



Fan Engagement Plan

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Commitment to EFL Regulation 129

This Fan Engagement Plan for the 2026/27 season has been developed in accordance with, and in full compliance with, EFL Regulation 129.

The Plan sets out our commitment to meaningful, transparent, and ongoing engagement with our supporters.

While our FEP reflects the EFL's requirements for clubs to consult with fans, meet the minimum engagement standards, and report on their delivery, our ambition extends far beyond compliance. Our supporters are at the heart of everything we do, and we are committed to continually improving the way we listen, communicate, and work together.

Prepared by the Fan Experience department, this document reviews the progress and achievements of the 2025/26 season, acknowledges the foundations established through previous engagement activity, and outlines our priorities and objectives for the 2026/27 season.

We will continue to publish and review a Fan Engagement Plan annually, ensuring our approach evolves alongside the needs and expectations of our supporters while maintaining the highest standards of fan engagement.

MISSION STATEMENT

Burnley Football Club's 2026/27 Fan Engagement Plan

As we prepare to take on the 2026/27 season, our Fan Engagement Plan outlines the aims and objectives of the Club's formal fan engagement network. As always, we are relentless in our drive to improve the fan experience at Turf Moor. We remain committed to a collaborative approach, recognising the central role of fans in shaping improvements across the club.



MESSAGE FROM THE CHAIRMAN

ALAN PACE

I'm extremely proud of the work we have been doing to engage with our fans over the past few seasons and as is our attitude towards everything at Burnley Football Club - there is still so much more that we want to achieve. Fans are the heartbeat of our Club. They are the heartbeat of this town.

Not many organisations have the power to bring people together like a football club does. I regularly bump into Burnley fans, whether it be at our games, or outside of Turf Moor, and each supporter has a story to tell. A story about what this Club means to them, and for so many, what it has meant to generations before them.

This is why it's so important to ensure that we are making decisions for our fans, with our fans. We engage regularly with our Fan Advisory Board, a diverse group of supporters who help us to shape key decisions and drive forward ideas at the Club. This past season alone, the FAB has been consulted on key areas including season ticket pricing, our move to digital ticketing and access routes to and from the stadium.

We've invested heavily in the fan experience at Turf Moor, with a brand-new player arrivals experience, where supporters can greet the players when they enter Turf Moor on a matchday.

Our Stadium Tours have been refreshed and continue to go from strength to strength, offering fans fantastic behind-the-scenes access to feel closer to the Club than ever before. Whether it be visiting the dressing room, or sitting in the Directors Box, the tours celebrate our long history and what it truly means to be a Claret.

We're heading towards another exciting season in Championship, a league where we have created great memories. Both on the pitch and off the pitch, we want to give our fans the opportunity to make more of these memories, and we know that fan engagement is a key part of that.

I'm committed to engaging with our supporters and continuing to take great strides forward in this area. And as is the way at Burnley, we'll do it together, as One Club for All.

MESSAGE FROM OUR MEN'S HEAD COACH

I've very much appreciated the warm welcome I have received since arriving at the Club. On my first visit to Burnley and to Turf Moor, I felt that it was a special place, where football means a great deal to a lot of people. The town has a strong work ethic, and this is something that resonates with me and my team. I want us to give 100% to everything that we do. It's what this town and the fans deserve. A strong connection between the squad and the fans is essential. Out there on the pitch the players can feel the energy, the atmosphere of the crowd can help push them on.

I regularly talk to the players about this connection and building trust. That's why it's important to me that after the full-time whistle, we go over and acknowledge the fans. We do this home and away, as we are truly grateful for the effort they go to, travelling to see us play. They sacrifice time and money and that doesn't go unnoticed. I haven't been at Burnley FC for long but I'm looking forward to immersing myself in the Club more. I'm aware of the incredible work of the charity, Burnley FC in the Community, and I look forward to finding out more about their projects and the impact they are making locally.

Football is so much more than 90 minutes, it can have a positive impact on people in so many ways. And that's why it's a privilege to do the job that I do. I'm also aware of the valuable work of the Fan Advisory Board. An open dialogue between the fans and the Club is so important. By working together, we can achieve great things, and I like that we can all contribute ideas and help implement change.

Wherever in the world our fans are supporting us from, whether it be in Burnley or any corner of the globe - we are grateful for the support. This Club is more than just one person. It's all of us and it's important to me that we all work together.

I'm very much looking forward to the season ahead. Thank you for being by our side.

Nicky Hayden



MESSAGE FROM OUR WOMEN'S MANAGER

Last season was one of the most exciting in our history as we secured promotion to WSL 2, the second tier of women's football in the UK. Any promotion is special because it's a team effort, and by that I don't just mean the players and staff, it's the fans who play their part too. The words of encouragement and cheers on a matchday make a real difference and help give us all an extra boost.

One of the aspects of women's football that I find so special is the connection formed between the team and fans.

Women's football has seen real growth in recent years, and it's been helped by young girls seeing women footballers they can look up to. We see a lot of families and young children coming to our games and I want our players to inspire the next generation of footballers.

I'm delighted that we will be playing all our home games at Turf Moor for the 2026/27 season. We always try to make matchdays special and ensure that we get the chance to engage with the fans in attendance, to thank them for their invaluable support.

Whilst I'm relatively new to Burnley, I quickly realised the strong connection between the football club and the fans. I love this interaction. I love that what we are doing means something to the people that support us, whether that be at our games or online. We receive lovely messages from fans from around the world and that means a lot to us.

Over the past year, our women's players have visited community projects delivered by Burnley FC in the Community. From teaching football in schools, to taking part in workshops talking about their journey to becoming a player, they are fantastic ways to interact with our supporters.

As a women's team we have a big season ahead of us, and I'm looking forward to tackling it together as a Clarets family.

Jackie Bachteler



OVERVIEW: LAST SEASON IN REVIEW

The 2025/26 season brought both triumphs and setbacks. Despite the challenges, we have continued to make significant progress across the Fan Experience sector. Burnley is home to one of the largest Fan Advisory Boards in English football, and this is reflected in the achievements and outcomes we have delivered throughout the season.

