



FAN ENGAGEMENT PLAN 2026/27

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OUR FAN ENGAGEMENT PLAN

We know that the relationship between the Gillingham Football Club and our supporters is unlike any other. The bond doesn't fade with time, and it isn't a passive thing. Hence, we welcome you to Gillingham Football Club's Fan Engagement Plan for the 2026/27 season.

As custodians of this Club, we are proud to set out our commitment to placing supporters at the heart of the work we do. Your enthusiasm, love and ambition for GFC drives us in all we endeavor to accomplish, both on the pitch and behind the scenes.

As has been our earnest commitment since we arrived in December of 2022, we shall continue to forge a bond with our fans that extends well beyond the final whistle. We will do so by welcoming every Gills supporter to an inclusive and vibrant experience.

Rooted in the values of respect, honesty, and passion, we believe every supporter should feel connected to the Club. Therefore, our fan engagement objectives this season are to:

- Gain a clearer picture of our supporters and learn what matters most to them.
- Continue two-way dialogue between the Club and fans.
- Improve the supporter experience by welcoming feedback.

Our Fan Engagement Plan will be an active one. We will not only monitor our progress, listen closely, and keep striving to improve, but we will also report back honestly to both our supporters and the League.

We look forward to the 2026/27 season and hope you do too. Your support will inevitably help us achieve something special. We know it. Because whether you are in the stands or following the lads from afar, you are part of this Gills family.

Thank you for your continued belief in this great Club.

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

OUR COMMITMENT TO REGULATION 129

At Gillingham Football Club, our supporters are at the centre of everything we do. As we begin a new season, we remain committed to building a strong, open and positive relationship with everyone who represents the Gills – from those who have followed the Club for generations to those just beginning their journey with us.

We recognise that effective supporter engagement is vital to the continued growth and success of the Football Club. In line with EFL Regulation 129, we will continue to provide meaningful opportunities for supporters to share their views, raise questions and play an active role in discussions around the future of Gillingham Football Club.

Throughout the season, we will continue to engage with supporters through regular forums, consultation opportunities, digital platforms, supporter groups and direct communication with senior members of the Club. These conversations will help shape decisions across key areas including ticketing, matchday experience, accessibility, inclusion, community projects and wider club developments.

The Club continues to invest in improving the experience for supporters at Priestfield Stadium, both on and off the pitch. As we look ahead to the season, we are committed to keeping fans informed about our plans, listening to feedback and ensuring supporters remain an important part of our decision-making process.

A senior representative of the Club will continue to lead and coordinate supporter engagement activity, ensuring supporter feedback is shared across relevant departments and considered when reviewing policies, services and future initiatives.

We also reaffirm our commitment to consulting supporters on all Heritage Matters, recognising the importance of protecting the traditions and identity that make Gillingham Football Club unique. This includes matters relating to the Club's name, crest, colours, stadium and other historic elements that represent the heritage of the Gills.

The bond between Gillingham Football Club and its supporters has been built over generations and is founded on trust, respect and a shared passion for the Club. Every supporter has a role to play in our journey, and every opinion helps us understand how we can continue to improve.

As we enter another exciting chapter in the Club's history, we look forward to working alongside our supporters, creating new memories and continuing to strengthen the connection between the team, the Club and the community we proudly represent.

Gillingham Football Club is more than a football club – it is a shared identity, a lifelong connection and a passion that brings people together.





GILLINGHAM FC

FOUNDATION

During the 2026/27 season, we will continue to grow and strengthen our community and education programmes, while increasing participation, engagement and the quality of our delivery across all areas. Our football delivery programming will include the following:

- Our Gills Soccer Schools will operate for a minimum of 36 days throughout the year, fulfil all Kellogg's partnership requirements, maintain participant satisfaction ratings of Good or above, and expand by introducing an additional venue by April 2027.
- We will build on the success of the Foundation Community Cup by delivering a 64-team tournament in May 2027, securing a tournament sponsor for the future of the competition, and launching entries for the 2027 tournament before Christmas 2026.
- Across our term-time provision, we will maintain our Walking Football partnership, continue delivering Strand, Tots and Nursery sessions, and establish a weekly disability programme.
- We will also deliver both the Kids and Girls Cup competitions, increase opportunities for girls' football, and continue to enhance the matchday experience by providing flag bearer opportunities, delivering all half-time activities and increasing the involvement of women and girls in matchday operations.

