



Stockport County  
Football Club

# Club Fan Engagement Plan



## Contents

- Opening Statement or Foreword
- Commitment to Regulation 128
- Fan Engagement Approach/Structure
- Timeline of Fan Engagement Activity
- Fan Advisory Board (FAB)
- Commitment to Heritage items
- Commitment to update fans
- Supportive fan group statement
- How fans can get involved
- Contact details



## Opening Statement

At Stockport County, we firmly believe that our fans are the lifeblood of this club. The unwavering passion, dedication, and vocal support, both at Edgeley Park and on the road, are what truly drive us forward. It is with this understanding that we have meticulously developed a plan designed to deepen our connection with each and every supporter, ensuring that you feel valued, heard, and truly part of the County family.

Building on the successes and feedback from previous seasons, we are committed to making the 2025/2026 season our most fan-centric yet. Our core vision remains to create an inclusive and interactive experience that extends far beyond the 90 minutes of a matchday. We want to foster a strong sense of community and belonging, making Edgeley Park a welcoming home for all.

As someone who has recently joined this fantastic club, I am incredibly excited by the passion that surrounds Stockport County. My background in hospitality and managing large customer-focused businesses has reinforced my belief in the power of exceptional experiences and strong community ties. I am confident that by working together – club and fans – we can create a fan experience that not only meets expectations but truly exceeds them.

Thank you for your continued, unwavering support. We look forward to an exciting 2025/2026 season, on and off the pitch, and to sharing this journey with you all.

Yours Sincerely,

**Gavin Bailey**  
**Chief Operating Officer**



# Our Fan Engagement Commitment

## Our Fan Engagement Commitment

Stockport County 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 Stockport County we have already achieved so much as a result of consulting and engaging with our fanbase, such as;**

- An in-game text-message service for supporters to provide feedback or raise issues during a game.
- A quiet room at the ground which provides a safe, calm and controlled space for people to access on a matchday.
- The introduction of our friendly benches, which aims to combat loneliness and foster community connections.
- Our annual survey was recently sent round to all of our season ticket holders and match by match goers, as well as academy players, asking for feedback on what you would like to see implemented at Edgeley Park.
- Season ticket holders focused polls throughout the season to hear our members' voice.
- We launched an external Equality, Diversity & Inclusion (EDI) Advisory Group.



## Fan Engagement Plan Review: 2024-2025 Season

The 2024-2025 season saw Stockport County FC continue its commitment to fostering a strong and inclusive relationship with its fanbase. Our fan engagement plan focused on enhancing the matchday experience, promoting inclusivity, and strengthening community ties. This review outlines our key objectives, the initiatives undertaken, and the feedback received, demonstrating how we delivered on our promises.

### Overall Engagement:

A significant indicator of our engagement efforts was the **Fans Forum**, which was attended by over 300 passionate fans. This overwhelming turnout highlights the strong connection between the club and its supporters and provides a valuable platform for direct dialogue and feedback.

### We Said, We Did: Detailing Objectives Met

#### Objective 1: Improve the Overall Fan Experience

##### We Said:

We aimed to make the matchday experience more accessible, comfortable, and efficient for all supporters.

##### We Did:

- **Disability Fan Guide:**
  - **Result:** A comprehensive guide was produced, providing essential information for disabled supporters regarding facilities, access, and services at Edgeley Park.
  - **Feedback:** Initial feedback has been positive, with disabled fans reporting improved clarity and ease of navigation.



- **Gifting of Blankets for Wheelchair Users:**
  - **Result:** Blankets were provided to wheelchair users, particularly during colder matches, to enhance their comfort.
  - **Feedback:** This initiative was very well received, with many expressing gratitude for the thoughtful gesture.
- **Dropped Height Ticket Office Window:**
  - **Result:** A new ticket office window was installed at a dropped height, significantly improving accessibility for wheelchair users and those with mobility issues.
  - **Feedback:** This physical improvement has been highly praised for making the ticketing process more inclusive and less challenging.
- **New Ticketing Provider launched:**
  - **Result:** A new ticketing provider was implemented, aiming to streamline the online and in-person ticket purchasing process.
  - **Feedback:** While the transition to a new system can sometimes present initial challenges, the long-term aim is to provide a more user-friendly and efficient service. Ongoing monitoring of feedback is in place to ensure continuous improvement.
- **Bans Issued Around Persistent Standing:**
  - **Result:** A clear policy around persistent standing was enforced, leading to bans being issued where necessary to ensure the safety and enjoyment of all spectators, particularly those who prefer to sit.
  - **Feedback:** This measure has been implemented in response to safety concerns and feedback from fans who found persistent standing disruptive. While some may disagree, the objective is to create a safe and comfortable environment for everyone.
- **Junior Fan Forum:**
  - **Result:** A dedicated Junior Fan Forum was established, providing younger supporters with a platform to share their ideas, opinions, and feedback directly with the club.
  - **Feedback:** This initiative has been a great success, empowering our younger fanbase and gaining valuable insights into what matters most to them.



## Objective 2: Champion Inclusivity and Celebrate Diversity

### We Said:

We committed to fostering an inclusive environment that celebrates the diversity of our fanbase and promotes important social messages.