Ahead of the 2025/26 campaign, we set 10 clear objectives designed to strengthen the relationship between the Club and its supporters. Below is a summary of the progress and successes achieved against those objectives.

Please find below a summary of our successes from our 2025/26 objectives.

1.) TO ENHANCE THE MATCHDAY EXPERIENCE FOR BOTH GENERAL ADMISSION AND HOSPITALITY GUESTS, ENSURING FANS ENJOY THE BEST ATMOSPHERE AND SERVICE IN FOOTBALL.

Burnley FC continues to enhance the matchday experience for both General Admission and Hospitality supporters. In the Premier League Fan Experience and Engagement Survey, Burnley scored above the Premier League average. The Premier League has also recognised the Club for listening to supporters, responding to feedback, and delivering a welcoming, family-friendly environment. Moreover, fans rate the Club highly for its catering provision and communication through digital channels, while over four in five supporters believe Burnley FC reflects the identity and values of the local community. These results demonstrate the Club's ongoing commitment to improving the matchday experience for all supporters.

2.) TO IMPROVE AND INNOVATE STADIUM ACTIVATIONS AND FACILITIES IN THE FAN ZONE, CREATING A VIBRANT AND ENGAGING PRE-MATCH AND POST-MATCH ENVIRONMENT.

The Fan Zone was created as a space for the Burnley FC community to come together. Beyond match day, the Fan Zone has played host to various different events to bring football fans together off the pitch. On that note we are pleased to have utilised the facility in full to host activities and events, ranging from World Cup viewings to local bingo nights. The Fan Zone has hosted 14 matchday activation events, supporting various EDI campaigns. Whether the agenda is uplifting the community and promoting EDI values, or providing a local hub for a guaranteed great event, the Fan Zone has proved a tremendous success.

3.) TO TO IMPLEMENT A CLEAR AND INCLUSIVE FLAG POLICY THAT ENHANCES VISUAL SUPPORT IN THE STANDS WHILE RESPECTING ALL FANS

We introduced a pre-approved flag policy in 2025. Fans were able to continue to use flags and express their support, whilst maintaining regulations and ensuring their own safety.

4.) PRIORITISE ACCESSIBILITY, ENSURING THAT ALL FANS, REGARDLESS OF ABILITY, CAN ENJOY A FULLY INCLUSIVE EXPERIENCE AT TURF MOOR.

In the 2025/26 season, we conducted a feedback campaign to hear back from our disabled supporters community.

100%

***OF OUR DISABLED SUPPORTERS SAID THEY
FEEL WELCOMED AND INCLUDED AT BURNLEY***

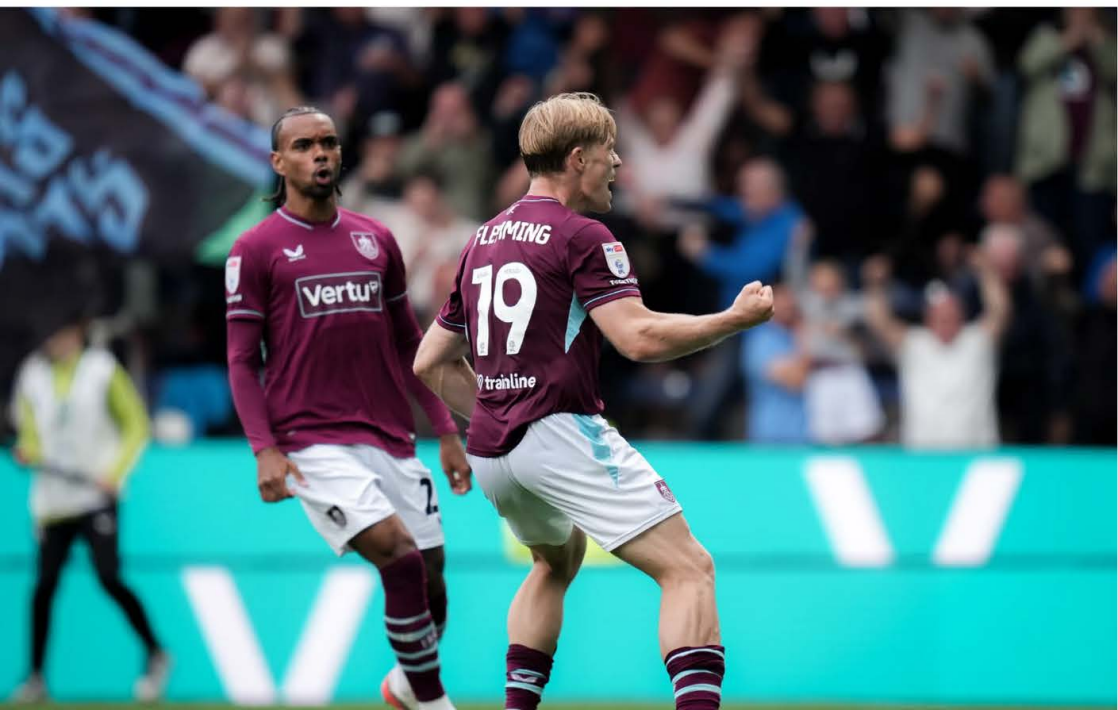
We introduced Nimbus cards to ensure we had full access to accessible supporters needs, and made the specific and appropriate adjustments. We were also able to open up our sensory room to all ages, offering accessible supporters of all ages the opportunity to enjoy the match in a way that was not accessible during their youth.

5.) TO INCREASE OPPORTUNITIES FOR PLAYER ACCESS AND APPEARANCES, STRENGTHENING THE CONNECTION BETWEEN FANS AND THE TEAM.

Between the 2023/24 season and 2025/26 season we have increased player to fan engagement by 170%. This includes Clarets Carpet, Burnley Together, BFCitC visits, in addition to full player attendance at the annual charity dinner.

6.) TO MAINTAIN A STRONG PARTNERSHIP WITH THE FAN ADVISORY BOARD, CONTINUING A COLLABORATIVE APPROACH TO SUPPORTER INVOLVEMENT AND REPRESENTATION.

