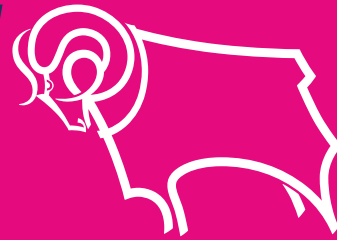




**WE**

**ARE DERBY**



**FAN ENGAGEMENT PLAN**



# WELCOME

Welcome to the club's first Fan Engagement Plan for the 2024/25 season - a document that details the aims and objectives of the club's formal fan engagement network. As a club, we are extremely proud of our heritage and rich history that exists amongst our loyal fanbase, yet we are also firmly focused on the future, maintaining an ongoing and open dialogue and looking at new ways in which we can improve and enhance the fan experience at Derby County Football Club and Pride Park Stadium.

We recognise the special relationship the club has with its supporters, and we endeavour to add value and deliver exceptional service at every touchpoint and share our commitment(s) towards our fans in a fair and transparent manner.

Working together with our fans, we are dedicated to continue to provide a safe, enjoyable and comfortable environment for everyone and work with purpose to be an inclusive football club for all.

## **We have structured our plan around three key areas:**

- 1 - Keeping You Informed
- 2 - Community Pride and Collaboration
- 3 - Fan Events and Initiatives

This Fan Engagement Plan will also demonstrate our commitment to act in accordance with the EFL's Regulation 128 and its requirements regarding Supporter Engagement.

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.

As the senior lead contact for our club, I am proud to present our vision, aims, values, and objectives for fan engagement. At Derby County, 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.

Our values 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 the implementation of a Supporters' Board to supplement our already strong fan connections, and have built fan feedback mechanisms into matchdays 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.

**Simon Carnall, Chief Operating Officer,  
Derby County Football Club**

Thank you for taking the time to read our new Fan Engagement Plan for the 2024/25 season.

As a club we recognise that facilitating meaningful connections and building a lasting bond with our fans is critical, as it allows us to strengthen our understanding on our fans' needs and adopt our on-field and off-field strategies, to cultivate a more positive club atmosphere and an engaging fan experience.

Our ultimate goal is to deliver and provide a comfortable and enjoyable experience for all fans that visit Pride Park Stadium, by working closely and collaboratively together.

**Sophie Roddie, Matchday Events and Marketing Coordinator and Fan Engagement Lead, Derby County Football Club.**



# MISSION STATEMENT

Derby County Football Club is led by a set of six core values that together form our 'We Are Derby' identity helping to shape how we interact with our workforce, supporters, and community.

- We are **proud** of who we are and what we do
- We are **positive, inspired** and **passionate**
- We are **ambitious** and **driven**
- We are **prepared, honest** and **humble**
- We are the **heartbeat** of our **community**
- We are the club of **opportunity**
- **We are Derby**



# HERITAGE

Derby County Football Club has identified the following as Heritage Assets, in line with the FA Rules of Association relating to Heritage Assets:

Name - **Derby County Football Club**

Crest - **Club crest**

Stadium name - **Pride Park Stadium**

Colours - **Black and White** and the club's **identity colour palette**, a suite of six colours, that were inspired by our long heritage.

- Founders' Green
- Victory Blue
- Centenary Gold
- Premier Burgundy
- Community Pink
- Timeless Blue

In the event of any proposed material amendment to any of the above club heritage assets, the club agrees to consult with representatives of the club's Supporters' Board and as with all key decisions, the club will ensure that the supporters' views are at the heart of our consideration.



# ***COMMITMENT TO FAN COLLABORATION SUPPORTING THE FAN ENGAGEMENT STANDARD***

In supporting the Fan Engagement Standard (FES), Derby County have proactively committed to ensuring fans' voices are heard, most notably through the introduction of a Supporters' Board (SB) to supplement the existing formal relationship that the club has with fans through its Supporters' Charter Group (SCG) ahead of the 2024/25 season.

This will act within the EFL's definition of a Fan Advisory Board (FAB) – a collective of fan groups that act as the primary vehicle of consultation between the club and its supporters, providing a new forum for representatives to directly engage with both fans and the club on matters of governance, facilitating in-depth consultation between the club and a group of fan representatives on strategic matters affecting the club and its supporters.

