



FAB EFFECTIVENESS REVIEW

Meeting notes

2025 - 2026

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Meeting Notes

To close the 2025/26 season, Fan Advisory Board (FAB) members met with the club's nominated board level official for Fan Engagement, Matt Wild, for a valuable opportunity to reflect on the development and effectiveness of the FAB. Over the course of the season, the FAB has continued to evolve into a more established and credible part of the club's decision-making landscape, with clear progress made in its relationship with senior club staff and the quality of discussion taking place within meetings.

One of the most positive developments has been the strength of that relationship. The FAB has operated in an environment where conversations are open, constructive and, importantly, honest. Members believe that they have been able to challenge ideas, ask difficult questions and engage directly with senior decision-makers, even on complex or sensitive issues. These discussions have been handled in a respectful and collaborative way, creating a culture of trust that has helped the FAB move beyond being a symbolic body and instead function as a genuine advisory forum.

There have also been clear examples of where the FAB has had a meaningful impact, particularly when it has been involved at an early stage. It was agreed by both FAB members and the club that the ticketing consultation process stands out as a strong example of how this can work well. On this occasion, information was shared in advance, allowing members to properly review data and engage with their respective groups before providing feedback. Members indicated that this structured and timely approach meant that the FAB was able to contribute in a meaningful way, demonstrating that when the process is right, the group can genuinely influence decision-making.

Alongside this, it was felt there had been steady improvements in the way the FAB operates. A more consistent and engaging publication of meeting notes and clearer organisation around meetings and agendas was noted. While these changes may seem incremental, they represent an important shift towards greater transparency and accountability and are key to building trust with the wider fanbase.

However, while progress internally has been clear, it is equally important to recognise where improvements are still needed. The most significant challenge identified by members over the season relates to communication with supporters. Although discussions within the FAB have been productive, it has not always been clear how those discussions translate into outcomes, or how supporter feedback has influenced decisions. This gap, often described as a lack of "closing the loop", has made it harder for fans to see the impact of the FAB's work, even when that impact exists. Addressing this will be a key priority moving forward.

Another important issue raised by members is the need to clarify the FAB's role. The group is designed to act as an advisory body to the club, but in practice it is sometimes perceived as fully representing all supporters or acting as a platform for advocacy. In reality, while members bring views from their experiences and associated groups, the FAB cannot claim to represent every supporter perspective. This lack of clarity has occasionally led to mismatched expectations, and there is a clear need to better explain how the FAB fits within the wider landscape of fan engagement.

Linked to this is the broader challenge of awareness and engagement. Despite improvements in transparency, there are still many supporters who are either unaware of the FAB or unclear about what it does and how it operates. It was felt that for the FAB to be truly effective, supporters need to feel connected to it, understand how to engage with it, and be confident that their views can be heard. Increasing that visibility and accessibility will therefore be essential.

The timing of engagement has also been highlighted as an area that can continue to be developed. There was a belief that where the FAB has been involved early in discussions, it had been able to add significant value. However, when topics are brought forward late in the process, there is often limited opportunity to gather wider feedback or influence outcomes. Ensuring that consultation happens earlier, with clearer timelines and better advance information, will help maximise the FAB's effectiveness going forward.

In addition, the focus group structure that supports the FAB has faced some challenges this season. While these groups are intended to bring in broader supporter perspectives, issues such as infrequent meetings, repeated discussions and limited flow of feedback into the FAB have reduced their effectiveness. The club confirmed that work is already underway to refresh these groups, introduce new voices and ensure they play a more active and meaningful role in the overall process.

Looking ahead, the club indicated that these challenges are well understood, and plans are already in place to address them. The next phase will focus on improving communication channels, clarifying roles and responsibilities, refreshing the focus group structure, and introducing more structured timelines around key decisions. The aim is to build on the strong internal foundations that now exist and ensure that the FAB becomes more visible, more accessible and more clearly connected to the wider fanbase.

Overall, with the FAB and the club believe the 2025/26 season represented an important step forward for the Fan Advisory Board. It has become a more mature and effective part of the club's engagement framework, with strong relationships and clear potential to influence decisions in a positive way. At the same time, it is clear that further progress is needed to strengthen communication, improve engagement and clarify its role. With the right changes in place, the FAB is well positioned to continue evolving into a more impactful and trusted voice within the club in the seasons ahead.

Thank you for reading.



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