Burnley FC is proud to have one of the largest Fan Advisory Boards across both the Premier League and the EFL Championship, ensuring broad representation of our diverse supporter base. The size and composition of the Board enable meaningful consultation across a wide range of supporter groups, helping to shape Club decisions and initiatives. This approach is reflected in our supporter feedback, with Burnley recording above-average fan interaction with the Fan Advisory Board compared to the Premier League average.



7.) TO FURTHER DEVELOP THE SUPPORTER SERVICES HUB AT TURF MOOR, PROVIDING TIMELY, HELPFUL, AND EFFICIENT RESPONSES TO ALL ENQUIRIES BOTH THROUGH PHONE AND EMAIL.

Our current Customer Service Score is 83.3, reflecting our ongoing commitment to delivering a positive supporter experience.

We actively listen to feedback from our fans and are developing a range of initiatives to improve accessibility and engagement, including:

Digital workshops designed to support our senior supporters in building confidence with digital services.

Digital inclusion initiatives aimed at reducing barriers for digitally excluded groups, with a particular focus on supporters with disabilities and those facing economic disadvantage, ensuring our services remain accessible and inclusive for all.

8.) CLUB GROWTH AND GLOBAL PRESENCE

- Burnley Football Club continued to strengthen its role at the heart of the local community throughout the 2025/26 season. Through Burnley FC in the Community, over 40 programmes were delivered across sport, education, health, and inclusion, positively impacting thousands of people. The Club also supported local families through festive community visits and continued to foster strong local partnerships through its Business Club, bringing together entrepreneurs and business leaders to help build a thriving, connected community.

9.) TO DELIVER EXCEPTIONAL STADIUM TOURS AND EXPAND OUR OFFERINGS TO PROVIDE NEW AND EXCITING EXPERIENCES FOR ALL VISITORS.

We have altered the format of stadium tours to be more inclusive of fans with accessible needs.

10.) TO WORK ACTIVELY WITH SURROUNDING COMMUNITIES TO INCREASE THE DIVERSITY AND INCLUSIVITY OF OUR SUPPORTER BASE.

Our work via BFCitC has exploded over the last season. Our efforts have ranged from player visits to vulnerable people in the community, to hosting days of family fun. We have also hosted multiple fixtures dedicated to EDI causes.







FAN ADVISORY BOARD (FAB)

At the start of the 2023/24 season, Burnley FC proudly launched the Fan Advisory Board (FAB) to support and align with the Premier League's Fan Engagement Standard (FES). The FES sets a consistent, league-wide framework to cultivate meaningful, long-term supporter engagement. The FAB plays a key role in helping the Club meet these standards through structured dialogue and consultation that holds clubs accountable to their fanbase.

The FAB serves as an independent panel of 25 supporters, carefully selected first in 2022 through a thorough application and review process involving senior Club leaders and Chairman Alan Pace. Since founding the FAB in 2023, we have sought to maintain diversity and inclusivity by regularly reviewing members and their position in relation to the club. As one of the largest FAB's in English Football, we ensure our FAB fully represents the diversity of our fanbase and community, with the aim of providing honest, constructive feedback and fostering open communication between the Club and its supporters. Meeting a minimum of four times per year, the FAB works collaboratively with the Club to discuss a wide range of topics that impact the fan experience.

These include the Club's strategic vision, business planning, and stadium development, while on-pitch matters are excluded. Meetings are either agenda-led, with input from both fans and the Club, or focused on specific initiatives where fan input is sought.

The FAB forms a key part of the Club's annual Fan Engagement Plan, which outlines engagement objectives and priority areas for consultation.

To contact the Fan Advisory Board:
T: 01282 446800 (Option 5)
E: FAB@burnleyfc.com

To ensure we stay committed to open collaboration and meaningful dialogue with our supporters, we plan to hold four Fan Advisory Board meetings during the 2026/27 season. These sessions will provide valuable opportunity for ongoing engagement, feedback, and partnership between the Club and its fanbase. We encourage fans to submit questions ahead the upcoming meetings.

Email- fab@burnleyfc.com



FAB 26-27 SCHEDULE

WEDNESDAY 16TH SEPTEMBER 2026

TUESDAY 10TH NOVEMBER 2026

TUESDAY 23RD FEBRUARY 2027

WEDNESDAY 28TH APRIL 2027

Please note that the meeting dates may change, but our commitment to maintaining a collaborative, open, and ongoing dialogue with supporters will remain a priority.

PAUL KIDD



As we enter the 2026/27 season, the FAB looks forward to continuing its role in supporting and strengthening the Club wherever we can. The 2025/26 season was one of significant progress, and we are proud of the initiatives we delivered and the positive impact we have made. A particular highlight was the collaborative consultation between the FAB, Supporter Group representatives, and the Club on ticket pricing for the 2026/27 season, demonstrating the value of meaningful supporter engagement in shaping key decisions.

Our FAB currently comprises representatives from a broad range of Supporter Groups, bringing together diverse perspectives from across the fanbase. Following a successful recruitment drive last year, which welcomed four new members to the board, we are now focused on further strengthening our representation by recruiting four junior U18 representatives. This will help ensure the FAB continues to reflect the voices of supporters across different generations and experiences.

Open, constructive dialogue remains at the heart of our approach. We are committed to providing honest, representative feedback while maintaining transparent and productive communication with both the Club and the wider supporter community. Throughout the past season, we continued to hold dedicated meetings with Supporter Groups to strengthen engagement, gather insight, and ensure supporter perspectives remain central to our work. The regular attendance of Club representatives at these meetings has further strengthened collaboration, fostering shared understanding and enabling more informed, effective decision-making. We look forward to building on these strong foundations throughout the 2026/27 season.

MEMBERS OF THE FAN ADVISORY BOARD

Here we'd like to introduce you the FAB Members.

The Fan Advisory Board currently consists of 20 members (currently recruiting four U18 members, meaning total membership will be 24), all members representing 18-24s, 25-34s, 35-44s, 45-54s, 55-64s & 65-75s. Amongst the members, some of the members also represent gender, disability, ethnicity, religion or belief and sexual orientation.

