



# FAN ENGAGEMENT PLAN

# WELCOME TO OUR FAN ENGAGEMENT PLAN

Welcome to Grimsby Town Football Club's Fan Engagement Plan.

As the CEO of our Club, I am proud to present our vision, aims, values and objectives for fan engagement. At Grimsby Town, we believe our fans are at the heart of everything we do and their unwavering support is what drives us to succeed on and off the pitch.

Our vision is to create a truly inclusive and interactive fan experience that harnesses the strong sense of community and belonging that we already have amongst supporters. We aim to engage with our fans in meaningful ways and to provide them with unique and memorable experiences that extend beyond match days.

Our values of professionalism, love and pride guide all of our interactions with fans, and we are committed to building strong relationships with our supporters based on trust and transparency. We strive to create a welcoming and inclusive environment where all fans feel valued and heard.

Our objectives have been set in measurable goals for fan engagement, including a minimum of two fans forums a season, as well other engagement events during the season.

I am confident that by working together with, and alongside, our fans we can create a fan engagement strategy that will exceed expectations.

Thank you for your continued support of this great Football Club

UTM

**Polly**  
**GTFC CEO**



# OUR FAN ENGAGEMENT COMMITMENT

Grimsby 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 including open fan forums, regular meetings with Mariners Trust representatives, social media and newsletters.

The Club pledges to discuss heritage items for consultation, such as any matter linked to the Club's name, colours, badge, stadium, Club and other areas of our history.

The Club is always seeking to improve and provide opportunities for fans to be involved, and will continuously seek ways to improve supporter engagement and implement feedback from fans to enhance the fan experience.



# KEEPING OUR SUPPORTERS ENGAGED

Grimsby Town Football Club's Fan Engagement approach seeks to continually improve dialogue with supporters and ensure that voices are heard and considered within decision-making processes. We are committed to creating a strong and positive relationship with you.

To achieve this, we will look to engage supporters in a number of ways.

We meet with representatives of the Mariners Trust regularly throughout the season, hold fan forums and other subject specific meetings as necessary. All of these measures will ensure that we listen and learn from supporters on areas that really matter to them.

The structure of our engagement activity is set out in the timeline below

We commit to meeting throughout the course of the season and will operate a multi-level engagement policy whereby opportunities to engage with the Club will be possible through fan forums and where necessary focus sessions to give fans the opportunity to input on specific subjects.

All fan forums will either be streamed online or broadcast by local media to ensure fans further afield can listen. Questions can also be submitted in advance by those who're unable to attend on the day. We will commit to publishing all questions asked at the event along with answers.

All of our meetings will have in attendance at least one member of senior staff (Owners, CEO, Men's/Women's team manager, Department Managers), including our Fan Engagement Lead. In the interest of inclusivity and transparency nobody will be excluded from attending any event or pre-submitting a question without good reason.



# PLANNED TIMELINE OF ACTIVITY

MONTH	EVENT
August 2024	Open Training session
September 2024	Fans Forum 1 (inc Men's first team representative)
October 2024	Potential Focus Session (atmosphere, match day, Foundation) Meeting with Disabled Supporters Association
November 2024	Season Ticket holder event 1 Exile Fan event (Wimbledon/Newport)
December 2024	Junior/Disabled Christmas parties*
February 2025	Potential Focus Session (Ticketing, Stadium)
March 2025	Season Ticket holder event 2
April 2025	Junior Event* Fans Forum 2 (Operational Focus)
May 2025	Online Q+A with Owners + CEO

\*In conjunction with Mariners Trust/ GTFCS DSA



# OUR COMMITMENT TO YOU

Grimsby Town Football Club commits to providing regular updates to supporters regarding our fan engagement activity. We want all fans to feel involved in the process. We will always commit to listening to feedback and views on any aspect of this plan.

Should there be any changes or updates to this Fan Engagement Plan (FEP) we will communicate these as soon as possible outlining, where we can, the reason for the change and any potential new dates.

The Club will provide regular updates on the performance of the FEP, including any challenges faced, how they are being addressed and any impact they may have on this plan.

We welcome feedback at any time, supporters do not have to wait for fans forums or other activities to contact us.



# COMMITMENT TO FAN COLLABORATION

The Mariners Trust fully support the Clubs new Fan Engagement Plan that gives a clear outline of the way in which the Club is looking to engage with supporters. We're also happy to see that where changes may occur, they will be communicated to fans as soon as possible.

It's important that we all work together to make sure the voice of the supporter is heard. It is imperative that we are able to challenge and ask for clarity on issues that supporters feel are important to them when necessary. This kind of relationship can only be a positive one for fans of this Football Club

**Kristine Green**  
Chair  
Mariners Trust





# HOW TO GET INVOLVED

We'd love to hear what you think of our new Fan Engagement Plan.

Fans can get involved in our FEP by contacting Kristine Green who is responsible for fan engagement here at the Football Club

The Club will look to support the creation of representative fan groups such as women, LGBT and Exiles to help make a positive impact on the inclusivity of fan engagement.

Contact details for relevant staff members can be found [here](#).