



BARNET FOOTBALL CLUB

FAN ENGAGEMENT PLAN



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COMMITMENT TO REGULATION 128

Barnet Football Club is fully committed to complying with EFL Regulation 128, which mandates the creation, publication and ongoing implementation of a structured Fan Engagement Plan - FEP. This regulation reflects the growing recognition across the footballing world of the vital role supporters play in shaping a club's direction, identity, and long-term success.

In line with both the spirit and requirements of Regulation 128, this document outlines our approach to embedding fan engagement at the heart of our governance and daily operations.

Our Fan Engagement Plan is built around clear objectives:

- To ensure regular, transparent, and meaningful dialogue with supporters.
- To promote inclusive representation, allowing all voices to be heard across the club's diverse supporter base.
- To establish mechanisms for consultation and feedback that directly inform decision-making.

Historically, Barnet FC has taken significant steps to connect with its fanbase through a range of tactics including open fan forums, regular Q&A sessions with senior leadership, surveys to gather supporter insight and a visible presence at community events. These efforts have provided valuable platforms for discussion and collaboration and have strengthened the relationship between the Club and its supporters.

The publication of this Fan Engagement Plan represents an opportunity to formalise, enhance and expand upon this foundation. It demonstrates our intent not only to meet regulatory expectations but to go beyond them in developing a culture of open communication and genuine supporter influence.

We acknowledge that supporter dialogue is fundamental to the stability, integrity and sustainability of Barnet Football Club. Through this plan, we aim to deepen trust, drive accountability and ensure that the voices of our fans continue to shape the journey ahead. We welcome scrutiny, embrace feedback and commit to regular review and development of this FEP in partnership with our supporters.

This is more than compliance. It is a long-term pledge to place fans at the core of Barnet FC's future.



OBJECTIVES & STRUCTURE

OBJECTIVES

Barnet Football Club is committed to fostering strong, meaningful and inclusive relationships with its supporters. Our fan engagement objectives are designed to promote long-term loyalty, increase participation across all demographics and ensure fans feel valued, heard and connected to the Club.

Our key objectives are

1. Strengthen Supporter Relationships to deepen engagement with our core fan base and build trust through consistent, transparent and two-way communication.
2. Enhance Matchday Experience to create a welcoming, inclusive and vibrant matchday atmosphere for all fans, including families, first-time visitors and underrepresented groups.
3. Develop Youth and Community Engagement to grow the next generation of Barnet FC supporters by actively involving local schools, youth clubs and community groups in Club activities.
4. Promote Inclusivity and Diversity to ensure our engagement practices reach all sections of the community, reflecting the diversity of our fan base and local area.
5. Provide Structured Channels for Fan Voice to embed structured, accessible platforms through which fans can provide feedback, raise concerns and influence decision-making.
6. Increase Transparency and Accountability to improve openness about Club decisions, strategy and performance through regular updates, consultations and structured forums.





OBJECTIVES & STRUCTURE

STRUCTURE

To meet our objectives, Barnet FC has implemented the following structured approach to fan engagement

1. Supporter Liaison Officer SLO

Acts as the main point of contact between fans and the Club.
Attends home and away fixtures to ensure supporter needs are addressed.
Regularly meets with fan groups and communicates fan feedback to senior management.

2. Supporters Board / Fan Forum

A structured and scheduled quarterly forum with fan representatives from various supporter groups and demographics.
Includes a representative from Club leadership to ensure dialogue is productive and leads to action.
Minutes and updates published for transparency.

3. Matchday Engagement Initiatives

Fan Zone with pre-match entertainment, local vendors and community showcases.
Player and mascot meet-and-greets, half-time fan activities and birthday shoutouts.
Inclusive ticketing offers for families, schools and local community groups.

4. Digital Engagement

Regular, transparent communications via social media, website and email newsletters.
Fan polls, Q&A sessions with players and staff and behind-the-scenes content to build a digital community.

5. Annual Fan Survey & Feedback Loop

Comprehensive survey conducted annually to gather feedback on fan experience, club communications and trust.
Feedback reviewed at the senior level, with a “You Said, We Did” summary published to show responsiveness.

6. Community Integration

Strong collaboration with the Barnet FC Community Trust to deliver outreach programs, school visits and health & well-being activities.
Regular updates and case studies shared with fans to highlight the Club’s impact beyond the pitch.