The Supporters' Charter Group (SCG) will remain in place and will continue to act as a voice piece between fans and the club.

The objective is to increase fan input into the club's long-term decision-making and ensure that the fans' perspectives is heard at the highest levels of the club. The Supporters' Board and Supporters' Charter Group cover a range of non-playing matters, including:

- The club's strategic vision and objectives
- Off-pitch performance updates, priorities and plans
- Operational matchday issues
- Proposals relating to significant changes to club heritage assets
- Stadium issues and plans
- The club's community strategy
- The club's equality, diversity and inclusion commitments
- The club's plan for broader supporter engagement



The makeup of both the Supporters' Board and Supporters' Charter Group are as follows:

Supporters' Board (SB):

- Two Supporters' Charter Group Representatives
- Four Independent Representatives.

Supporters' Charter Group (SCG):

1. RamsTrust
2. RamsActive
3. The Derby County Collection
4. Derby County Disabled Supporters' Club
5. Punjabi Rams
6. Derby County Supporters Club
7. Black and White Together

Plus, Two Independent Representatives.

Meetings won't take place together and will occur independently, on the grounds that the key discussion points per group session could differentiate and because of the guidance taken from the Football Supporters' Association (FSA), but SB will work in parallel with the existing SCG, with both chambers reporting to each other.

Derby County Football Club is committed to the Supporters' Charter Group meeting(s) at least two-times per season and for the Supporters' Board meeting(s) to take place quarterly, where members of the board and executive and senior leadership teams will look to join, and which will operate in tandem with the existing Fans' Forum.

Also, where and when appropriate, Individual Supporters' Groups may host their own meetings or request to hold a meeting with the club.

The purpose of the Supporters' Board is not to replace such relationships, but to work in co-operation with the existing arrangements on club-wide matters.

In a statement, the Supporters' Board said:

**“Having suffered through an administration and various changes of ownership we believe the newly-formed Supporters' Board can help bring stability, transparency and a level of communication that has previously been missing at Derby County.”**

**“Its purpose is to hold the club to account at the highest level which is essential.”**

# ***FAN ENGAGEMENT TEAM***

Alongside senior club officials who have attended our supporter related meetings in the previous seasons, we have pulled together a core Fan Engagement Team at Derby County of club representatives:

**Sophie Roddie**, Matchday Events & Marketing Coordinator -  
Fan Engagement Lead

**Sarah Wade**, Supporter Liaison Officer

**Emma Drury**, Disability Access Officer

Our duty as the Fan Engagement Team at Derby County Football Club is to ensure all activity and initiatives align with the club's goals and objectives, and also meet the needs and expectations of the fan community. In addition, we act as the mediator and liaise with the rest of the club, sharing the feedback and suggestions exchanged in meetings and fan events, and in maintaining an open dialogue on a consistent and continual basis.

As previously outlined, transparency and accountability are key, so Derby County Football Club is open to feedback and engagement from fans on the FEP and its progress.

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





# ACCOMPLISHED TO DATE

1. Made significant investments in the North Stand Family Area, to help create a more positive and enjoyable matchday experience for our young fans.
2. The introduction of a Supporters' Board (SB) for the purpose of ensuring fans can engage in dialogue with the club on strategic and governance issues.
3. Derby County Community Trust unveiled a new hub at Pride Park Stadium, known as the Community Corner (Harrison's Hub) to deliver a warm, safe space to support members of the community.
4. In 1995, we proudly helped establish a Disabled Supporters Club, which has since become a cornerstone of our commitment to accessibility and inclusion. This dedicated group meets monthly and serves as a critical friend to the club, providing invaluable insights and feedback on all matters related to access and inclusion. Their ongoing support and engagement have been instrumental in driving positive changes and ensuring that our club remains a welcoming environment for all fans.
5. Full integration of the Women's First Team into the main club, as part of a major expansion to help grow and expand the relationship between the Men's team, Women's team and Community Trust.
6. We are proud to have introduced an audio descriptive commentary service for our blind and partially sighted supporters. This initiative has greatly enhanced the matchday experience for blind and partially sighted fans, providing detailed, real time descriptions of the match. The equipment for this service was generously purchased by our Disabled Supporters Club. Due to growing demand, we are now looking to purchase additional receivers' to ensure that more fans can benefit from this valuable service.
7. Discovering new ways of utilising the Community Corner to make it a multi-purpose and tailored space, specifically on home league matchdays, providing a dedicated interactive, fun and safe zone for families and young people.





