



# FAN ENGAGEMENT STRATEGY

LUTON TOWN FOOTBALL CLUB





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# MISSION STATEMENT

## We think football must put fans first.

Whether you've been cheering in the stands at Kenilworth Road for decades, just picked up your first season ticket, or watching on screens overseas, we know we wouldn't be the Club we are without you.

Our fan engagement strategy is about you, our supporters. Because you are what makes this club extraordinary. You are our 12th man, paramount to our success, and will always be our voice. Whether you've travelled the length and breadth of the country from non-league to Premier League or just peer around pillars at Kenilworth Road just once a season, you matter.

Fan engagement isn't something new. Since we became custodians of this club, we've worked hard to listen, to respond, to act – because we are supporters too, and care just as much as you do about Luton Town. With the Independent Football Regulator bill now passed, a minimum standard of structured supporter engagement is required and welcome. But minimum may not be satisfactory for us, or indeed you. We believe this strategy shows that you will always remain central to everything we do – and that is our commitment.

Kenilworth Road has been our home for 120 years, and she still rocks with everything that makes Luton Town who we are: energy, friendships, pride, noise, banter, highs, lows, groans. But as we look towards Power Court, we know that our biggest challenge is to try to replicate the uniqueness of our old home that brings that warm sense of belonging.

We understand that any new stadium, no matter how architecturally brilliant, ambitious or exceptional, can be a risk to that sense of belonging. But we believe Power Court will bring that Kenilworth Road familiarity, retain that homely feel and carry us upwards and forwards and to manage this we need your inclusion.

Power Court will be more than a stadium. It will be the dawn of a new era, built on the foundations of trust, pride and the power of community. It will carry forward everything that makes us unique while opening doors to new supporters, new ambitions and new generations who will write their own memories.

We always listen to your feedback, we always reflect on how we can improve bring us all closer, and we are now taking the next step to bringing some of those ideas to life. This long-term strategy is a new chapter in underpinning our commitment to maintaining the unique culture of the Club and the relationship we have, and will always have, with all of you.

**Together, we will ensure that wherever we play and whoever we welcome, the soul of Luton Town remains unmistakably, proudly, ours.**

**Gary Sweet, Chief Executive Officer**










# OUR COMMITMENT TO SUPPORTERS

## Our club has always stayed connected with its supporters and remains committed to keeping supporters at the heart of everything we do.

Over the course of each season the club will continue to engage with supporters and supporter groups to keep them informed.

We will achieve this by:

-  **Regular** meetings with official Supporters Clubs/Groups.
-  **Regular fan focus groups** throughout the season.
-  Post-match surveys and department led **surveys to gather feedback**.
-  **Maintain dialogue** with our local community groups and the wider town.
-  **Provide assistance and communication** to supporters through our Fan Engagement team.
-  **Share news, updates and important information** via direct email, website, matchday programme and official social media channels.
-  **Annual executive fan forum** to meet the leadership team and CEO

We are also in the process of forming our Fan Advisory Board (FAB), to ensure supporters can engage in dialogue with the club on strategic matters. This body would sit alongside, and complement, the existing Supporter Groups.

## WE WILL ACHIEVE THIS BY:

- Setting up our FAB as a priority this season.
- Continuing to improve our communication by listening to supporter feedback and sharing results.
- Supporting local community programs, youth groups and supporter-led initiatives.
- Make reasonable adjustments whilst still at Kenilworth Road for supporters on a matchday.



# THE FAN ADVISORY BOARD

The FAB will meet a minimum of three times per year. They are to follow a Code of Conduct and Members can chair relevant meetings with Fan Focus groups or working groups in order to cascade the information and ask for feedback on specific subjects.

## What is a Fan Board (FAB)?

A Fan Advisory Board is a group of elected supporters who meet regularly with representatives of the club to provide feedback, share ideas and discuss initiatives that affect the fan community.

## Why does the club have a Fan Advisory Board?

A FAB gives supporters a direct voice in shaping experiences, events and policies. It helps the organisation better understand fan perspectives and ensures decisions reflect the diverse needs of the community.

