



RANGERS SUPPORTERS

Our Supporter Engagement Strategy

2023/24



“
**SUPPORTERS ARE
THE LIFEBLOOD
OF OUR CLUB,
AND WE VALUE
YOUR OPINIONS**”



Dear Rangers Supporters,

We are delighted to share our new supporter engagement strategy, which reflects our commitment to strengthening the relationship between Rangers FC and our loyal fans within the UK and worldwide.

Supporters are the lifeblood of our club, and we value your opinions, feedback, and involvement in all aspects of our operations.

We want to ensure that you have a voice in the matters that affect you and that you feel connected to the players, board and staff at the club.

That is why we have developed a new comprehensive supporter engagement strategy, based on industry-leading guidance and the English Premier League's Fan Engagement Standard.

This strategy outlines our vision, objectives, and indicates the clear actions we will take to enhance our fan engagement across various channels and platforms.

It also introduces new initiatives and structures that will enable us to communicate and collaborate with you more effectively and transparently.



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Key elements of our supporter engagement strategy include:

- The establishment of a new Fan Advisory Board (FAB), reflecting the wide and diverse community of the Rangers support, to provide input and advice on crucial club issues and policies at a strategic level.
- The nomination of new CEO James Bisgrove as the Board-level official to be accountable for our fan engagement activities and to liaise with the Fan Advisory Board and host a range of supporters at each quarterly CEO's Fans' Forum.
- The creation of Engagement Working Groups (EWG), guided by the FAB, will focus on specific topics, projects, or initiatives.
- The introduction of Supporter Collaboration Sessions, informal and interactive sessions to help provide further feedback to the club, FAB, and EWGs allowing more supporters than ever before to be involved in fan engagement.
- The launch of a dedicated fan engagement section on our club website and app, where you can find information, updates, and resources on our fan engagement initiatives.
- The expansion of the Fan Engagement Department, including our Disability Access Officer, Community Liaison Officer, Fan Engagement Executive, Fan Engagement Coordinator, and matchday Fan Liaisons, led by Greg Marshall, Head of Fan Engagement and the club's Supporter Liaison Officer.
- Rangers to continue to meet and support established supporter groups – we are looking to open more pathways for supporters to provide feedback and will not be closing any current channels. Rangers regularly meet with supporters groups, including Rangers Supporters Association, Union Bears, NARSA, ORSA, Northern Irish Supporters representatives, MyGers members and more.
- Rangers to enhance our social media presence and interaction with fans, including the launch of new customer service-based social media accounts. We want to keep you updated, informed, and entertained on various platforms and hear your feedback and queries.

This supporter engagement strategy will help us to build a stronger bond with you, our fans, and to create a more positive and enjoyable fan experience for everyone.

We look forward to working with you to implement this strategy and to make Rangers FC the best club it can be.

Thank you for your continued support.

John Bennett
Chairman

James Bisgrove
CEO

OUR FRAMEWORK

Football clubs have a unique relationship with their fans, and this relationship is critical to the success and sustainability of the club. Rangers FC recognises the importance of engaging with our fans and ensuring their interests and perspectives are considered in decision-making. To strengthen this relationship, the club is introducing a comprehensive supporter engagement strategy based on industry-leading guidance and the EPL's Fan Engagement Standard.

The Rangers Supporters Engagement Strategy contains the following key pillars: Leadership and Culture, Listening, Collaborate and Participate, Share, and Learn and Improve.



LEADERSHIP AND CULTURE

We want to ensure that you, our loyal fans, are always at the heart of everything we do at Rangers FC. That's why we need strong and dedicated leaders who can clearly and effectively communicate our vision and strategy for fan engagement. Our leaders also need to listen to your feedback. However, given the varied and wide-ranging views held by our diverse support, there will be occasions when the club won't be able to agree with all individual feedback or be able to act on it. On these occasions, the club will commit to being as open and transparent as possible to share why such decisions are being made.

WE WANT TO ENSURE THAT YOU, OUR LOYAL FANS, ARE ALWAYS AT THE HEART OF EVERYTHING WE DO

Rangers will ensure that our leadership is fully integrated into our Fan Engagement Strategy, with newly appointed CEO James Bisgrove taking up the Nominated Board Level Official role to be accountable for the club's Fan Engagement Strategy. Additionally, Rangers' newly expanded Fan Engagement Department will report directly to the CEO and board to reinforce this commitment.

We are committing to creating a new section of the club's website and commit to openness and transparency across our Fan Engagement Strategy.

We know how much you love and cherish our club heritage assets – the things that make Rangers FC unique and special. These include our club name, our club colours, our stadium location, and our club badges. We are committed to protecting and promoting these assets for you and future generations of fans. We will always consult you on any changes or developments that affect our club heritage assets.