8. Attending industry forums, workshops and conferences focused on Equality, Diversity and Inclusion, to learn from best practice, collaborate with peers and develop the club's own approach towards supporter engagement initiatives and endeavours.

9. Keeping staff and volunteers up to date about important learning and training, by conducting workshops and programs that cover topics such as unconscious bias, cultural competence and anti-discrimination practices.

10. Having a dedicated full-time Supporter Liaison Officer who helps facilitate dialogue on key matters between the club and its supporters.

11. Developed a new version of the club's official application (app), the central hub to check in on all things Derby County. Designed to keep fans engaged and informed, both on a matchday and throughout the course of the season.

12. Commitment to consistent engagement and presence across all social media accounts, by sharing behind-the-scenes content, conducting live chats and running interactive polls and competitions.

13. Hosted Fan Forums and Supporter Charter Group meetings to help maintain connection and to provide a platform for supporters to ask questions, share feedback and engage directly with the club and its staff.

*'Harrison's Hub has everything a first time family needs to feel at home'*  
*EFL Family Excellence Assessment, 2023/24 Season*

# FAN ENGAGEMENT PLAN 2024/25

## OUR FRAMEWORK



**KEEPING YOU INFORMED**



**COMMUNITY PRIDE AND COLLABORATION**



**FAN EVENTS AND INITIATIVES**



# KEEPING YOU INFORMED

Derby County Football Club is committed to communicating openly and engage with fans to build a loyal following through its supporter groups, official channels, directly via email and through a combination of relevant fan events, which provide opportunity for us to share information and engage in conversation.

The club will look to:

- Host a Fans' Forum on at least two occasions per season.
- Publish our first Fan Engagement Report at the end of the season with evidence of all engagement activities, and update the Fan Engagement Plan applying the feedback from the previous season ahead of the next campaign.
- Seek regular feedback through our two fan-focused surveys each season: post-match (on a match-by-match basis) and end-of-season surveys.
- Develop a new fan engagement section on our official website, where supporters can access all resources and updates around fan engagement.
- Share news and important information via direct email, the official club newsletter and the wider club content channels and platforms.

Given the varied and diverse perspectives held by our supporters, the club are committed to ensuring that we listen and grasp what our fanbase would like to see, demonstrated from the suggestions submitted through our two fan-focused surveys. We believe this method of generating feedback is useful for the club, as it allows us to understand preferences and opinions, and also what the fans might notice and look for on a match-by-match basis.



# COMMUNITY PRIDE AND COLLABORATION

The Community Trust is an integral part of Derby County Football Club and is without a doubt one of the most important parts of developing our wider-engagement. The charitable arm of the club helps us interact and connect with people beyond matchday, within our local communities through the delivery of physical activity, sport, education and health programmes.

Derby County Football Club has not only strengthened long-standing fan relationships through the Trust's operations, but as a club we want to emphasise how important it is to us to engage and connect direct with the people of our city and communities, and to give something back during challenging times.

In addition to the independent supporter groups, the club will also continue to engage and work with the following organisations, implement effective activity into a number of home matchdays and introduce new initiatives, in order to accomplish the club's vision and aspirations for the future.

