

GILLINGHAM
FOOTBALL CLUB



FAN ENGAGEMENT PLAN

Gillingham Football Club



CONTENTS

1	Fan Engagement Plan
2	Our Commitment to Regulation 128
3	Our Vision
4	Our Timetable
5	Our Commitment
6	Supporters' Club Commitment
7	Our Contacts



OUR FAN ENGAGEMENT PLAN

“It never leaves you.”

Welcome to Gillingham Football Club’s Fan Engagement Plan for the 2025/26 season.

At Gillingham FC, we understand that football is more than just a game — it’s a lifelong bond. That connection between the Club and its supporters is something truly special. It’s not temporary, and it’s not passive. It never leaves you.

As owners of this great Club, we are proud to present our commitment to putting fans at the centre of everything we do. Your passion inspires us — on the terraces, in the community, and in everything we strive for, on and off the pitch.

Our mission is simple: to build a meaningful and lasting connection with our supporters that reaches far beyond the final whistle. We aim to create a welcoming, inclusive, and dynamic experience where every fan feels part of the Gills family — because once your part of it, it never leaves you.

Guided by the values of respect, honesty, and passion, we are dedicated to strengthening our relationship with you through clear communication, transparency, and genuine involvement. We want every supporter to feel heard, valued, and connected — whether it's your first match or your hundredth season.

This season, our fan engagement goals include:

- Gaining a deeper understanding of who our supporters are and what matters to them.
- Enhancing two-way communication between the Club and its fans throughout the year.
- Providing new and meaningful ways for fans to be involved in shaping the Club’s future.
- Continuously improving the supporter experience through regular feedback and collaboration.

These aren’t just promises — they are a plan of action. We’ll track our progress, listen carefully, and always strive to do better, reporting back to both our supporters and the League with transparency.

We are excited about the journey ahead and know that with your support, we can build something special — something lasting. Because whether you’re in the stands, watching from afar, or supporting in spirit... once your part of the Gills family, it never leaves you.

Thank you for your loyalty, energy, and belief in what we’re building together.

Yours sincerely,
Brad and Shannon Galinson
Owners, Gillingham Football Club



OUR COMMITMENT TO REGULATION 128

"It never leaves you."

At Gillingham Football Club, we remain fully committed to upholding EFL Regulation 128, ensuring that supporter engagement is embedded at the heart of how we operate.

We recognise that regular, meaningful dialogue with our fans is essential to the strength and future of our Club. That's why we will continue to communicate openly and proactively through a variety of channels — including structured dialogue with recognised supporter groups, social media, and fan forums.

We also reaffirm our commitment to consulting supporters on all relevant Heritage Matters — including the Club's name, badge, stadium, and other elements of historical and cultural significance. These are more than just symbols; they're part of who we are. And once your part of the Gills family, it never leaves you.

Over recent seasons, your voice has helped shape our approach. Whether it's feedback on ticketing, initiatives to promote inclusion, or ideas that celebrate the diverse makeup of our fanbase, we've listened — and we've acted. That spirit of collaboration remains central to how we move forward.

Our pledge for 2025/26 is to continue enhancing these efforts:

- To actively seek out supporter input in key areas of Club decision-making.
- To ensure all fans — regardless of background — feel included, respected, and heard.
- To respond swiftly and fairly to concerns or grievances, building trust through transparency.

Gillingham FC isn't just a Club — it's a shared identity and a lifelong connection. We're proud of the progress we've made through genuine fan engagement, and we remain dedicated to growing that bond with every supporter.

It never leaves you — and we'll never stop listening.



OUR VISION

"It never leaves you."

At Gillingham Football Club, our approach to fan engagement is built on a simple belief: the voices of our supporters matter. As we move into the 2025/26 season, we remain committed to strengthening the dialogue between the Club and its fans, ensuring your views continue to shape the decisions we make.

We understand that being a supporter is more than attending matches — it's being part of something bigger. It never leaves you. That's why our fan engagement strategy is designed to be open, accessible, and inclusive for all.

To bring this to life, we continue to:

- Meet regularly with our Official Supporters' Club.
- Hold fan forums across the season.
- Provide multiple platforms for supporters to contribute, ask questions, and stay informed.

This multi-layered approach gives everyone the chance to get involved, from long-time season ticket holders to first-time fans — because every voice has a place here.

Our timeline of engagement activities is structured to ensure consistency and accountability throughout the year. Whether it's smaller group discussions or open forums, these touchpoints allow us to both listen and respond meaningfully to fan feedback.