TIMELINE OF FAN ENGAGEMENT ACTIVITY 2025/26 SEASON

MONTH	FAN ENGAGEMENT ACTIVITY
JULY 2025	Pre-season Open Training Session with fans invited to watch training and meet players Season Ticket Holder Welcome Pack Distribution Launch of "Meet the Manager" Fans' Forum with a pre-season Q&A session
AUGUST 2025	First Supporters' Board Meeting of the season New fan-friendly matchday experiences launched e.g. Fan Zone, Kids Zone Social media "Welcome Back" campaign featuring players and fans
SEPTEMBER 2025	Junior Bees Membership Relaunch with exclusive events for young supporters School visits by players and Barnet FC Community Trust Begin collection of feedback via Matchday Fan Surveys
OCTOBER 2025	Themed Heritage Month with special events, retro kits, interviews with Club legends Fan of the Month feature launched across social media and matchday programme
NOVEMBER 2025	Second Supporters' Board Meeting Community Day planning for December Collaboration with EFL's Fans for Diversity campaign
DECEMBER 2025	Community Christmas Matchday - free tickets for local schools and festive giveaways Christmas messages from players and staff shared via social media and email Partner with local charities for festive outreach





TIMELINE OF FAN ENGAGEMENT ACTIVITY 2025/26 SEASON

MONTH	FAN ENGAGEMENT ACTIVITY
JANUARY 2026	Mid-season Fan Survey issued to assess satisfaction and gather suggestions “You Said, We Did” response published with actions taken
FEBRUARY 2026	Third Supporters’ Board Meeting Half-term Junior Fan Open Day and stadium tours Launch of fan-led initiatives e.g. supporter podcast, match previews
MARCH 2026	International Women’s Day Match Event with dedicated programming Expanded community outreach with youth and disability inclusion groups
APRIL 2026	Supporter Appreciation Month: exclusive giveaways, “Thank You” campaign Planning begins for End-of-Season Fans’ Forum
MAY 2026	Final Supporters’ Board Meeting of the season End-of-Season Awards with fan voting Publication of annual Fan Engagement Impact Report
JUNE 2026	Off-season Fan Survey Debrief and consultation on fan-led improvements Planning begins for 2026/27 fan engagement initiatives





TIMELINE OF FAN ENGAGEMENT ACTIVITY 2025/26 SEASON

ADDITIONAL ONGOING ENGAGEMENT

SLO Matchday Presence at every home and selected away matches

Weekly Behind-the-Scenes Content e.g. training clips, interviews, throwbacks

Continuous email and social media updates

Monthly Fan Competitions and Giveaways

Regular School and Community Group Invitations to matches





FAN ADVISORY BOARD

INTRODUCTION

As part of our commitment to improving transparency, dialogue, and meaningful collaboration with supporters, Barnet Football Club is proud to announce the introduction of a Fan Advisory Board - FAB for the 2025/26 season. The formation of the FAB reflects both the Club's values and the wider expectations set out by the EFL and Fan-Led Review of Football Governance. It will serve as a structured, representative forum through which the voices of our supporters can be formally heard, helping to shape key decisions and influence the direction of the Club.

PURPOSE AND OBJECTIVES

The primary aim of the FAB is to provide a consistent, inclusive and effective mechanism for dialogue between the Club's senior leadership and its diverse supporter base. The FAB will:

- Represent the views and interests of fans across different demographics and supporter groups
- Discuss key Club matters, such as fan experience, Club identity, community engagement, and Club values
- Provide feedback on proposed changes and developments, ensuring a supporter perspective is embedded in decision-making
- Strengthen trust and transparency between Barnet FC and its supporters





FAN ADVISORY BOARD

STRUCTURE AND REPRESENTATION

The FAB will be composed of 10–12 members, including representatives from:

- Season ticket holders
- Supporters' groups
- Young supporters
- Female supporters
- Fans from diverse backgrounds
- Disabled supporters
- Local community stakeholders

Members will be selected through a transparent application and appointment process to ensure fair representation across the fan base. The board will be chaired by a Club-appointed independent moderator to ensure productive discussion and accountability.

A senior member of the Barnet FC executive team will attend each meeting, ensuring that discussions directly inform Club operations and decision-making.