- Level Playing Field
- Kick It Out
- Her Game Too
- Show Racism the Red Card
- Stonewall
- NSPCC
- The Football Association (including Play Safe)
- EFL
- Football Supporters' Association (FSA)



# FAN EVENTS AND INITIATIVES

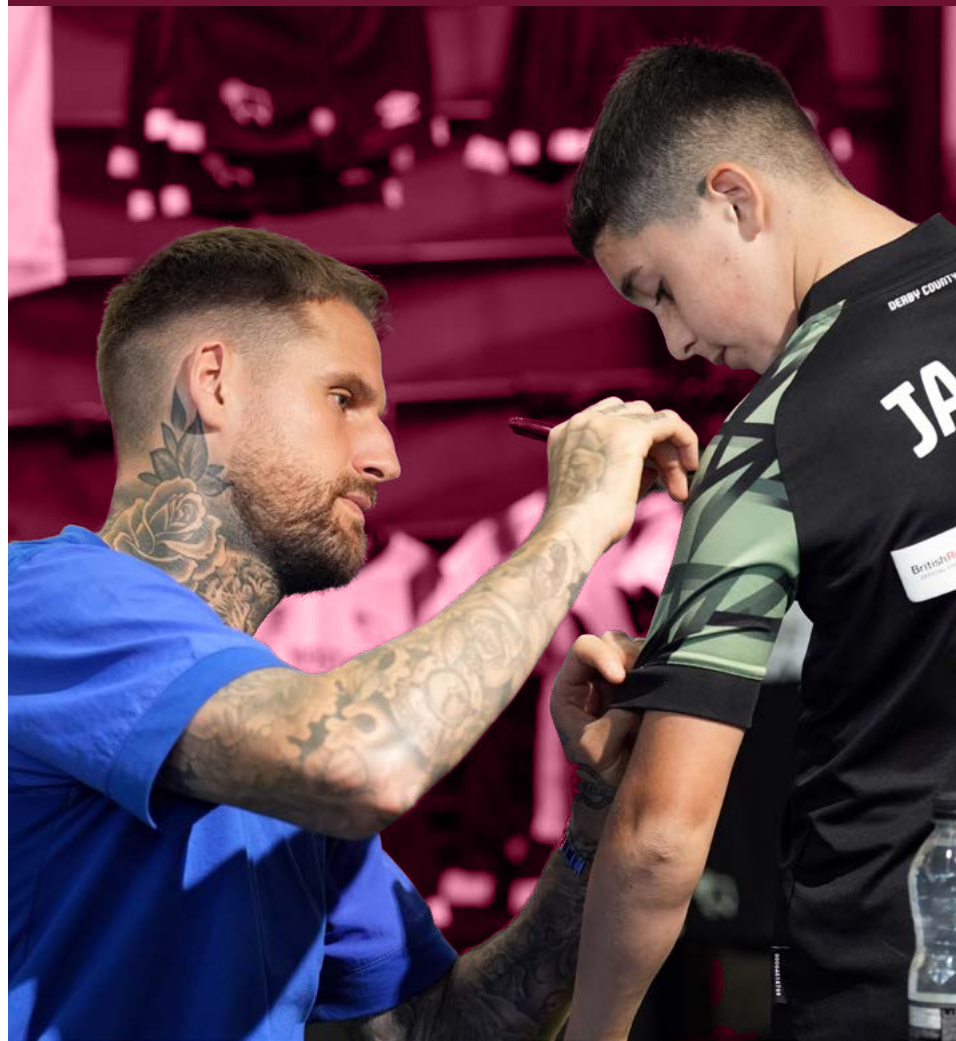
We know how much our supporters appreciate when we host behind-the-scenes and non-matchday experiences – the events that bring you closer to the club and the action.

Part of achieving this objective comes from our ongoing fan engagement efforts in integrating a number of core fan events and initiatives throughout the course of the season, and which the club have confirmed to continue for the 2024/25 campaign.

- At least one Open Training Session per season held at Pride Park Stadium.
- New fan events and initiatives to further develop our continuous commitment towards making all club events accessible and inclusive for our fanbase – including the next generation of supporters.
- Continue to work in collaboration with other areas of the club, such as the DCFCMegastore and Derby County Community Trust to recognise and show appreciation through signing sessions and Golden Rams events.
- We aim to deliver the highest level of service on a home matchday and a fan experience complete with many memorable and positive moments. To ensure that we reach this objective, we have a thriving and passionate team of club representatives, under our Fans First initiative, responsible for making sure we respond and engage with our supporters through two-way face-to-face dialogue and on a one-to-one basis.

