

CLUB FAN ENGAGEMENT PLAN

NEWPORT COUNTY AFC



Newport County AFC

Opening Statement

Welcome to Newport County's Fan Engagement Plan.

As majority owner of our Club, I am proud to present our vision, aims, values, and objectives for fan engagement.

At Newport County we believe that our fans should be at the heart of everything we do and their loyal 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 consultation with our Supporters Trust as part owners of the Club, in meaningful ways and provide them with unique and memorable experiences that go beyond matchdays.

Our values of integrity, passion, and respect will 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.

In terms of our objectives, we have set measurable goals for fan engagement, including improving communications, and 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 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,

Huw Jenkins

Chairman

Newport County AFC

Our Fan Engagement Commitment

Newport 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, fan forums and our Supporters Trust.

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 will also consult with our Supporters Trust on any fan-related matters such as ticket prices and issues, retail products and prices, hospitality pricing, stadium food and beverage offering and prices, matchday experience and stadium facilities.

The Club also pledges to improve our disabled provisions by re-establishing a DSA and improve work around Equality, Diversity and Inclusion (EDI).

We will also continue to work closely with our County in the Community Department to increase matchday activities and support and promote their vital work in the community to improve people's lives.

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 Newport County we have already achieved so much in the last 12 months as a result of consulting and engaging our fanbase in areas such as season ticket and matchday pricing, digital transformation and communication.

Newport County AFC

Our Fan Engagement Approach

Newport 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 will meet with our Supporters Trust regularly throughout the season who will represent and present the views of the fans. The Supporters Trust and/or the Club will publish any relevant updates and outputs from our meetings to ensure all supporters are aware of the activity undertaken.

Our Chairman and/or senior department leads will also provide periodical updates for all our fans on the progress made against our Fan Engagement objectives.

We will also provide contact details of club officials to any fans who are not part of the Supporters Trust to provide the Club with feedback or any issues they are experiencing, together with a digital fan survey at least once per season.

We will empower our Supporters Trust to hold at least two fan forums across the season with senior leaders at the Club which will be open to all supporters to allow all those interested in attending to listen, contribute and engage with senior Club personnel.

We will also endeavour to hold further Q&A sessions and/or fan forums in areas away from Newport city centre in order to engage supporters in their own communities.

All these measures ensure we can listen and learn from supporters on areas that matter to them.

The structure of our engagement activity is set out in the timeline below. This is subject to change, but fans will be notified of any changes in a comprehensive manner.

All our meetings will be attended by senior staff and our approach is one of inclusivity and transparency.

Contacts:

Club Fan Engagement Lead: Jonathan Wilsher: j.wilsher@newport-county.co.uk

Supporters Trust Fan Engagement Lead: Andrew Bartlett: arnieb79@gmail.com

Supporters Liaison Officer: Donna Linton: office@newport-county.co.uk

Supporters Trust website: www.ncafctrust.org

General Club Feedback:

office@newport-county.co.uk

www.newport-county.co.uk/club/contact-us

Newport County AFC

Our Fan Engagement Timetable for 2024-25

MONTH	EVENT
AUGUST 2024	Fan Forum 1 <i>(An evening event with senior club staff open to all supporters)</i>
SEPTEMBER 2024	Working Group Meeting with Supporters Trust <i>(Senior club officials to discuss ideas related to the club and fan engagement.)</i>
OCTOBER 2024	Q&A event with football staff, players, senior club staff member etc
NOVEMBER 2024	Working Group Meeting with Supporters Trust <i>(Senior club officials to discuss ideas related to the club and fan engagement.)</i>
JANUARY 2025	Fan Forum 2 <i>(An evening event with senior club staff open to all supporters)</i>
FEBRUARY 2025	Working Group Meeting with Supporters Trust <i>(Senior club officials to discuss ideas related to the club and fan engagement.)</i>
MARCH 2025	Q&A event with football staff, players, senior club staff member etc
APRIL 2025	Working Group Meeting with Supporters Trust <i>(Senior club officials to discuss ideas related to the club and fan engagement.)</i>
MAY 2025	Ticketing / Stadium Working Group Meeting with Trust

This timeline is subject to change, but fans will be notified of any changes in a comprehensive manner.

TBC: Open Training session for supporters

Newport County AFC Fan Advisory Board (FAB)

Newport County is delighted to confirm that the Supporters Trust, as shareholders in the Club, will take on the role of Fan Advisory Board (FAB). The FAB meets with senior Club representatives regularly over the season and its remit is to engage the Club in respect of our long-term decision making.

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

- the Club's vision and aspirations for the future
- its work regarding supporter engagement
- work in relation to equality, diversity, inclusion and accessibility
- the Club's match-day experience (home and away)
- the Club's ticket policies and procedures
- Stadium facilities and the matchday experience
- How the Club communicates
- the Club's traditions and heritage

"The Board of Newport County's Supporters Trust is an elected body of supporters who have the Club and fans' interests at heart. We represent the views of the fans and aim to work closely with the Club for the benefit of all interested parties." – Newport County Supporters Trust.

Supporters Trust Fan Engagement Lead: Andrew Bartlett: arnieb79@gmail.com

Supporters Trust website: www.ncafctrust.org

Newport County AFC Our Commitment To Update Fans

Newport 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 Chairman and/or a senior official 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.

Newport County AFC Supporters Trust Statement

“The Newport County Supporters’ 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”

Richard Bartlett (Arnie), Chairman, Newport County Supporters Club

Newport County AFC How To Get Involved

We’d love to hear back from our supporters on this FEP. Supporters can get involved in Newport 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 the Supporters Trust 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 Trust, visit www.ncafctrust.org