FAN ADVISORY BOARD

MEETINGS AND OPERATION

The FAB will meet quarterly - 4 times per season

Meeting agendas and minutes will be published on the Club website for transparency

A “You Said, We Did” summary will follow each meeting to keep the wider fan base informed on outcomes

The board will also be consulted on extraordinary matters as needed, such as proposed changes to the crest, kit colours, or stadium plans

NEXT STEPS

The application process for the inaugural Fan Advisory Board will open in July 2025, with the first meeting scheduled for September 2025. Supporters interested in applying will be asked to submit a short statement outlining why they wish to be involved and what they can bring to the board.

Barnet FC believes this is a significant step forward in building a modern, inclusive, and transparent football club that is proudly rooted in its community and led by the voices of its fans.





COMMITMENT TO HERITAGE ITEMS

CELEBRATING THE PAST AS PART OF OUR FAN ENGAGEMENT FUTURE

At Barnet Football Club, we recognise that our history is more than a collection of old shirts, programmes, and memories - it's the foundation of our identity and the heartbeat of our community. As part of our EFL Fan Engagement Plan, the Club is proud to reaffirm its commitment to the preservation, promotion, and celebration of heritage items that reflect the proud legacy of Barnet FC.

Why Heritage Matters

Heritage items connect generations of supporters and offer a sense of belonging, pride, and continuity. From iconic match-worn kits and club crests to matchday programmes, photographs, and fan memorabilia, these items tell the story of our footballing journey - the triumphs, the challenges, and the community that has stood beside the Club every step of the way.

Key Commitments

As part of our Fan Engagement strategy, Barnet FC will:

- **Preserve and Catalogue Club History**

We will continue to protect and archive key heritage items, working with supporters, historians, and local partners to ensure that significant artefacts are professionally stored, digitally catalogued, and made accessible to future generations.





COMMITMENT TO HERITAGE ITEMS

▪ Create Opportunities to Showcase Our Heritage

We will introduce regular heritage-themed events, including:

Retro Matchdays featuring throwback kits and historical displays

Exhibitions of historic memorabilia at home fixtures

Social media series highlighting key moments, players and supporter memories

Contributions from long-standing fans to share oral histories and stories

▪ Work in Partnership with Supporters

We aim to work closely with supporters' groups and individual fans to identify and protect historically significant items. This may include collecting supporter-donated items or inviting fans to showcase memorabilia at designated events.

▪ Permanent Heritage Display Plans

We are exploring opportunities for a permanent heritage display at The Hive, where fans and visitors can engage with the Club's story through artefacts, archive footage and interactive elements.

▪ Digital Heritage Access

We will begin work on a digital heritage archive where fans can browse classic photos, matchday programmes, and curated stories online - ensuring our history remains accessible to all, wherever they are.





COMMITMENT TO HERITAGE ITEMS

A LIVING HISTORY

We believe that heritage isn't just about looking back.

It's about bringing history to life in ways that unite supporters of all ages.

By championing our heritage items and embedding them in our fan engagement efforts, Barnet FC ensures that our story continues to be told, not just by the Club but by the fans who make it all possible.





COMMITMENT TO UPDATE FANS

TIMELY, TRANSPARENT & TRUSTED COMMUNICATION

At Barnet Football Club, we understand that a strong relationship with our supporters begins with clear and consistent communication. As part of our EFL Fan Engagement Plan, we are committed to keeping fans informed, involved, and included through regular updates on key matters both on and off the pitch.

Our aim is to ensure that supporters feel connected to the heart of the Club - not only through results and performances, but through open dialogue, transparency, and the sharing of decisions that shape the future of Barnet FC.





COMMITMENT TO UPDATE FANS

KEY COMMITMENTS

Regular Club Updates

Frequent news stories, announcements and interviews published on the official website and across our social channels.
Weekly updates on team news, injury reports and upcoming match information.
Behind-the-scenes features, training insights and player spotlights to give fans a deeper connection to the squad.

Supporter Liaison Officer Access

The SLO will act as a direct link between fans and the Club, sharing key updates and feeding back supporter concerns. Supporters can expect clear lines of contact and responses to inquiries in a timely, respectful manner.

You Said, We Did Reporting

After surveys, forums, or board meetings, a summary of fan input and resulting Club actions will be published, closing the feedback loop and showing fans that their voice matters.