Adnan Ahmed

Afrasiab Anwar

Amer Stansfield-Mushtaq

Andrew Taylor (North Manchester Clarets)

Charlie Binns

Charlotte Rigby

Daniel Moorhouse

Debra Driver

Emily Parkinson (Claret & Proud Supporters Group)

Gareth Murphy (Burnley Football Supporters Club)

George Poole (Clarets Trust)

Jessica Mitchell

Joshua Thompson

Julian Booth (London Clarets)

Justine Bedford

Lee Robinson

Natalie Bromley

Natalie Newbitt

Paul Kidd

Rick Guttridge

BURNLEY TOGETHER

We are proud to say we have delivered 36 Player visits throughout the 2025/26 season, in partnership with BFCitC.

Burnley Together is a community driven group, led by and for the people of Burnley. Burnley FC has now officially partnered with Burnley Together to work towards building up members of the immediate community. This includes providing classes to develop important household skills, accessibility to affordable food, clothing, advice, and a safe environment for socialisation to name a few of their assets.

The work of Burnley Together extends beyond Down Town as a location. During Christmas of 2025, the first team honoured their annual commitment of visiting local hospitals through the Burnley Together Programme.

Players made visits to multiple hospitals in the local area this past Christmas, including the Burnley General Teaching Hospital, The Royal Blackburn Teaching Hospital, and Pendleside Hospice.

The special occasion saw players come together with the local community, spreading Christmas cheer, meeting with staff, patients, and volunteers, and donating Christmas Presents.





SIX CONNECTIONS

Following recommendation from our Fan Advisory Board last season, Burnley FC joined together with Six Connections, officially establishing their charity as one of our community partners.

We chose Six Connections to draw more attention to mental health. Six Connections is a charity dedicated to encouraging open and honest conversations about mental wellbeing in everyday environments, such as the pub or at the football, where people naturally come together.

As a football club, being an active member and custodian of our local community is central to who we are. We were proud to support and promote a cause that aligns so closely with our values and our commitment to the wellbeing of our supporters and the wider community.

Through the shared passion for football, Six Connections helped to create opportunities for genuine connection and meaningful conversations, helping to break down the stigma surrounding mental health. We are proud to use our platform to support this important work and encourage supporters to look out for one another, both on matchdays and beyond.

Russell Ball, Director of Fan Experience at Burnley FC said: "We're delighted to partner with Six Connections this season. The work they do to normalise conversations around mental health is truly inspiring, and we're looking forward to using the power of football to help amplify that message throughout the season."

Helen Gurman, CEO of Burnley FC in the Community, added: "Burnley FC in the Community is passionate about supporting mental health, and we embed that commitment across a wide range of our work. That's why our partnership with Six Connections makes complete sense. They're doing fantastic work in and around Burnley, and we're proud to stand alongside them."

2026-27 OBJECTIVES

SUPPORTER RELATIONS

1. To meet with the Fan Advisory Board at least four times during the upcoming season, fully using their expertise and insights to inform consultations on fan experience initiatives.
2. To ensure all fans have access to the appropriate support and guidance with administrative queries as we transition to digital ticketing, while continuing to deliver excellent service through the Ticket Office and Supporter Service Hub.
3. To deliver stadium tours of exceptional quality, which provide fans with behind-the-scenes access to Turf Moor.
4. To create greater opportunities for player-fan interaction across both the Men's and Women's first teams by delivering a minimum of four fan meet and greets outside of matchday interactions.



2026-27 OBJECTIVES

MATCHDAY

5. To maximise the use of our newly improved Barnfield Stand, enabling fans to experience the unique atmosphere of Turf Moor's safe standing area, now extended to two thirds of the stand.
6. To maximise the matchday atmosphere by utilising the new sound and PA system to create a vibrant and engaging audio experience.
7. To improve and enhance the matchday experience at Turf Moor, including, pre-match, half-time, and post-match experience

COMMUNITY AND INCLUSION

8. To work with BFCitC to support one local charity throughout the season, using the power of football and the wider football community to make a positive impact across Burnley and the surrounding area.
9. To meet regularly with supporter groups, locally and internationally.
10. To work with our local communities to actively increase inclusivity and diversity within our supporter base.

CLUB INITIATIVES



CLARETS CARPET

The Clarets Carpet offers a unique, invitation-only experience where selected fans line the route to welcome our players as they arrive at Turf Moor. It's a chance to get up close to the action before kick-off, share in the anticipation, high five players, and create unforgettable matchday memories.

CLARETS & YOU

Each matchday, Clarets & You puts one of our supporters in the spotlight with a dedicated interview in the programme. These features celebrate the passion, stories, and experiences that make our fanbase so special.

FAN FORUM

Our Fan Forum gives supporters the chance to put their questions directly to the Chairman Alan Pace. Fans are invited to ask Alan questions on the night, fostering open conversation and dialogue between Club and fans.

LETTER REQUESTS

Letter requests gives us the opportunity to connect with our fans and ensure all fans have accessibility means of communicating with the inner workings of the Club. Our fans are at the centre of all we do, and it is our pleasure to celebrate you!



FAN ZONE

Open before and after kick-off on matchdays, our Fan Zone is the perfect hub for fans to gather. With food and drink, children's activities, and a lively atmosphere, it's the ideal spot to connect and enjoy the atmosphere around the game.

GUARD OF HONOUR

A group of young fans forms our Guard of Honour at every home game, waving flags and welcoming the team as they step onto the pitch. It's a moment of pride and excitement for the participants and adds to the electric matchday build-up.



