football Club Fan Engagement Plan.

At Gillingham Football Club, we believe that supporters are at the heart of everything we do. It is their unwavering loyalty and dedication which drives us to succeed both on and off the pitch. As the owners of the Club, we are both pleased and proud to present our Fan Engagement Plan for the 2024/25 Season.

Our overarching vision is to create an inclusive, interactive fan experience which fosters a sense of community and belonging among supporters. We will work tirelessly to meaningfully engage with our fans and to provide them with valuable experiences that go beyond matchdays.

Integrity, passion, and respect guide our interactions with fans. Furthermore, we are committed to building strong relationships with our supporters based on trust and transparency. We strive to create an inclusive environment where all fans feel welcomed, valued, and heard.

We have set measurable goals for fan engagement, including learning who our supporters are, ensuring they have a means to communicate with us, and strengthening the connection throughout the year between supporters and the Club. We will regularly evaluate our progress via fan feedback mechanisms so that we can continuously improve the fan experience and also effectively report back to the League on our activities and achievements at the end of the season.

We are confident that, by working together with our fans, we can create a fan engagement strategy that not only meets their expectations but exceeds them. Thank you for your continued support and dedication to our Club.

Yours Sincerely,

Brad and Shannon Galinson



COMMITMENT TO REGULATION 128

Gillingham Football Club agrees to comply in full with EFL Regulation 128 and its requirements regarding Supporter Engagement.

Regular meaningful communication with supporters is important, and we will continue to do this through various channels such as official supporters groups meetings, working group sessions, social media, newsletters, and fan forums.

The Club also pledges to discuss any Heritage Items that may be in scope for consultation, such as any matter linked to the Club's name, badge, stadium and other areas of our history.

The Club is always seeking to improve and provide opportunities for fans to be involved, and over recent seasons we have continued to enhance the way we set out to achieve this.

At Gillingham Football Club we have already achieved so much as a result of consulting and engaging our fanbase. We have undertaken consultation and gained feedback regarding ticketing, recognising and celebrating the important role fans play in our success as a club whilst encouraging inclusivity and diversity within our fanbase. We have actively sought to engage with all supporters regardless of background and continuously looking for ways to improve supporter engagement and resolving grievances or concerns in a timely and respectful manner.

FAN ENGAGEMENT APPROACH

Gillingham Football Club Fan Engagement approach seeks to continually improve dialogue 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.

To achieve that goal, the Club works to engage supporters in several ways.

We meet with our Official Supporters Club regularly throughout the season, hold fan forums, focus sessions and working group meetings. All these measures ensure we can listen and learn from supporters on what areas matter to them.

The structure of our engagement activity is set out in the timeline below.

We commit to meeting throughout the course of the season and operate a multi-level engagement policy whereby over and above our fan group meetings we also hold fan forums and focus sessions to allow all those interested in attending to listen, contribute and engage with a number of Club personnel.

We publish minutes and outputs from our meetings to ensure all supporters are aware of the activity undertaken. We will also provide updates for all our fans on the progress made against our Fan Engagement objectives.

All our meetings are attended by senior staff including our Fan Engagement lead, and our approach is one of inclusivity and transparency.

FAN ENGAGEMENT PLAN 2024/25

MONTH	EVENT
JULY 2024	Fan Focus Session 1 Quarterly Group Meeting with Gillingham Supporters Club
AUGUST 2024	Open Training Session <i>(Open Training Session held at the stadium followed by a Meet the Players/Managers)</i>
SEPTEMBER 2024	Fan Focus Session 2 Quarterly Group Meeting with Gillingham Supporters Club
OCTOBER 2024	Fan Forum 1 <i>(An evening event with Senior Club staff open to all supporters)</i>
JANUARY 2025	Fan Focus Session 3 Quarterly Group Meeting with Gillingham Supporters Club
FEBRUARY 2025	Special Meet and Greet the Players/Manager Event <i>(An event based within the Great Hall open to all supporters)</i>
MARCH 2025	Fan Forum 2 <i>(An evening event with senior Club staff open to all supporters)</i>
APRIL 2025	Fan Focus Session 4 Quarterly Group Meeting with Gillingham Supporters Club



OUR COMMITMENT TO YOU

Gillingham Football Club commits to provide regular updates to supporters regarding its fan engagement activity. We want our fans to feel involved in the process, and we therefore commit to listening to feedback and views on any aspect of this Plan.

Should there be any changes or updates to the Club's FEP we will communicate these clearly and promptly to fans, explaining the reasons behind the changes and how they align with the Club's objectives. As previously outlined, transparency and accountability are key, so the Club is open to feedback and engagement from fans on the FEP and its progress.

The Club will provide regular updates on the performance of the FEP, including any successes or challenges faced, and how these are being addressed.

We welcome any feedback across a range of our established engagement areas such as our fan forums or surveys. To read about the Club's Ongoing Supporter Engagement activity please visit our official website for more.

COMMITMENT TO FAN COLLABORATION

Gillingham F.C. Supporters' Club fully supports the Club's new Fan Engagement Plan. This is a great stride forward in formalising the structure of meaningful engagement between the Club and it's fanbase and is a positive commitment from all concerned.

We echo the Club's view that we are on a journey together and that it is important we align on various aspects of activity and progress. It is imperative that we are able and allowed to challenge and seek clarity from the Club on issues of importance. Through the mechanisms outlined in the FEP there is opportunity for us all to continue working together to achieve our goals and keep supporters at the heart of decisions affecting our Club.

- Neil H. Klee, Chairman of Gillingham F.C. Supporters' Club



FIND OUT MORE, CONTACT US

We'd love to hear back from our supporters on this FEP. Supporters can get involved in Gillingham Football Club's Fan Engagement Plan by reaching out to our designated contact person or senior staff member responsible for fan engagement. The Club will provide opportunity for feedback, suggestions, and ideas on how together 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.

To read more about the Club's established supporters' groups please head to www.gillinghamfootballclub.com

To see contact details for relevant staff please head to www.gillinghamfootballclub.com/club/staff-directory