Transparent Decision-Making

The Club is committed to explaining major decisions e.g. ticketing changes, matchday logistics, or strategic projects through detailed public communications, FAQs and if needed, Q&A sessions.
Fan input, especially via the Fan Advisory Board, will be acknowledged and reflected in these communications.

Matchday and Event Info

Clear and timely updates around home and away matches, including transport, accessibility, special events and post-match content.
Dedicated communication for ticket holders, Junior Bees members, and community groups attending The Hive.





COMMITMENT TO UPDATE FANS

CHANNELS OF COMMUNICATION

OFFICIAL CLUB WEBSITE

News hub with match previews, interviews and formal statements.

SOCIAL MEDIA

X, Facebook, Instagram, YouTube, TikTok

Real-time updates, fan engagement content and multimedia features.

EMAIL NEWSLETTERS

Weekly roundup for subscribers, including exclusive content, offers and Club news.

SUPPORTER FORUMS & BOARD UPDATES

Structured updates published after quarterly Fan Advisory Board meetings.

IN-STADIUM ANNOUNCEMENTS & SCREENS

Live matchday communications for fans at The Hive.

OUR PROMISE

Barnet FC is more than a football club - it's a community. We promise to communicate with honesty, consistency and care. We will listen as much as we speak and we will always keep our supporters at the centre of how we share our story.





HOW FANS CAN GET INVOLVED

SUPPORT INTO ACTION - PASSION INTO PARTICIPATION

At Barnet Football Club, our supporters are at the heart of everything we do - not just on matchdays but across every aspect of the Club.

Fan engagement isn't a one-way process; it's a conversation, a collaboration and a shared journey.

As part of our EFL Fan Engagement Plan, we are committed to offering a range of meaningful ways for supporters to get involved and help shape the future of Barnet FC.





HOW FANS CAN GET INVOLVED

JOIN THE FAN ADVISORY BOARD - FAB

Our newly established Fan Advisory Board is a key platform for regular, structured dialogue between fans and the Club's senior leadership. Open to supporters from all backgrounds, the FAB meets quarterly to discuss major topics and feed directly into decision-making. Applications for membership are open annually and it's your chance to represent the fan voice at the highest level.

TAKE PART IN SURVEYS AND CONSULTATIONS

Throughout the season, we run fan surveys on issues such as ticket pricing, matchday experience, communications, and Club culture. Your feedback creates real change and we always follow up with "You Said, We Did" reports to show how supporter input has made a difference.

ATTEND SUPPORTERS' FORUMS AND EVENTS

We regularly host Fans' Forums, Q&A sessions with Club staff and themed events throughout the year. These give supporters the opportunity to ask questions, raise ideas and hear updates on key developments. Everyone is welcome and every voice counts.

ENGAGE WITH THE SUPPORTER LIAISON OFFICER

Our SLO is your point of contact for fan matters. Whether you have feedback, questions, or ideas, the SLO ensures communication between fans and the Club remains open, responsive and constructive. The SLO is also present on matchdays to assist and support supporters at The Hive.





HOW FANS CAN GET INVOLVED

VOLUNTEER OR CONTRIBUTE TO THE CLUB

From helping out with youth sessions to contributing stories or memorabilia to heritage displays, there are lots of ways for fans to play an active role. We welcome volunteers, content contributors, and community ambassadors - just get in touch to see how you can get involved.

SUPPORT AND GROW FAN GROUPS

We encourage the development of independent and inclusive supporter groups that reflect our diverse fanbase. Whether you are a long-standing season ticket holder or a first-time fan, there is space for you to belong. The Club is here to support group activity, events and campaigns that bring fans together.

STAY ENGAGED ONLINE AND ON SOCIALS

Follow Barnet FC on social media, the Club website and email newsletters for the latest updates, polls, behind-the-scenes content and competitions. We want to hear from you - your comments, shares and insights all help to shape the direction of the Club.

A CLUB BUILT WITH ITS SUPPORTERS

Barnet FC is more than a football team - it's a community built by its fans. We're stronger when supporters are involved, informed and inspired. Whether you want to have your say, lend a hand, or help shape the next generation of Bees supporters, there's a place for you here.

THIS IS YOUR CLUB. LET'S BUILD IT TOGETHER.





BARNET FOOTBALL CLUB FAN ENGAGEMENT PLAN

CONTACT DETAILS

BARNET FOOTBALL CLUB

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