



FAN ENGAGEMENT PLAN 2024/25





FOREWORD

In preparation for the introduction of an independent regulator for football, we are pleased to reveal our first ever Fan Engagement Plan. Fan engagement is something we take incredibly seriously at Bradford City AFC, and is an area we aim to continually improve. Whilst we believe this plan provides a comprehensive outline of the ways we aim to enhance fan engagement, this is only the beginning of a long journey the Club and our supporters are on together.

I would like to take this opportunity to thank our supporters for your continued support. Your support never goes unnoticed and is something our staff and players are incredibly grateful for. We will never stop in our mission to improve this football club for our supporters and stakeholders.

Ryan Sparks,
Chief Executive Officer

I am thrilled to introduce our Fan Engagement Plan, which is designed to bring our community closer together and enhance every aspect of the supporter experience in line with our Club values. Bradford City AFC prides itself on being a Club with our supporters at the heart of everything we do. We are proud of the work we already do in respect of fan engagement, but we appreciate that there is more that we can do. Our overarching vision and aim is to be one of English football's leading clubs in terms of fan engagement.

In terms of our objectives, we have set measurable goals for fan engagement for the 24/25 season. These goals include continuing to collaborate with the Bradford City Supporters Board, holding two Fans' Forums, and some new initiatives such as establishing a Junior Supporters Board. A full list of these objectives can be found on the following page in the 'Plans for 24/25 season' section and will be used to form the basis of our end of season report. Your passion and feedback are vital to our success, and I am committed to making Bradford City AFC a club that we all can be proud of.

Marco Townson,
Director of Ticketing & Support Services
Senior Lead Contact for Fan Engagement



PLANS FOR THE 24/25 SEASON

- Collaborate with the Bradford City Supporters Board.
- Collaborate with the Bantams Supporters Trust.
- Maintain relationships with existing supporters' groups.
- Host two fans' forums.
- Establish working groups for key supporter issues.
- Create a Junior Supporters Board.
- Ensure regular communications from the CEO.
- Enhance the matchday experience for all supporters.
- Increase the use of surveys for fan feedback.
- Hold an annual fans' open day and a season ticket holder event.
- Protect the club's heritage assets.
- Strengthen ties with the Bradford City Community Foundation.
- Work with existing campaign groups.



COMMITMENT TO EFL REGULATION 128

Bradford City AFC is committed to full compliance with EFL regulation 128 on supporter engagement. We will publish a new Fan Engagement Plan annually and strive to engage our supporters positively and constructively.

WORKING WITH THE BRADFORD CITY SUPPORTERS BOARD

We will continue working closely with the independent Bradford City Supporters Board to enhance fan engagement and improve the matchday experience. Monthly meetings are held with the CEO and the Director of Ticketing and Supporter Services. More information and meeting minutes can be found on their website.

WORKING WITH THE BANTAMS SUPPORTERS TRUST

We will continue working closely with the independent Bantams Supporters Trust on a wide variety of issues. Quarterly meetings are held with the CEO and the Director of Ticketing and Supporter Services. More information can be found on their website.



EXISTING SUPPORTERS GROUPS

We will continue our collaboration with groups such as:

- Bradford City Supporters Board
- Bantams Supporters Trust
- Bangla Bantams
- Baji Bantams
- Bingley Bantams
- East Bierley Supporters Group
- Shipley Bantams

FANS' FORUMS

We will hold at least two fans' forums per season, attended by the CEO and a football management representative. Season ticket holders who wish to attend will be able to obtain a free ticket via the Club's official ticketing site. These forums provide an opportunity for supporters to ask questions on significant issues. Summaries will be available on the Club's website for those unable to attend. Questions can be emailed to fanengagement@bradfordcityafc.com.



WORKING GROUPS

We will establish working groups to address pressing supporter issues, starting with a group focused on the matchday experience. Suggestions for new working groups can be sent to fanengagement@bradfordcityafc.com.

JUNIOR SUPPORTERS BOARD

Recognising Bradford's young population, we will establish a Junior Supporters Board with diverse members aged 11-16. The Board will meet quarterly with club representatives to discuss important issues. Details on how to apply will be released soon.

