



Foreword

Welcome to Plymouth Argyle's Fan Engagement Plan for 2024/25.

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

Our overarching vision is to create a truly inclusive and interactive fan experience that fosters a strong sense of community and belonging among our supporters. We aim to engage with our fans in meaningful ways and provide them with unique and memorable experiences that go beyond matchdays.

In line with our Values of Honesty, Openness and Integrity and of being Fan Focused, 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.

To achieve this, we have set measurable goals for fan engagement, including setting target numbers of Fan Forums, Assemblies and other fan events to be held across the season, in addition to a number of other key outputs, such as the club's results in external fan experience audits, contributions made through Evergreen, and the performance of the Visitor Experience department. 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 our fans, we can create a fan engagement strategy that not only meets their expectations but exceeds them. Thank you for your continued support and dedication to our Club.

Yours Sincerely,

Andrew Parkinson
Chief Executive



Our Fan Engagement Commitment

Plymouth Argyle 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 supporter groups meetings, updates on club activity via club news channels (the website, social media, email newsletters, etc) 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 Plymouth Argyle we have already implemented significant changes as a result of consulting and engaging our fanbase, such as: introducing a loyalty points system for ticketing of high-profile away fixtures and adjusting the system following further feedback received from supporters; implementing the ability to book disabled and PA tickets online (where possible); opening of the new Fan Zone and other infrastructure improvements around the stadium, such as roof repairs, to improve the supporter experience.

We commit to:

- Recognising and celebrating the important role that our supporters play in the success of the club
- Creating a visitor experience where supporters, visitors and partners feel valued, engaged and emotionally connected to the club
- 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



Our Engagement Structure

Plymouth Argyle'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 supporter groups and individual supporters regularly throughout the season, hold Fan Forums, Fan Assemblies and working group meetings. 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 our timeline below.

We commit to meeting supporters and supporter groups throughout the course of the season and operate a multi-level engagement policy whereby over and above our regulatory commitments, we make ourselves available, via the club's Visitor Experience team, for dialogue and discussions where requested, to allow all those interested 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 senior management team will also provide periodical updates for all our fans on the progress made against our Fan Engagement objectives.

All Fan Forum meetings are attended by senior staff, including (where possible): the Chairman, Chief Executive, Head Coach and Head of Finance. Additional meetings, such as Fan Assemblies, are attended by various members of the club's senior management team, including the Club Secretary, Head of Marketing & Communications, Head of Venue, Conferencing & Events and the Visitor Experience Manager. At least 2 Fan Forums shall be held per season.

In addition to Fan Forums, the club will also hold quarterly meetings with its Fan Assembly. Newly reformed for 2024/25, the Assembly shall be comprised of representatives from across the spectrum of our supporter base and provide a regular, consistent opportunity for fans to provide feedback, ask questions and be consulted upon various aspects of the club which matter to them, in relation to supporter engagement and the match day experience.

Assembly representatives will be elected, providing the opportunity for all supporters to be involved and to stand as a representative on the Assembly if they wish. A list of all Assembly representatives will be made available on the club website, with supporters encouraged to reach out to their local representative with any issues or questions, so that these can be raised at the next Assembly on the supporter's behalf.

Supporters can also contact the club at any time, via the Visitor Experience Team. This team includes the club's Supporter Liaison Officer and Disability Liaison Officer, and is dedicated to:

- ensuring that all supporters enjoy the very best quality match day experiences during their visits to us



- listening to, acknowledging and responding to all queries in a professional and timely manner, with honesty and transparency
- handling all concerns and complaints, endeavouring to resolve these with sympathy and understanding
- receiving supporter feedback and proactively watching for/identifying patterns or trends, reporting them accordingly for changes to be considered by management

Contact details for the Visitor Experience team can be found on the club website and supporters are welcome to contact the club at any time with any queries. Further opportunities to provide feedback and input are provided via supporter experience surveys, sent out to valid ticket holders following home matches.



