

CLUB FAN ENGAGEMENT PLAN

**CRAWLEY TOWN
FOOTBALL CLUB**





CONTENTS

- Our Fan Engagement Plan
- Commitment to Regulation 128
- Fan Engagement Approach
- Example Timeline of Fan Engagement Activity
- Fan Advisory Board (FAB)
- Commitment to update fans
- Where we are going

OUR FAN ENGAGEMENT PLAN

Welcome to the Crawley Town Football Club Fan Engagement Plan.

As the Vice Chairman and senior lead contact of our Club, I am proud to present our vision, aims, values, and objectives for fan engagement. At CTFC, we believe that you, our supporters, are at the heart of everything we do and your unwavering support is what drives us to succeed both on and off the pitch.

Our overarching vision is to create an inclusive, fun, and meaningful fan experience that creates a strong sense of community and belonging among our supporters. We aim to build a community that others in the broader Crawley area want to be a part of and one that other Club's admire. We aim to engage with our fans in meaningful ways and provide them with unique and memorable experiences that go beyond matchdays. We are committed to building strong relationships with our supporters based on trust and transparency, and a shared sense of mission to drive the Club forward. We strive to create a welcoming environment where all fans feel they can be heard.

In terms of our objectives, we have set measurable goals for fan engagement, including hosting three fans forums, creating an improved fan advisory council, implementing fan feedback mechanisms to continuously improve the fan experience. We will regularly evaluate our progress and report back to the League on our activities and achievements at the end of the season.

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

#COYR,
Ben Levin
Vice Chairman

COMMITMENT TO REGULATION 128

Crawley Town 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, and podcasts.

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 CTFC we have already grown much closer with our supporters over the years as a result of listening, consulting and engaging our fanbase, such as through consistent communication with supporter's associations and through our fans forums.

We intend to continue:

- Recognising and celebrating the important role that fans play in the success of the club.
- Consulting supporters regarding ticket policies and listening to fan feedback on ticketing issues.
- Encouraging inclusivity and diversity within the fan base and actively seeking to engage with all supporters, regardless of background.
- Committing to resolving any supporter grievances or concerns in a timely and respectful manner.
- Continuously seeking ways to improve supporter engagement and implementing feedback from fans to enhance the fan experience.



FAN ENGAGEMENT APPROACH

CTFC's Fan Engagement approach seeks to continually improve dialogue with supporters and ensure that your voices are heard and considered in decision-making processes. We value your input and are committed to creating a strong and positive relationship with you.

To achieve that goal, the Club works to engage supporters in a number of ways.

Our Board is in regular contact with multiple members of the Crawley Town Supporter's Alliance, both informally and formally. We, hold fan forums but also make ourselves available casually by being accessible around grounds on match day. We look forward to building a new Fan Advisory Board to be a stronger connection between ownership, management, and the broadest possible collection of CTFC supporters. 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 (page 6).

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.

All our meetings are attended by senior staff and / or members of ownership.

EXAMPLE TIMELINE OF ACTIVITY

The below items are a proposed calendar of events.

MONTH	EVENT
AUGUST 2024	Fan Forum 1
AUGUST 2024	Open training session for fans
OCTOBER 2024	Launch of new Fan Advisory Board and Applications
DECEMBER 2024	First FAB meeting – intros, ways of working, initial ideas, sub-committee assignments
FEBRUARY 2025	Second FAB meeting – initiative planning, approval, and permissioning
MARCH 2025	Fan Forum 2
APRIL 2025	Third FAB meeting - review of activities, pre-summer planning
MAY 2025	End of Season Fan Forum 3
MAY 2025	End of Season Fan Appreciation event

FAN ADVISORY BOARD (FAB)

CTFC is delighted to be (re)introducing a Fan Advisory Board (FAB). The FAB will meet with senior Club representatives regularly over the season and its remit is to work with the Club on a range of matters where its members can support and execute on initiatives designed by the FAB. The FAB will serve as a funnel of ideas from all areas of our supporter base and will help put ideas into action.

Some examples of the topics we intend to cover with the FAB include (non-exhaustive);

- work in relation to equality, diversity, inclusion and accessibility
- marketing reach beyond our current fan base
- avenues to include more volunteer across Club activities
- ideas for commercial improvement
- improving the Club's match-day experience (home and away)
- Stadium enhancement
- the Club's ticket policies and procedures
- Club communicates



COMMITMENT TO UPDATE FANS

CTFC 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.