MATCHDAY MESSAGES

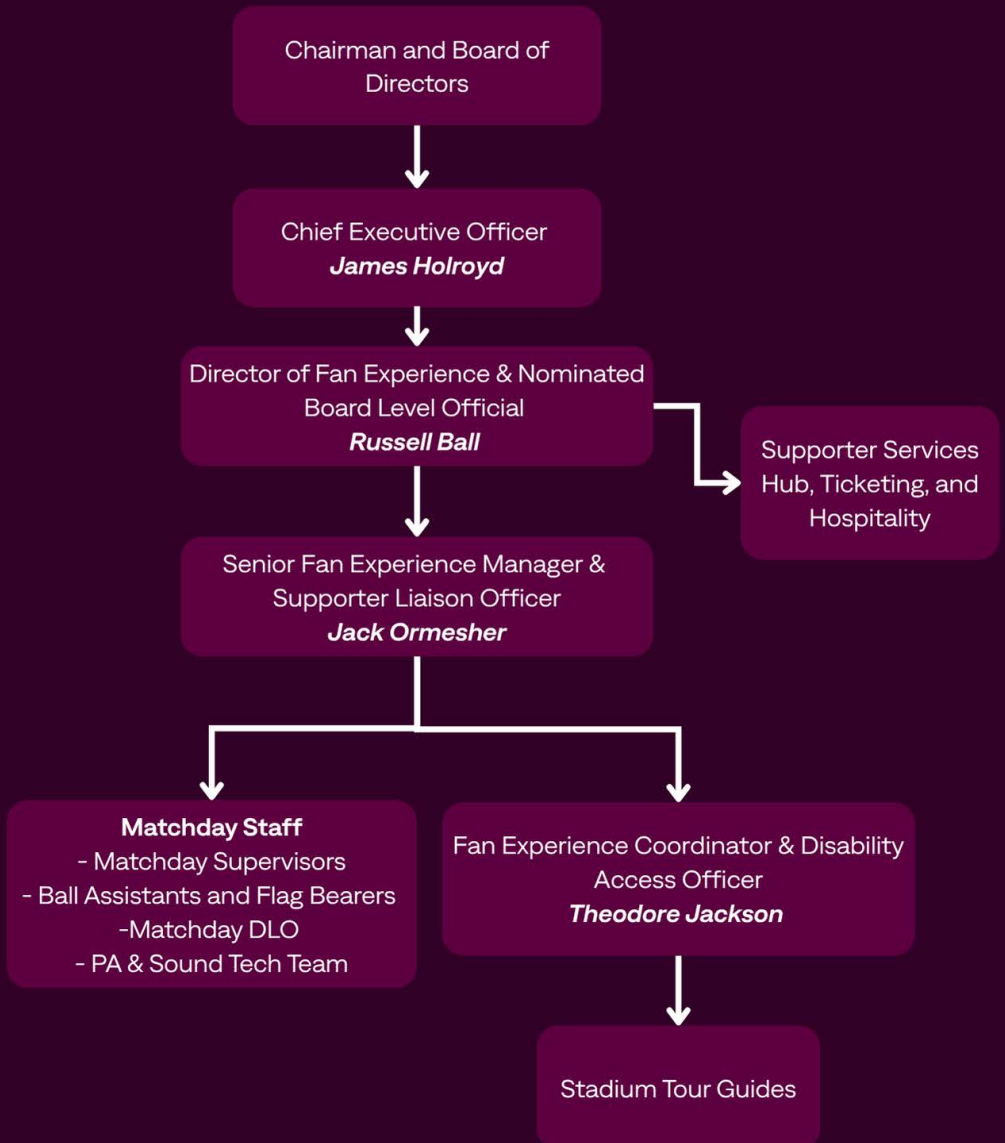
Celebrate a special moment at Turf Moor with a personalised message on our big screens at half-time and in our matchday programme. Whether it's a birthday, anniversary, or personal achievement, it's a unique way to share your joy!



SENSORY ROOM

Our dedicated facility offers a safe, calming space for supporters with special educational needs or sensory processing challenges. With soundproof glass for clear pitch views, sensory lighting, fidget toys, and support from trained staff, it makes matchdays at Turf Moor more accessible and enjoyable for all.

FAN EXPERIENCE STRUCTURE



NOMINATED BOARD LEVEL OFFICIAL



RUSSELL BALL

The Clarets are renowned for their loyalty, passion and unwavering commitment to this football club. We are equally committed to ensuring that your voice is heard and that your experience as a supporter continues to improve. As we begin our journey back towards the Premier League, we are excited to introduce new initiatives and build on existing successes to create the very best environment for everyone who visits Turf Moor.

This Fan Engagement Plan recognises the diversity of our supporter base and our responsibility to listen, engage and respond to the needs of all fans. We have reviewed our existing approach, introduced new objectives for the season ahead, and remain committed to sharing our progress openly throughout the year.

Last season saw us make significant progress against the commitments set out in our previous Fan Engagement Plan. From improving sustainability through initiatives such as the supporter Levy and increased digital ticketing, to raising the profile of Burnley FC Women and launching our new Club app, we have continued to invest in enhancing the supporter experience both on and off the pitch.

Burnley Football Club is at its strongest when we work together. My commitment is to ensure that supporter feedback continues to shape our decisions, strengthen our connection with the community, and help build a Club that every Claret can be proud of.

It has been very rewarding working with the 'Fan Advisory Board' again this year. Their advice and guiding hand has been a constant help to myself and for the leadership of the Club. Particularly worthy of note was the FAB consultation around ticketing prices for the 2026/27 season, which occurred over a six week period across November to December 2025.

I thoroughly enjoyed meeting with other supporter groups through the year including the newly formed 'BFC ISA' (Burnley Football Club Independent Supporters Association) and North America Clarets in Columbus during the pre-season tour of the USA.

I am always keen to meet with or hear from supporter groups, home or abroad as we seek to make all fans connected to and a part of Burnley Football Club.

FAN EXPERIENCE TEAM



JACK ORMESHER

SENIOR FAN EXPERIENCE MANAGER &
SUPPORTER LIAISON OFFICER

Jack, a Burnley born and bred, leads the Club's approach to supporter engagement and fan experience, overseeing day-to-day supporter enquiries and initiatives designed to enhance the supporter journey. He works collaboratively with supporters, fan groups and internal departments to ensure feedback is captured, considered and used to drive continuous improvement.