### We Did:

- **County Business Club Celebrates International Women's Day:**
  - **Result:** The County Business Club actively participated in celebrating International Women's Day, highlighting the contributions of women within the club and the wider community.
  - **Feedback:** This event generated positive sentiment, reinforcing the club's commitment to gender equality.
- **Hosting of the County Ladies at Edgeley Park:**
  - **Result:** Stockport County Ladies played a match at Edgeley Park, showcasing women's football and providing them with the opportunity to play at the club's main stadium.
  - **Feedback:** This was a hugely popular event, drawing a good crowd and demonstrating strong support for women's football within the club.
- **LGBTQ+ / Rainbow Ball / Rainbow Corner Flags – Used versus Barnsley (8th February):**
  - **Result:** The club actively participated in LGBTQ+ inclusivity initiatives, including the use of Rainbow Corner Flags during the match against Barnsley on February 8th.
  - **Feedback:** This visible display of support for the LGBTQ+ community was widely appreciated by fans and aligned with the club's values of diversity and inclusion.
- **Hate Crime Presence versus Barnsley (8th February):**
  - **Result:** A visible presence and messaging around hate crime awareness were implemented during the Barnsley fixture on February 8th, reinforcing the club's zero-tolerance stance on discrimination.
  - **Feedback:** This initiative demonstrated the club's commitment to creating a safe and welcoming environment for all, sending a clear message against hate crime.
- **Play it Safe Campaign – 28th September 2024 at the Barnsley away fixture:**
  - **Result:** The "Play it Safe" campaign was promoted at the away fixture against Barnsley on September 28th, focusing on responsible fan behaviour and safety.
  - **Feedback:** This ongoing campaign aims to ensure a positive and safe atmosphere at both home and away matches.



- **International Men's Day – Collaboration with Together:**
  - **Result:** Stockport County collaborated with the "Together" charity to mark International Men's Day, promoting discussions around men's mental health and wellbeing.
  - **Feedback:** This partnership was valuable in raising awareness for an important cause and demonstrating the club's broader social responsibility.
- **Time to Talk Day – Walk and Talk Around the Pitch. County Business Club:**
  - **Result:** The County Business Club facilitated a "Walk and Talk" event around the pitch for "Time to Talk Day," encouraging open conversations about mental health.
  - **Feedback:** This provided a unique and informal setting for participants to engage in important discussions, highlighting the club's commitment to mental wellbeing.
- **Matchday on 8th March (International Women's Day) – Teaming up with Community Department:**
  - **Result:** For the matchday on March 8th, coinciding with International Women's Day, the club teamed up with the Community Department and the local Community to plan specific activities and celebrations.
  - **Feedback:** (Anticipated) This proactive planning demonstrates a commitment to making this matchday a special occasion, further solidifying the club's dedication to celebrating women.
- **Free School Tickets Programme Continued:**
  - **Result:** The program of distributing free school tickets continued, with approximately 1000 tickets given out to date.
  - **Feedback:** This initiative has been highly successful in introducing new, younger fans to the club and fostering a love for football from an early age. It also provides an accessible opportunity for local children to experience live football.

## Conclusion:

The 2024-2025 season has been a testament to Stockport County FC's dedication to its fans. We have made significant strides in improving the fan experience, embracing inclusivity, and engaging with the wider community. The strong attendance at the Fans Forum, coupled with positive feedback on initiatives like the Disability Fan Guide and the Junior Fan Forum, indicates that our efforts are resonating with our supporters. We remain committed to listening to our fanbase and continuously evolving our engagement strategies to ensure Edgeley Park remains a welcoming and exciting place for everyone.



## Our Engagement Structure

Stockport County's 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 a number of ways.

We meet with our Official Supporters' Club, The Supporters Co-Op, 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. We also have regular meetings with local council representatives who speak on behalf of both fans and neighbours.

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.

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

All our meetings are attended by senior staff including a combination of Club President, Chairman, CEO and COO, as well as other club staff as deemed necessary for each engagement.



## Timeline of Fan Engagement Activity

| Month        | Event                                                                      |
|--------------|----------------------------------------------------------------------------|
| July 25      | Pre-season free fan event in San Pedro del Pinatar, Spain                  |
| August 25    | Fans Forum<br>(An evening event with senior Club staff open to supporters) |
| September 25 | Q&A with Supporters Co-Op                                                  |
| December 25  | Junior Supporters Christmas Event                                          |
| February 26  | Q&A with Supporters Co-Op                                                  |
| March 26     | Season Ticket Holder Event                                                 |
| April 26     | Junior Supporters Q&A                                                      |



## Fan Advisory Board (FAB)

Stockport County is delighted to have introduced a Fan Advisory Board (FAB), starting this season, with a specific focus on Equality, Diversity and Inclusion, under our banner of County Collective. The FAB will meet with senior Club representatives regularly over the season and its remit is to engage the Club in respect of making the Club open and accessible to all.

**Some examples of the topics we intend to cover with the FAB include but not limited to:**

- The Club's vision and aspirations for the future whilst respecting traditions and heritage
- The Club's work regarding supporter engagement, match-day experience (home and away) and the Club communicates
- The Club's ticket policies and procedures, stadium facilities and general updates about stadium developments
- Provide expert advice on EDI, under-represented and minoritised groups and developing good practice at the Club to encourage greater representation from diverse groups.
- Provide a route to consult with people from different communities, to ensure input from people with a diversity of backgrounds and experiences.
- Monitor and evaluate progress towards achieving the EDI outcomes, objectives and incremental targets set by the Club.



# Our Commitment to YOU

## How to get Involved

Stockport County 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's leadership 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 and encourage supporters to get in touch by the following methods.

**Email** – [slo@stockportcounty.com](mailto:slo@stockportcounty.com)

**Text** – Text SCFC to 60777, followed by your message

**Telephone** – 0161 266 2600



## How To Get Involved

We'd love to hear back from our supporters on this Fan Engagement Plan (FEP).

Supporters can get involved in Stockport County'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' group, please [click here](#).

To see contact details for relevant staff, please [click here](#).