

Fan Advisory Board Meeting (FAB) Thursday 3rd July 2025, 6pm, Chairman's Lounge

Club Representatives		Attendees	
President of Business Operations		Stu Hunt (SH)	
Director of Fan Experience / Chair of Fan Advisory Board		Russell Ball (RB)	
Fan Experience Manager		Jack Ormesher (JO)	
Director of Operations		Doug Metcalfe (DM)	
Head of Hospitality & Ticketing		Gareth Howells (GH)	
Fan Experience Coordinator		Theodore Jackson III (TJ)	
Fan Experience Intern		Georgina Escandon (GE)	
Fan Advisory Board (FAB) Representative Attendees			
Paul Kidd (Supporter Representative Chair of the FAB)			
Adnan Ahmed			
Charlie Binns			
Charlotte Rigby			
Daniel Moorhouse			
Emily Parkinson			
Eve Gurman			
Evelyn Clough			
Julian Booth			
Justine Bedford			
Natalie Newbitt			
Fan Advisory Board (FAB) Representative Online			
Harry Devonport			
Josh Thompson			
Fan Advisory Board (FAB) Representative Apologies			
Andrew Taylor			
George Poole			
Lee Robinson			
Anwar Afrasiab			
Natalie Bromley			
No.	Agenda Item		
1.	Welcome		
2.	Teas, Coffees and Sandwiches for those present. Light refreshments were provided for attendees ahead of the meeting’s formal start.		
3.	Meeting commences at 6:00pm The formal meeting commenced at 6:00 PM with all listed attendees present.		
4.	Meeting Overview The meeting began with a warm welcome from Russell Ball (RB), Director of Fan Experience and Chair of the Fan Advisory Board, who opened the session at 6:00 PM.		
5.	FAB Recruitment Update provided on the current FAB Recruitment Process. A total of 116 applications have been received to fill the 6 positions available bringing the full FAB to a total of 24 members. The interviews for the shortlisted candidates have been scheduled for the week commencing on the 21 st of July and will be conducted by the Fan Experience Team with support from, FAB Chair Representative, Paul Kidd.		
6.	Fan Engagement Plan and Workshop Update Updates presented to the group on the 2025-26 Fan Engagement Plan, which must be approved by 9th August and submitted to the Premier League by 15th August.		

	A workshop will be held on 30th July to gather input from FAB members. An invitation will be sent to members shortly, inviting participation in shaping the engagement strategy for the upcoming season.
7.	Club Proposals Following Premier League Promotion The Club presented a comprehensive plan of stadium improvements designed to make Turf Moor more engaging, inclusive, and modern for both home and away supporters, and is committed to have every decision shaped by consultation and a deep respect for supporter culture. These improvements mark an exciting step forward and an opportunity to enhance the Turf Moor experience. Team Arrivals Currently home and away team buses arrive approx. 90 mins before kick-off and are directed through Belvedere Road and alongside the cricket ground to the rear of the stadium, where players go directly into the changing rooms. The new proposed route will have home and away buses drive down Harry Potts Way in front of the stadium before turning left at the Club Store and behind the Jimmy McIlroy Stand to disembark at the Northeast corner. Players will then proceed on foot into the stadium and down the pitch in front of the North Stand, entering the changing room via the Northwest Corner. The new route is intended to create a focal event 90 minutes before kick-off, draw fans to the ground earlier, and channel supporters naturally towards designated Fan-Zone areas. South-East Corner – LED Installation. The South-East Corner will be enhanced with the installation of brand-new LEDs along the curb side from the Gift Shop to the Northeast Car Park. Team buses will arrive into the Northeast Car Park, passing through the new lighting ribbon that will generate a better atmosphere for both players and fans to enjoy. This will not only enhance the match day experience of local fans but also present a unique opportunity for TV coverage around Turf Moor and the loyal fans of BFC. North-East Corner – Coach Arrival North-East Corner will be the next step in player arrivals, with a large new LED screen to be placed above the entrance. This new entrance will provide multiple opportunities to accompany player arrivals with live footage of teams, bespoke hype videos, and fixture-specific graphics, strengthening the connection between players and supporters. Hero Tunnel: A full LED entrance tunnel will be constructed at the North-East Corner, giving players a branded, illuminated walkway into the stadium, where they will walk pitch side in front of the James Hargreaves Stand, entering the changing rooms via the Northwest corner of the stadium. South-West Corner – New Player Tunnel The South-West Corner will be upgraded with the installation of a new full LED Player Tunnel, located between the Barnfield Construction Stand and the Bob Lord Stand, providing a striking new entry point to the pitch for referees, home, and away teams. Player Announcement LED Screen: This new entrance will be complemented by a large LED screen positioned above the tunnel, enabling dynamic player announcements and visuals as teams make their way onto the pitch.

	Home and Away Fans Location Change Following careful consideration of this revised team entry route, the home and away supporter areas within the Barnfield Stand will be switched, placing home supporters in the South-West Corner. This will allow the players to emerge directly in front of home fans, reinforcing the atmosphere and creating a stronger visual and emotional connection between players and supporters. As part of these changes, home turnstiles will be relocated to Harry Potts Way, while away supporters will enter via the North-West Corner. This reconfiguration will improve crowd flow, enhancing overall safety and matchday operations. Broadcast OB: The realignment will also involve minor adjustments to the Broadcast OB compound, as well as the creation of a dedicated away fan section and a covered outdoor area for the existing home fan zone. South-East Corner Additional Changes A permanent DJ booth and four modular content-creator pods will be installed, each fitted with backdrop screens, enabling live audio, match-day programming, and content creator-generated media. Cricket-Field Stand Refurbishment The Cricket-Field Stand will gain a new first-floor level with a balcony, upgraded toilets, and refreshed food-and-drink kiosks. Digital Ticketing A review of ticketing options will start with digital-only entry for the opening three home fixtures, after which supporter feedback will determine whether physical tickets are reinstated.
8.	Closing comments RB thanked all departments for their contributions to the plans moving forward. This initiative aims to modernise the stadium through intelligent reconfiguration, enhance the supporter experience, and remain respectful of the club's traditions. The phased approach is designed to minimise disruption, with ongoing communication and feedback opportunities planned for supporters throughout the implementation.
9.	AOB No other business.
10.	Meeting adjourned until the proposed date of Tuesday 12th August 2025, 6pm. Subject to change.