COMMITMENT TO COMMUNICATION

The CEO will continue providing monthly updates via the City Talk newsletter, with additional updates on our website. If any changes are made to our Fan Engagement Plan, these will be communicated to our supporters alongside an explanation as to why such changes have been made necessary. We will provide regular updates to our supporters on the progress we have made in delivering our Fan Engagement Plan.



MATCHDAY EXPERIENCE & EFL FAMILY EXCELLENCE

We aim to improve the matchday experience for all supporters. Suggestions can be emailed to fanengagement@bradfordcityafc.com. We are also working towards achieving EFL Family Excellence Gold Status through the 'Road to Gold' project.

SURVEYS

We will use surveys to gather feedback on fan-related issues and publish a quarterly 'You asked, we delivered' article on our website.

ANNUAL FANS OPEN DAY & SEASON TICKET HOLDER EVENTS

We will host an open day and at least one event for season ticket holders during the 2024/25 season. More details will be provided in due course.



FAN ENGAGEMENT CALENDAR

AUG

- Bradford City Supporters Board meeting
- 'City Talk' newsletter published

SEP

- Bradford City Supporters Board meeting
- 'City Talk' newsletter published
- Matchday Experience Working Group meeting

OCT

- Bradford City Supporters Board meeting
- 'City Talk' newsletter published
- Junior Supporters Board meeting

NOV

- Bradford City Supporters Board meeting
- 'City Talk' newsletter published
- Fan survey sent to all Season ticket holder
- Matchday Experience Working Group meeting

DEC

- Bradford City Supporters Board meeting
- 'City Talk' newsletter published
- Fans' open day

JAN

- Bradford City Supporters Board meeting
- 'City Talk' newsletter published
- Junior Supporters Board meeting

FEB

- Bradford City Supporters Board meeting
- 'City Talk' newsletter published
- Fans' forum
- Season ticket holder event

MAR

- Bradford City Supporters Board meeting
- 'City Talk' newsletter published
- Matchday Experience Working Group meeting

APR

- Bradford City Supporters Board meeting
- 'City Talk' newsletter published
- Junior Supporters Board meeting

MAY

- Bradford City Supporters Board meeting
- 'City Talk' newsletter published
- Fan survey sent out to Season ticket holders

JUN

- Bradford City Supporters Board meeting
- 'City Talk' newsletter published
- Fans' forum

ALL DATES ARE SUBJECT TO CHANGE



SUPPORTIVE STATEMENT FROM BRADFORD CITY SUPPORTERS BOARD

‘As a Supporters Board we have worked closely with the Club’s hierarchy to build an open and honest two-way working relationship. We are consulted on a variety of matters and are also able to feed issues and suggestions from our fellow fans into the Club. This collaborative relationship has made a real difference to the supporter experience over the years, and it is refreshing to work alongside a leadership team at the Club who welcome and value fan involvement.

This plan shows that the Club are keen on building on their existing strong foundations in terms of supporter engagement. The development of a Junior Supporters Board is a particularly welcome initiative and will give the fans within that age group the opportunity to shape improvements which will benefit their experience as supporters of the Club.’

Tony Bates,
Chair - Bradford City Supporters Board

HERITAGE ASSETS

We are committed to protecting our heritage assets, including the crest, name, colours, and stadium location. Any proposed changes will involve thorough consultation with the Supporters board.



WORKING WITH THE BRADFORD CITY COMMUNITY FOUNDATION

We will strengthen our relationship with the Bradford City Community Foundation and collaborate on projects such as Bantams Clubhouse , in partnership with BEAP, and supported by the Premier League Fans Fund.

WORKING WITH EXISTING CAMPAIGN GROUPS

We will continue working with groups such as Kick It Out, Her Game Too, Level Playing Field, The English Football League, The Football Association, Football Supporters' Association, and the Independent Football Ombudsman.

GET INVOLVED

We are committed to open and ongoing consultation with fans.

If you would like to offer any feedback on this plan, then please email fanengagement@bradfordcityafc.com with any comments or concerns.



THANK YOU

This Fan Engagement Plan sets out our dedication to improving fan relations and ensuring our supporters have a voice. Thank you for your ongoing support. We look forward to a successful season both on and off the pitch.

USEFUL CONTACTS

Club Fan Engagement Contact: fanengagement@bradfordcity.com

Bradford City Supporters Board: Questions@supportersboard.com

Bantams supporters Trust: hello@bantamstrust.co.uk