THEODORE JACKSON

FAN EXPERIENCE COORDINATOR &
DISABILITY ACCESS OFFICER

Theo is our Fan Experience Coordinator and Disability Access Officer, committed to making matchdays enjoyable and accessible for all fans. He also leads stadium tours, welcoming visitors and sharing Turf Moor's history.

SUPPORTER SERVICES HUB (SSH)

The Supporter Services Hub (SSH) is Burnley Football Club's central system for handling all supporter enquiries, whether received by phone or email. By consolidating communications into one platform, the SSH enables our team to manage requests efficiently and keep track of every interaction with fans.

With the ability to monitor enquiry history, the SSH ensures that supporters receive personalised and consistent responses. This improves the overall quality of service and helps avoid any repeated questions or delays, allowing us to address issues more effectively.

Ultimately, the introduction of the Supporter Services Hub enhances response times and streamlines communication between the club and its supporters. It reflects our ongoing commitment to putting fans first and delivering the best possible experience both on and off the pitch.

7TH ***IN THE PREMIER
LEAGUE FOR
CUSTOMER SERVICE***

83.3 ***CUSTOMER
SERVICE SCORE***

SOCIAL MEDIA PLATFORMS

Stay connected with Burnley FC through our official social media channels. Follow us for the latest match updates, exclusive interviews, behind the scenes content and more! Whether you're looking for live scores, team news or just want to be part of the action, our platforms bring the Claret community together anytime, anywhere. Click the links below to stay updated and never miss a moment!



burnleyfc.com



[@burnleyofficial](https://twitter.com/burnleyofficial)



[@burnleyofficial](https://facebook.com/burnleyofficial)



[@burnleyofficial](https://instagram.com/burnleyofficial)



[@burnleyfcwomen](https://instagram.com/burnleyfcwomen)



[@burnleyacademyofficial](https://instagram.com/burnleyacademyofficial)



[@burnleyofficial](https://tiktok.com/@burnleyofficial)



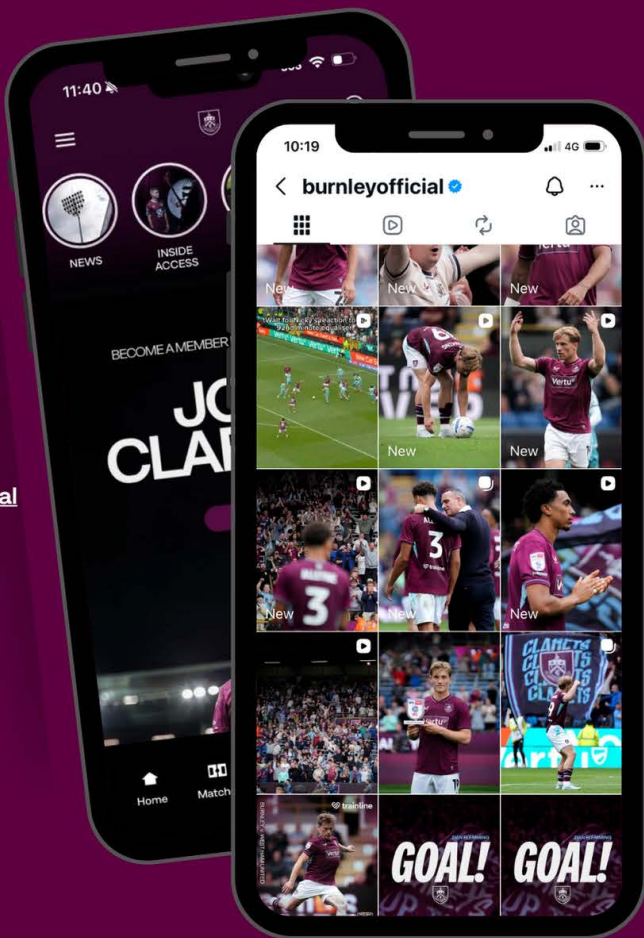
[@burnleyofficial](https://youtube.com/burnleyofficial)



[Burnley Football Club](https://www.linkedin.com/company/Burnley Football Club)



[@burnleyofficial](https://snapchat.com/add/burnleyofficial)



BURNLEY FC APP

We're excited about our new app, launching new ways for you to engage in the 2026/27 season. Built to bring you closer to the Clarets than ever before, from matchday essentials, to brand new interactive features designed to reward and entertain all season long.

Download the app for Clarets content, community and competitions, all in one place. Features to include are as follows, some of which are already present:

- Games
- Photo with player
- Find Bertie
- AR experiences
- Polls
- Voting
- Predictor
- Short stories
- Digital ticketing
- Digital programmes
- Kit try on
- Competitions
- Digital Badges
- Season wrapped



SUPPORTER GROUPS



While continuing to work closely with the Fan Advisory Board to strengthen our collaborative approach to supporter engagement, we are proud to celebrate and recognise our official supporters' groups, both at home and internationally.

Each group plays a unique role within the Burnley FC community. Some provide a welcoming social environment where supporters can connect and build lifelong friendships, others organise travel to away fixtures, while many proudly represent the Club internationally. Together, they provide invaluable opportunities for supporters to share ideas, offer feedback, and ensure the collective voice of our fanbase continues to shape the Club.

Throughout this season, we will be shining a spotlight on our supporters' groups in our matchday programmes, celebrating the people and stories that make each community so special. The Fan Experience Team also aims to proactively visit supporter groups throughout the year, strengthening relationships and engaging directly with supporters wherever they are based.

If you are part of one of our supporters' groups and have a story, event or initiative you would like the Club to share, we would love to hear from you.

A particular highlight of this summer was connecting with our North American Clarets during the Club's pre-season tour of the USA. The passion, commitment and warmth shown by supporters from across the United States and Canada served as a powerful reminder that Burnley FC is supported far beyond Turf Moor. Meeting so many members of our North American Clarets family and witnessing the effort they made to travel, connect and cheer on the team was truly special, reinforcing the strength of our global Claret community.

Reflecting on the visit, Mike Jones from the North American Clarets said:

"One of the nicest parts of our whole weekend was the positivity from everyone... We had a great time and the club coming over meant so much to all the fans. We had people from all over America and even some from Canada."