LISTENING



We value your input and feedback as our fans and want to keep in touch with you as much as possible. That's why we are not only maintaining our existing fan engagement channels and initiatives but also creating new ones. Whether you are part of a supporters group or an individual fan, we want to hear from you and involve you in our club's decisions and activities. We will keep you updated on the various ways you can engage with us and make your voice heard.

To support our fan engagement efforts, we have a thriving and committed customer service team and an expanding fan engagement department.



They are always ready to answer your queries, listen to your suggestions, and help you with any issues. We are proud that our customer service team is responding to 97% of enquiries in less than one working day, with 34% answered in under one hour. Rangers customer service team handle with between 10,000 to 20,000 supporter enquires every month, covering a wide range of topics. The supporter satisfaction rate for 2023 is at 90%, which underlines the club's strong commitment to supporter engagement and customer service.

COLLABORATE AND PARTICIPATE

We want to have an open and honest relationship with you, our fans, and we want to hear what you have to say. That's why we are setting up several initiatives where you can talk to us and each other about the things that matter to you as a fan.

We are excited to announce that we are launching new fan engagement platforms to give you more opportunities to interact with us and share your opinions. These platforms include:

1. CEO's Fans' Forum:

A quarterly event where you can join our CEO and other senior club officials for a live Q&A session. You can ask questions, raise concerns, or give feedback on any aspect of our club.

2. Fan Advisory Board (FAB):

A representative group of fans who will meet with our CEO, board members and senior management on a quarterly basis. They will act as a voice for the wider fanbase and advise us on strategic matters and fan issues.

3. Engagement Working Groups (EWG):

Small groups of fans who will work with us on specific topics or projects that are relevant to fan engagement and driven by the FAB. They will provide input, feedback, and suggestions on how to improve our fan experience and services.

4. Supporter Collaboration Sessions (SCS):

Informal and interactive sessions where you can meet with other fans and club staff to discuss relevant topics. Generally held in Edmiston House, these will allow a wider range of supporters than ever before to get involved with supporter engagement.

5. Supporter Group Meetings:

Rangers regularly meet with representatives of various supporters groups, including the Rangers Supporters Association, representatives of Northern Irish travelling supporters, the Union Bears, the North American Rangers Supporters Association, the Oceanic Rangers Supporters Association, and many more. Rangers will continue to meet with supporter group representatives as we expand our supporter engagement.

Using the above platforms, the club commits to transparency with every initiative, and information related to these events will be shared on our website's new fan engagement section.

We will communicate more details on how you can get involved in these platforms soon.



SHARE

We believe that communication is a two-way street, and we want to be as transparent as possible with our supporters.

We want you to know why we make certain decisions and how we see things from our perspective. We also want to respect your views and opinions. That's why we will share information from all our fan engagement initiatives promptly in the fan engagement section of our website.

In addition to our quarterly CEO's Fans' Forum, the club will have regular updates from our board at least twice per season.

LEARN AND IMPROVE

We are always looking for ways to improve our fan engagement and make it more meaningful and sustainable. We want to learn from our own experiences and from others who are setting industry leading standards in fan engagement. We also want to work with other clubs and organisations to share good practices and learn from each other.

We want to ensure that our Fan Engagement Department is well-trained and equipped to handle your needs and expectations. That's why our Fan Engagement Department are working with Football Supporters Europe (FSE) to provide specific training to our staff via the Scottish SLO Network and Supporters Direct Scotland (SD Scotland).

This will help us enhance our skills and knowledge in fan engagement. We will also continue to look at opportunities for further collaboration and best-in-class learning, which is why several Fan Engagement Department representatives will attend the European Football Fans Congress in Manchester in June 2023.

We are in the process of setting up a Fan Advisory Board (FAB) to give an independent voice in our club's decisions and activities. We want to ensure that the FAB is working well and delivering the best outcomes for you and the club. That's why we will have an appropriate review structure to assess the effectiveness and impact of the FAB. We will also seek your feedback on how the FAB is doing and how it can be improved. This review will be communicated to supporters at the end of the season.

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OUR COMMITMENT

We hope that you have found this document informative and inspiring.

We are excited to share with you our improved supporter engagement strategy, which reflects our commitment to strengthening the relationship between Rangers FC and our loyal fans.

We have listened to your feedback and suggestions and developed a comprehensive and innovative strategy that will enable us to engage with you in more meaningful and effective ways.

We have also introduced some new platforms and structures that will give you more opportunities to have a say in our club's decisions and activities.

We believe that this strategy will benefit both the Club and the fans, and that it will create a more positive and enjoyable fan experience for everyone.

We look forward to working with you to implement this strategy and to make Rangers FC the best Club it can be.

Thank you for your continued support.

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