Alongside our football delivery, we will strengthen our education and school partnerships by expanding curriculum coaching within primary schools, delivering all partnership commitments, establishing PSHE workshops with partner schools, growing our after-school club provision, renewing existing school contracts and applying for the Premier League Primary Stars programme at the earliest opportunity. We will continue to explore opportunities to establish a new Post-16 education partnership while maintaining high levels of satisfaction from education providers and strengthening our employability programme through effective delivery partnerships and positive participant experiences.

Supporting all of this will be a continued focus on workforce development and organisational excellence. We will ensure all staff are fully inducted, embed the Foundation curriculum across our programmes, implement the GFC Foundation PE curriculum within our education provision, deliver an annual CPD programme, and continue to develop a workforce that reflects the communities we serve. Our marketing and communications activity will ensure the Foundation remains highly visible through the GFC and Foundation digital platforms, regular website updates, paid and organic promotional activity, post-event media coverage, and engagement with schools, education providers, and the wider community.



OUR COMMITMENT TO YOU

At Gillingham Football Club, we are committed to maintaining an open and positive relationship with our supporters. As we enter the 2026/27 season, we remain focused on ensuring fans are informed, involved and have meaningful opportunities to share their views.

Throughout the season, we will continue to provide updates on our Fan Engagement Plan (FEP), highlighting key activities, progress and opportunities for supporters to get involved. Any changes to the plan will be communicated clearly, with transparency around the reasons behind decisions and how they support the Club's wider ambitions.

Supporter feedback remains an important part of how we improve and develop as a Club. Through forums, surveys, digital channels and direct communication, we will continue to listen to supporters and use their views to help shape the future of Gillingham Football Club

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We are proud of the connection between the Club, our supporters and the wider community, and we look forward to continuing to work together throughout the 2026/27 season.

Together, we continue to build the future of the Gills.



Gillingham FC Supporters' Club greatly appreciates that Gillingham FC has operated a Fan Engagement Plan for the last three years and we are pleased to have regular dialogue with senior members of the Club's staff. This meaningful discussion ensures 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. We believe that by following this path of regular two-way dialogue our matchday experience can only get bigger and better. We look forward to the opening of the Fan Zone which will certainly contribute.

We encourage supporters to contact us with any topics of interest and we will present them to the Club (info@GFCSC.co.uk). We look forward to supporting all fans during the upcoming season! Up the Gills!

THINGS TO LOOK OUT FOR IN 26/27

- More community collaborative supporter activities, including Open Training Events and Player Meet & Greet
- Continued collaboration with recognized fan groups on important issues
- Celebrating moments that matter such as Fan Engagement
- Continued evolution of the matchday experience and building on the successes of previous seasons such as catering in kiosks, half time entertainment, and mascots

CONTACT US

We would 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 invite all supporters to get involved.

Whether you have 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 are always ready to listen, collaborate, and ensure your voice is heard in shaping the future of the Club.

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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 are 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 part of the Gills family, you are always part of it.



KEY CONTACTS

GENERAL QUERIES

enquiries@GillinghamFC.com

TICKETING ENQUIRIES

ticketoffice@GillinghamFC.com

SLO ENQUIRIES

enquiries@GillinghamFC.com

ACCESSIBILITY ENQUIRIES

enquiries@GillinghamFC.com

SUPPORTER'S CLUB ENQUIRIES

info@GFCSC.co.uk

VIRTUAL MATCHDAY STEWARD

Text "Help" to 07776 090083 with your seat number and row number

GILLINGHAM FC FOUNDATION

Foundation@GillinghamFC.com