## Who can apply to be on the Fan Advisory Board?

Eligibility criteria vary by club but typically any dedicated fan over a certain age (e.g. 18+) can apply. Some groups also aim for diversity in age, location, background and level of fan involvement.

## How are members selected?

Applications are reviewed by the organisation and members chosen based on their passion, unique perspectives and ability to represent a broad cross-section of the fanbase.

## What is the time commitment?

Our FAB will meet three times a year, either in-person or virtually. Members may also be asked to participate in surveys, focus groups or special projects between meetings.

## Are Fan Advisory Board Members paid?

Participation is voluntary. However, some organisations provide perks such as exclusive experiences or early access to information as a thank you for members' time.

## What kind of topics does the FAB discuss?

Topics include fan experience – ticketing, matchday, events, community engagement, digital content, retail, EDI and overall ways to strengthen the connection between the club and the supporters.

## How long is the term for members?

Terms usually last one or two years to allow fresh perspectives while keeping some continuity.

## Can I apply again if I'm not selected?

Yes, we encourage reapplying for future seats on the Board if you're not chosen the first time.

## How can fans who aren't on the Board share their ideas?

Even if you're not on the FAB, there are surveys, fan focus group and our contact channels where we welcome feedback that will be reviewed by the FAB and the club.

If you think that you would be a strong candidate to join our Fan Advisory Board, you can register your interest [HERE](#).







# SUPPORTER'S TRUST

Luton Town Supporters' Trust (LTST) is for the fans of Luton Town Football Club and was formed by a merger of Trust In Luton (TIL) and Luton Town Supporters' Club. LTST is a democratic organisation of supporters whose aims are to secure the future of the Club, keeping the Club with the fans where it belongs.

The aims of LTST are:



To **strengthen the bonds** between the club and local community.



To work for the **football and financial success** of the club.



To **uphold and preserve the tradition and heritage of Luton Town**, and to secure the club's long term future in Luton.



To **encourage and promote supporter representation** on the club's board acting as communication to the supporters.



To acquire shares in the club, formally **creating a supporters' stake holding**.



To support SoLYD, which has the objective to **raise funds for the club's academy** to help bridge the short fall in funding.



To **promote coaching schemes to develop the football skills of local young people** and promote local interest in football.



To **raise money in such a way as to promote the aims and objectives of Luton Town Supporters Trust** and to the benefit of the local community.



To ensure that **all profit is reinvested back into the club**.

Luton Town are also proud to be represented by:

- [LTDSA](#)
- [Hatters Heritage](#)

You can find other recognised supporters groups [here](#).







# TRANSPARENCY & COMMUNICATION CHANNELS

We will always strive to provide the highest standards for our supporters. It's your club and we will always listen and remain approachable to all of our supporters.

If you have any questions, concerns, complaints or compliments, please contact us through the following club channels.

- [lisa.mcevoy@lutontown.co.uk](mailto:lisa.mcevoy@lutontown.co.uk) Fan Engagement Officer.
- As part of the work we have done over the past 3 seasons we have consolidated multiple supporter contact points into one department, Fan Engagement. We wanted to create one department for all supporters.
- [myvoice@lutontown.co.uk](mailto:myvoice@lutontown.co.uk) is our dedicated inbox for any complaints you may have. All emails are sent on to the relevant department here at the club to be followed up.
- For more information on the **Supporters Trust** click [HERE](#)
- For more information on the **Disabled Supporters Association** click [HERE](#)
- For more information on **Equality, Diversity and Inclusion** click [HERE](#)
- **The Luton Town Football Club Community Trust** which seeks to engages with all members of our community regardless of ability or disability, race, age, religion, gender or sexual orientation. To find out more about Luton Town Community Trust, or to help support our work, contact [community@lutontown.co.uk](mailto:community@lutontown.co.uk). For regular updates, follow us on X [@LutonTownCT](#).





LUTON TOWN FOOTBALL CLUB

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