In addition, we will always try to identify ways in which we can elevate and enhance an individual's idea of a matchday, especially if it's a supporter's first visit to Pride Park Stadium.

In this context, we understand that our people are our most valuable asset and that they enable us to explore and gather key insights into the views and perspectives across our diverse fanbase, as we're able to connect and interact directly with them and provide an all-around experience where day-to-day contact and open communication is maintained, and a lasting bond is forged. That's why we have decided to focus on this key area as part of the club's first fan engagement plan for the 2024/25 campaign.



# MOVING FORWARD

At Derby County, we are committed to making sure that our efforts towards fan engagement are ongoing and integral to all decision-making, and that we adapt to changing audience expectations each year.

1. Maintain a constructive open dialogue with our fan community and groups.
2. Invest in the people that work for the club - not only demonstrate that we will commit to keeping our fans informed but that we will also invest in team (employee) engagement.
3. Publish an updated Fan Engagement Plan each year.
4. Share news, content and important information via the club's official communications channels.
5. Strive for the best practice around equality, diversity and inclusion.
6. Continue to look for ways in which we can elevate the in-stadium experience.
7. Experiment with new fan events and initiatives.
8. Send out our post-match survey after each home fixture and then utilise the feedback and suggestions exchanged to help shape our engagement strategies moving forward.
9. Resolve any supporter grievances or concerns in a timely and respectful manner through the suitable club contacts.
10. Following the 2024/25 campaign, we will look at potentially incorporating an example calendar of fan engagement activity, as this will be our first season officially launching the engagement plan, it will enable us to review what fan events and initiatives went well and what we could do differently, as a result of the feedback and suggestions we receive throughout the season.



# STAY CONNECTED

Our supporters can keep up to date with all the latest news, behind-the-scenes content and much more at the club by following us on social media, and through downloading our new app via the Apple App Store or Google Play!