All engagement meetings are attended by senior Club representatives, including our dedicated Supporter Liaison Officer, to ensure that your feedback is heard at the highest level. We take pride in maintaining transparency — publishing minutes, action points, and progress updates to keep everyone informed on how their input is making a difference.

This season, we will continue to evolve and improve our engagement practices. We're proud of the progress made so far, and even more excited about what lies ahead. Because being part of Gillingham FC isn't just for matchday — it's a part of you, always. It never leaves you.



OUR TIMETABLE

JUNE 2025

Fan Focus Session 1

Quarterly Group Meeting with Gillingham Supporters Club

JULY 2025

Open Training Session

(Open Training Session at the stadium followed by a meet the Players/Management)

SEPTEMBER 2025

Fan Focus Session 2

Quarterly Group Meeting with Gillingham Supporters Club

OCTOBER 2025

Fan Forum 1

(An evening event with Senior Club staff, open to all supporters)

JANUARY 2026

Fan Focus Session 3

Quarterly Group Meeting with Gillingham Supporters Club

FEBRUARY 2026

Special Meet and Greet the Players/Manager Event

(An event in the Great Hall, open to STH supporters)

MARCH 2026

Fan Forum 2

(An evening event with Senior Club staff, open to all supporters)

APRIL 2026

Fan Focus Session 4

Quarterly Group Meeting with Gillingham Supporters Club



OUR COMMITMENT TO YOU

"It never leaves you."

At Gillingham Football Club, we are committed to keeping you informed and involved in every step of our fan engagement journey. We recognise that your feedback is vital to our progress, and we want every supporter to feel a part of the process. That's why we're dedicated to providing regular updates on all fan engagement activities and ensuring your views are heard.

If there are any changes or updates to our Fan Engagement Plan (FEP) throughout the 2025/26 season, we will communicate these clearly, promptly, and transparently. You'll always know the reasons behind any changes, and how they support the Club's long-term goals and vision.

As we've committed to previously, transparency and accountability remain at the core of our approach. We welcome ongoing feedback from all supporters, whether through direct conversations, fan forums, surveys, or other channels, so we can continue to evolve and improve.

We will also keep you updated on the performance of the FEP — sharing successes, challenges, and the steps we're taking to ensure that we meet our objectives and address any concerns.

Our aim is always to build a stronger, more connected community — and that's only possible with your involvement. To stay up to date with all the latest supporter engagement activities, and to learn more about how you can get involved, visit our official website regularly.

Your voice is what drives us forward, and we're proud to have you on this journey with us. It never leaves you.



SUPPORTERS' CLUB COMMITMENT

This is the second season that Gillingham FC have implemented and adhered to a Fan Engagement Plan. Gillingham FC Supporters Club greatly appreciates this and has continued to have regular dialogue with senior members of the club's staff. This has allowed meaningful discussion around problem areas of the club's engagement with us, it's supporters and customers as necessary and to ensure the club are aware of the views of its fans, for the benefit of all. The dialogue has also led to an understanding of who is responsible for given activities at the club. The structure of the Fan Engagement Plan allows the very necessary opportunity to improve the matchday experience. We believe that by following this path of regular two-way dialogue our matchday experience can only get bigger and better. We all remember 'it never leaves you'!

Neil Klee, Chairman, Gillingham FC Supporters' Club.





CONTACT US



We'd love to hear your thoughts on our Fan Engagement Plan (FEP). Your feedback is key to helping us continue to evolve and improve, so we're inviting all supporters to get involved.

Whether you've got suggestions, ideas, or feedback on any aspect of the FEP, we encourage you to reach out to our Supporter Liaison Officer or a senior member of the Club's staff. We're always ready to listen, collaborate, and ensure your voice is heard in shaping the future of the Club

There are plenty of ways to engage:

- Join established fan groups
- Participate in Club events
- Get involved in initiatives that directly influence how we connect with our supporters.

Every conversation and idea matters because together, we're building something that lasts. Your involvement helps ensure that the fan experience remains at the heart of everything we do.

For more information about the Club's supporter groups, please visit:

www.gillinghamfootballclub.com

To get in touch with relevant staff members or find out more about who's involved in Fan Engagement, head over to:

www.gillinghamfootballclub.com/club/staff-directory

Thank you for helping us shape the future — because once your part of the Gills family, it never leaves you.