OUR CLUB VALUES

BE CREATIVE

BE RELENTLESS

BE INCLUSIVE

BE THOUGHTFUL

BE A CUSTODIAN

HERITAGE ASSETS

Burnley Football Club is proud of its history as a founder member of the Football League, and a Club at the heart of the local community and know just how important the Club's historical identity is to our supporters.

As part of the Fan Engagement agreement, we have committed to involving fans, via consultation. As the Club evolves over the years, we will continue to engage with our supporters across any future changes to our heritage assets.

Consultation on heritage assets would be initiated by Club personnel responsible for fan engagement and delivered via the following groups:

- Fan advisory board
- Survey of season ticket holders

Our key heritage assets are as follows:

- Club name
- Club colours
- Club crest
- Moving ground location



CLUB COMMITMENTS

EDI



EQUALITY, DIVERSITY & INCLUSION

At Burnley Football Club, we are proud advocates for equality, diversity and inclusion. Being a custodian of our community is at the heart of our ethos, and we remain committed to understanding and responding to the needs of those around us.

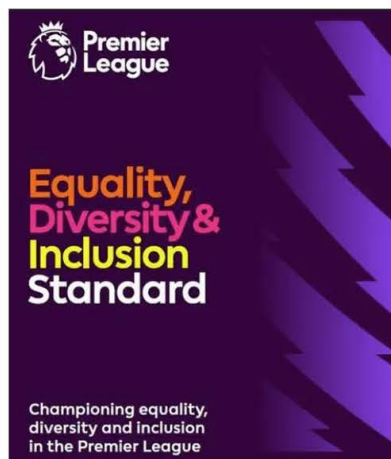
Football is for everyone, regardless of race, gender, sexual orientation, background or identity. We stand firmly against all forms of discrimination and proudly support the principles of the Equality Act 2010.

Last season, we achieved Intermediate status under the Premier League Equality, Diversity and Inclusion Standard (PLEDIS). Although we will compete in the Championship this season, we remain committed to our long-term ambitions. Our three-year plan is not only to earn promotion back to the Premier League, but also to achieve Advanced status in PLEDIS.

As both an employer and a community institution, we strive to create a positive, welcoming and inclusive environment for our staff, supporters and the wider community. Our Inclusion Advisory Group (IAG), made up of independent members, helps ensure the Club is accessible and representative of people from a wide range of backgrounds. Acting as a critical friend, the group reviews our policies and practices to ensure they remain relevant, effective and impactful. If you are interested in joining the IAG, please email EDI@burnleyfc.com.

Through Burnley FC in the Community, we extend this commitment beyond the pitch, using the power of football to bring people together, break down barriers and create lasting social impact.

We are Burnley. We are One Club for All.



EQUITY



Burnley Football Club fully supports the principle of equity and is committed to ensuring that everyone who wishes to engage with the Club whether as players, matchday supporters, staff, Board members, participants in community programmes, or through other roles such as suppliers or corporate partners: Has a fair and equal opportunity to be involved to the fullest extent of their ambitions and abilities, regardless of age, disability, gender identity, marital or civil partnership status, pregnancy or maternity, race, religion or belief, sex, or sexual orientation. Can expect an environment where their rights, dignity, and individuality are upheld, and where they can engage with the Club free from intimidation, victimisation, harassment, bullying, or abuse



ACADEMY

We are delighted to announce that the following academy players have signed their first professional contract with Burnley FC ahead of the upcoming season.

Congratulations to:

- Kian McMahon-Brown
- Corey King
- Michael Stanley
- Jack Robinson
- Braidin Derbyshire

Last May marked Burnley's sixth consecutive year hosting the Dude Perfect International Youth Cup, welcoming teams from across Europe, the United States and, for the first time, Singapore.

At Burnley FC, we are committed to developing young players by providing opportunities to compete against some of the highest-calibre youth teams in world football. The tournament exposes players to different styles of play and cultures, supporting both their footballing and personal development. The event was a tremendous success, providing our Under-12 players with the opportunity to showcase their talent against academy teams of Champions League calibre while enjoying an unforgettable weekend of elite competition and memorable experiences. We look forward to hosting this event again next year for our best tournament yet.



WOMEN'S

We are delighted to welcome Jackie Bachteler as Manager following our recent promotion to WSL 2. Bringing a wealth of experience and a proven track record of success across multiple countries, Jackie is well placed to lead Burnley FC Women into an exciting new chapter. We are confident her leadership and ambition will help drive continued progress during one of the most significant periods in the Club's history. Following our transition to a full-time professional model, Burnley FC Women have reached new heights. In just one professional season, the team secured promotion to WSL 2, reflecting the dedication and commitment shown on and off the pitch. We have 8 new signings and are ready to compete at the next level.

Alongside this success, we continued to champion equality and inclusion through the #HerGameToo campaign, hosting a series of engagement events, including a dedicated event to empower and celebrate South Asian women in football.



**WE ARE DEDICATED TO
PLAYING AS MANY WOMEN'S
GAMES AS POSSIBLE AT TURF
MOOR FOR THE 2026/27
SEASON**

PERCENTAGE OF FANS FOLLOWING THE WOMEN'S GAME AND MEN'S GAME EQUALLY

**SEASON
23-24**

2%

**SEASON
25-26**

21%

**19 PERCENTAGE POINT INCREASE IN
SHARED INTEREST ACROSS THE
WOMEN'S AND MEN'S GAME**

SUSTAINABILITY

Burnley FC's Sustainability Commitment

At Burnley FC, sustainability is embedded within our decision-making and long-term planning. We are committed to reducing our environmental impact while promoting responsible and sustainable practices across all areas of the Club.

Our commitments include:

- Supporting the UN Sports for Climate Action Framework.
- Continuously reducing the environmental impact of Club operations through an annual sustainability action plan.
- Considering environmental impact as part of all significant business decisions.
- Implementing an Environmental Management System to monitor, measure and continually improve our environmental performance.
- Being a leader and role model for environmentally responsible business practices at local, national and international levels.
- Communicating our sustainability initiatives and progress transparently with supporters, partners, staff and the wider community.