Fan Engagement Timeline 2024/25

Fan Forums

Plymouth Argyle shall meet its regulatory commitments by holding at least 2 Fan Forums over the 2024/25 season. The first will be held on 1 August 2024, with a date and time for subsequent meetings to be confirmed. We actively encourage supporters to engage with this event and to submit questions or topics for discussion. Supporters can attend in person, and the event will also be live streamed through club media channels to allow fans to engage and follow proceedings anywhere in the world.

For full details, please see the relevant article published on the club website.

Fan Assembly

The Fan Assembly shall re-form for 2024/25. A body which has existed previously, the Assembly has provided a crucial opportunity for supporter groups to meet and engage with club management on a number of key supporter issues, and the club is keen to continue providing these opportunities.

The club recognises it is now in a different place with regards to its relationship with our supporters than when the Assembly was first established, so it is now an appropriate time to review the aims, objectives, representation and remit of the Fan Assembly, to ensure the group best meets the needs of our supporters.

As part of this process, it is important to ensure that members who stand on the Assembly are truly representative of the wide spectrum of the supporter base. The groups who serve on the Assembly, therefore, will be reviewed for 24/25 with a view to expanding and diversifying its representation. Representatives will be elected to their posts by supporters, to ensure the group is open to all.

Once re-formed, the Assembly shall meet with club management quarterly. A list of all Assembly representatives will be published on the club website, with supporters encouraged to contact their local rep with any questions or issues, which can then be raised on their behalf at the next meeting.

The Assembly will be re-formed as follows:

- **August/September:** Workshops held with supporter groups and club management to establish the purpose, remit and objectives for the new Assembly. List of proposed supporter groups to sit on the Assembly drafted.
- **September/October:** Election process begins for supporter representatives. List of representatives published on club website once elections completed.
- **October/November:** First Assembly meeting held.
- **Spring 2025:** Next meeting, with subsequent meetings taking place quarterly.

Supporters will have the opportunity to contribute to the reformation of the Fan Assembly and to stand as a representative. Please look on club news channels for further details once confirmed, or you can reach out to us directly via supporters@pafc.co.uk.

Supporter Queries

Supporters are able to reach out to the club at any time across the year, and do not need to wait for a Fan Forum or Fan Assembly to raise a query. Our Visitor Experience team are on hand to assist with



any questions or queries you may have, so please reach out to us via supporters@paafc.co.uk if there is anything you need.

Our Commitment to You

Plymouth Argyle 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 will provide updates on the performance of the FEP, including any successes or challenges faced, and how these are being addressed.

We aim for fan engagement to be measurable and quantifiable, and will seek to measure this through the following:

- Number of supporter events, such as Fan Forums, Fan Assemblies and other fan events
- Number of areas consulted upon at Fan Forums and Fan Assemblies
- Evergreen contributions
- Performance of the club in internal and external audits, such as post-match surveys and the EFL's Family Excellence Scheme
- Club resources allocated to supporter experience and engagement
- Performance of Visitor Experience team against agreed targets for response times to supporter queries

We welcome any feedback across any areas of the club, and encourage supporters to contact our Visitor Experience team (via email: supporters@paafc.co.uk) with any comments or suggestions.

Collaborating with our Supporter Groups

"The Argyle Fans' Trust is fully supportive of the Club's new Fan Engagement Plan. It is a great stride forward in formalising the structure of meaningful engagement with our fanbase and it's a positive commitment from all concerned.

We reiterate the Club's views that we are on a journey together and it's important that we align on various aspects of activity and progress. It's also imperative that we are also allowed to challenge and seek clarity from the Club on issues of importance, and through the mechanisms outlined in the FEP, we believe there is opportunity for us all to continue to work together to achieve our goals, and keep supporters at the heart of decisions affecting our Club"

Virginia Pike, Argyle Fans' Trust Chair



Find Out More

We'd love to hear back from our supporters on this FEP. Supporters can get involved in our Fan Engagement Plan by reaching out to our Visitor Experience team.

We encourage 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 contact us, please reach out via email at: supporters@pafc.co.uk.