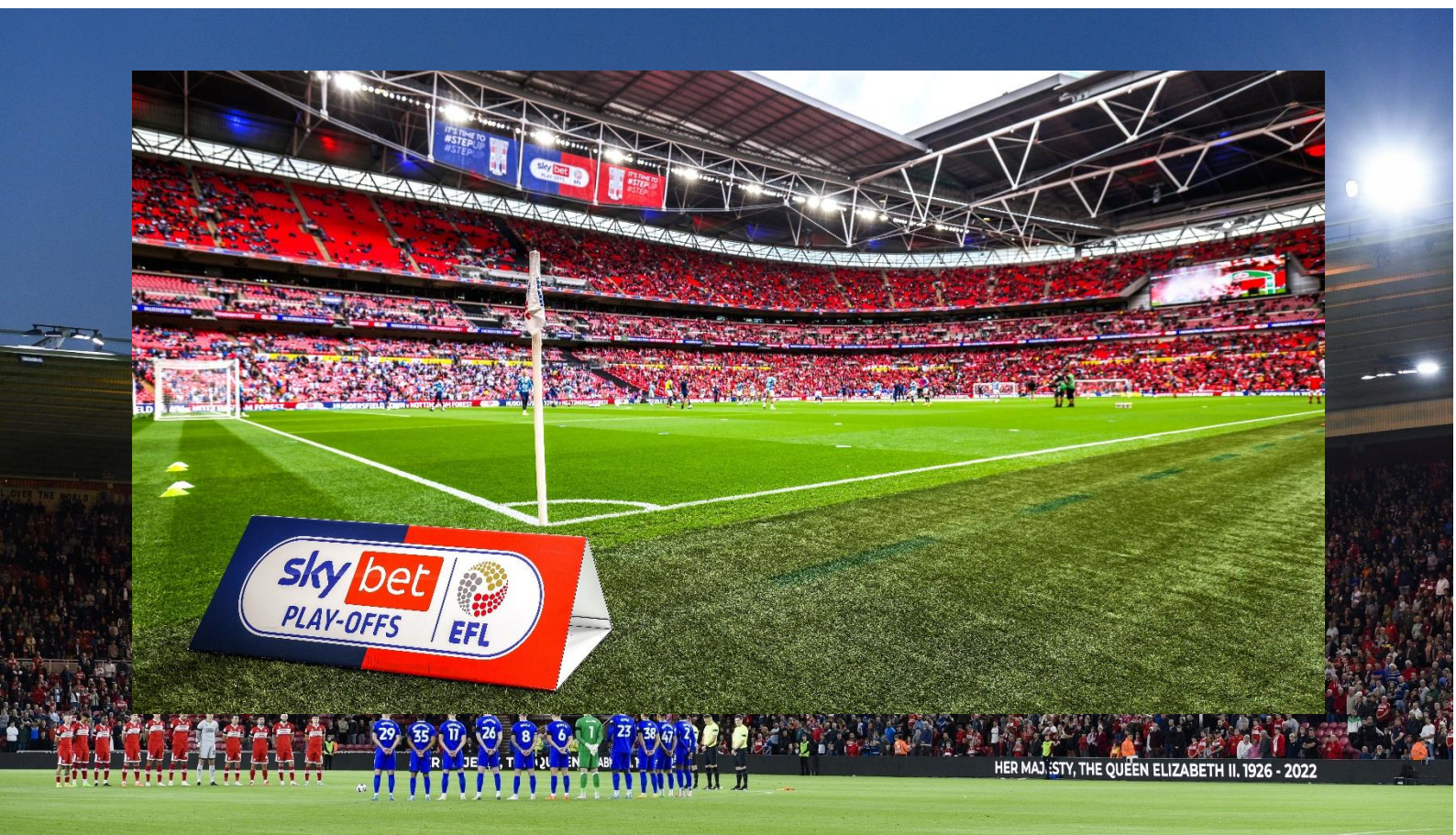
The Vice Chairman will provide periodic updates on the performance of the FEP, including any successes or challenges faced, and how these are being addressed.

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.

WHERE WE ARE GOING

We want you to feel included in the journey we are going on as a Club. We want you to feel the hope and the excitement that we as a Club feel. There is much to build on and much improving to do in most areas of the Club. Building on our relationship with you, the supporters, is crucial. But the ideal state of our FEP is still years away. We are committed to building and getting better each year.

Day by day, week by week, year by year, we grow Town, Team, Together.



HER MAJ:STY, THE QUEEN ELIZABETH II. 1926 - 2022