 @dcfcofficial

 dcfco.co.uk

 Derby County Supporter  
Liaison Officer

 @dcfcofficial

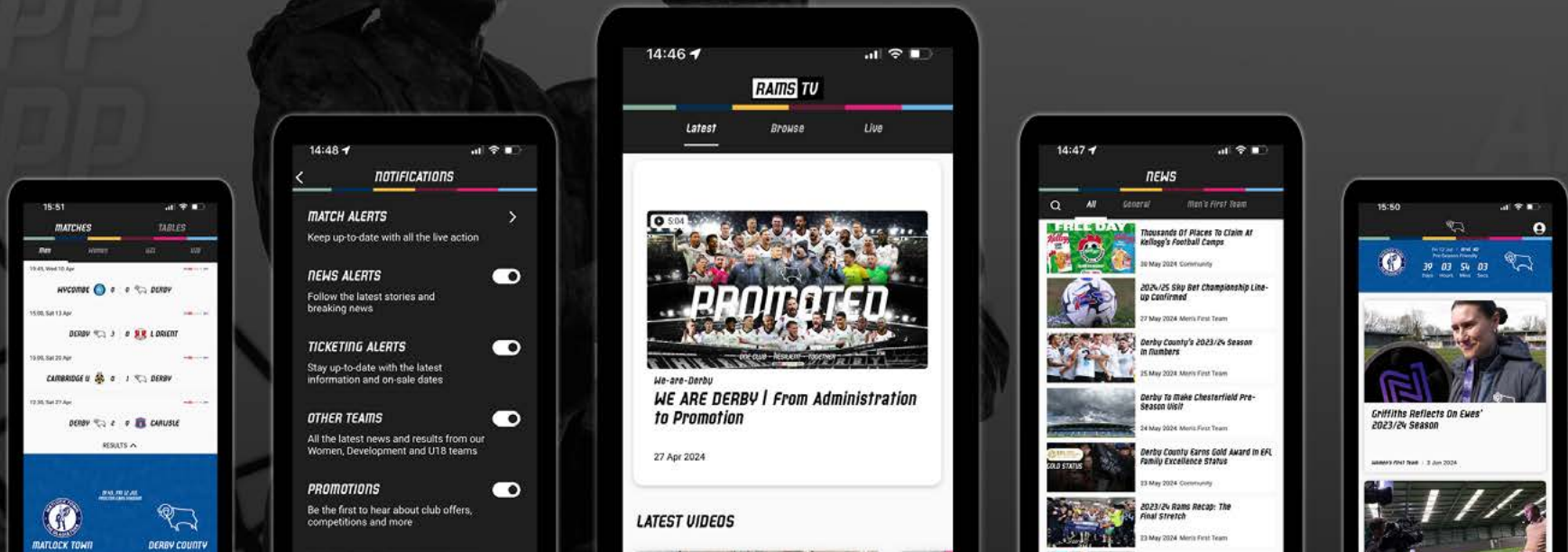
 @dcfcofficial

 @dcfc\_slo

 @dcfcofficial

 @dcfctickets

 @DCFCmegastore





# ***ADDITIONAL CLUB CONTACTS***

## **Disability Access Officer: Emma Drury**

DDL: 01332 667528 Email: emma.drury@dcfc.co.uk

## **Ticket Office:**

Telephone: 0871 472 1884 (Option 1)

Email: ticket.office@dcfc.co.uk

## **Hospitality:**

Telephone: 0871 472 1884 (Option 3)

Email: hospitality@dcfc.co.uk

## **DCFCMegastore:**

Telephone: 0333 011 0452

Email: dcfcmegastore@fanaticsretailgroup.com

## **RamsTV Streaming Support:**

Email: ramstvsupport@dcfc.co.uk

## **Safeguarding:**

Email: safeguarding@dcfc.co.uk

\*Important: 0871 numbers are charged at 13p per minute plus your phone company's access charge.

## **Complaints Procedure:**

The club will seek to respond to all complaints within ten working days of receipt. Thereafter complaints will, if appropriate, be subject to internal investigations. Complaints should be made either via email to **slo@dcfc.co.uk** or in writing to:

## **Supporter Liaison Officer**

**Pride Park Stadium**

**Pride Park**

**Derby**

**DE24 8XL**

If you are not satisfied with the club's response, you may contact the Independent Football Ombudsman (IFO). However, the IFO has no authority to deal with any complaints until you have contacted the club.

## **Independent Football Ombudsman**

**Premier House**

**1-5 Argyle Way**

**Stevenage**

**Hertfordshire**

**SG1 2AD**

To view our full Complaints Policy, please visit [dcfc.co.uk](http://dcfc.co.uk)

# USEFUL LINKS

## **Kick It Out**

Website: [kickitout.org](http://kickitout.org)

Twitter: @KickItOut

Facebook: [kickitoutofficial](https://www.facebook.com/kickitoutofficial)

You can download the app via the Apple App Store and Google Play.

## **Show Racism the Red Card**

Website: [srtrc.org](http://srtrc.org)

Twitter: @theredcard

Facebook: [theredcard](https://www.facebook.com/theredcard)

## **Gay Football Supporters Network**

Website: [gfsn.org.uk](http://gfsn.org.uk)

Twitter: @gfsnUK

Facebook: [GayFootballSupportersNetwork](https://www.facebook.com/GayFootballSupportersNetwork)

## **Level Playing Field**

Website: [levelplayingfield.org.uk](http://levelplayingfield.org.uk)

Telephone: 0845 230 6237

Email: [info@levelplayingfield.org.uk](mailto:info@levelplayingfield.org.uk)

Post: The Junction, Station Road, Watford, WD17 1ET

## **First Time at Pride Park**

[dcfc.co.uk/page/first-time-at-pride-park](http://dcfc.co.uk/page/first-time-at-pride-park)

## **Disabled Supporter Information**

[dcfc.co.uk/page/disabled-information-page](http://dcfc.co.uk/page/disabled-information-page)

## **Reporting an Incident or Concern**

[dcfc.co.uk/page/reporting-an-incident-or-concern](http://dcfc.co.uk/page/reporting-an-incident-or-concern)



RAMS TV

HOME OF THE RAMS



***THANK YOU FOR YOUR SUPPORT!***