Reducing Waste Through Digital Ticketing

To reduce unnecessary waste, Burnley FC has transitioned to a predominantly digital ticketing model, significantly reducing the need for printed tickets. However, we recognise that digital solutions are not suitable for everyone. To ensure accessibility and inclusivity, supporters who meet the Club's exemption criteria including those with accessibility requirements or who are digitally excluded will continue to have the option of receiving a paper ticket.

Sustainable Catering

We continue to work closely with our catering partner, Levy, to drive meaningful environmental improvements across our food and beverage operations. Key initiatives from Levy include:

- Reducing the use of beef by introducing lower-carbon alternatives, including wild venison, which produces approximately 85% less CO₂e per kilogram than farmed beef.
- Transitioning 60% of beer supplied across the stadium to lower-emissions suppliers.
- Expanding plant-based food options, with over 60% of catering outlets now offering an entirely plant-based dessert menu and 86% of all dessert items being plant-based.

These initiatives form part of our wider ambition to reduce our environmental footprint while continuing to provide a high-quality matchday experience for all supporters.

Our Partners Levy have used

8.4 MILLION

**REUSABLE CUPS, REPLACING
SINGLE-USE RPET CUPS.**

Levy

SAFEGUARDING

Safeguarding is Everyone's Responsibility

At Burnley Football Club, we are committed to providing a safe, welcoming and inclusive environment for everyone who visits Turf Moor or engages with the Club. The welfare of children, young people and adults at risk is paramount, and we believe everyone has the right to feel safe, respected and protected from harm.

Safeguarding is embedded throughout the Club and is a shared responsibility. We work collaboratively with our staff, volunteers, supporters and safeguarding partners to ensure concerns are recognised, responded to appropriately and managed through the correct procedures.

Our Commitment

We are committed to:

- Providing a safe environment for all supporters, staff, players and visitors.
- Ensuring all staff, volunteers and matchday teams receive appropriate safeguarding training.
- Operating robust safer recruitment and safeguarding procedures across the Club.
- Maintaining a visible and accessible Safeguarding Team to provide advice, guidance and support.
- Working closely with statutory agencies and safeguarding partners to promote the welfare of children, young people and adults at risk.
- Handling safeguarding concerns confidentially, appropriately and in accordance with relevant legislation.
-

Safeguarding in Action

Our safeguarding commitment extends beyond policy and is reflected in the supporter experience on every matchday.

Ask for Angela

We support the nationally recognised Ask for Angela initiative, providing a discreet way for anyone who feels vulnerable or unsafe to seek assistance from a member of staff.

Dedicated Safeguarding Stewards

Trained Safeguarding Stewards are deployed on matchdays to provide additional support for children, young people and adults at risk, working alongside our Safety and Fan Experience teams.

Visible Support

Supporters can approach any steward or member of staff with a safeguarding concern. Our Safeguarding Team is available to provide advice, support and ensure concerns are managed promptly and appropriately.

Governance

Burnley Football Club's safeguarding policies and practices comply with relevant Government legislation and the safeguarding requirements of the Football Association and the English Football League. We work closely with local safeguarding partnerships and statutory agencies, while our Head of Safeguarding provides regular reports to the Strategic Safeguarding Board, ensuring the Board of Directors maintains oversight of safeguarding compliance, activity and continuous improvement.

Safeguarding is central to our commitment to delivering a positive, inclusive and enjoyable experience for every supporter.

BURNLEY FC IN THE COMMUNITY

A Message from BFCitC

Burnley FC in the Community have a crucial role in transforming the lives of people from early years through to senior citizens. Their impact extends throughout East Lancashire namely in Burnley, Pendle, Rossendale, the Ribble Valley and into West Yorkshire. The Charity runs a number of projects and initiatives addressing a wide range of needs for individuals and families alike.

The Charity's programmes are channelled into three key areas: Welfare and Inclusion, Football, Sport and Education, and Community Facilities. Their diverse programme offer covers a wide range of issues including physical health, mental health, youth violence, food poverty and social isolation.

Visits from Academy, Women's team and Men's first team players can play a powerful role and leave a long-lasting positive impact. In previous seasons, the Manager and Players have attended many of our sessions, including visits to our Community Wellbeing Hub, Academic Resilience programmes, Military Veterans programme, and many more. The Manager and Player's support of our annual Charity Dinner extends positive relationships throughout the Club and Community.

Michael Colquhoun, Deputy CEO- BFCitC

CLARETS PARTNERS

As we look ahead to the new season, Burnley Football Club is embarking on an exciting new chapter for Clarets Partners. We are making a significant investment in the programme, introducing a strengthened management structure and a renewed vision to create an even more valuable network for local businesses.

Over the coming months, Clarets Partners will be redeveloped into a leading business community, designed to foster stronger connections, unlock new opportunities, and deliver greater value to every member. Building on the foundations of the former Business Club, the programme will evolve into a more ambitious platform that reflects the club's commitment to supporting businesses across Burnley and the wider Lancashire region.

Central to this development is a stronger identity for our members. As Clarets Partners continues to grow, businesses will benefit from being recognised as official local partners of Burnley Football Club, strengthening their profile, extending their reach, and reinforcing their commitment to the local community.

Alongside this renewed identity, members will continue to enjoy a comprehensive range of benefits, including networking events, matchday hospitality, advertising opportunities, premium experiences, and sponsorship packages. As the programme develops, these opportunities will continue to expand, creating even more ways for businesses to connect, collaborate, and grow together.

Whether you're an ambitious start-up, an established local business, or a larger organisation looking to strengthen its presence within the region, Clarets Partners will provide the platform to build meaningful relationships, unlock new opportunities, and contribute to the long-term success of the community we proudly represent.

CONTACT THE CLUB

MAIN CLUB LINE - General Enquiries

01282 446800

ACADEMY

academy@burnleyfc.com

HOSPITALITY - Events (OPT 3)

events@burnleyfcevents.com

BURNLEY FC IN THE COMMUNITY

01282704716

community@burnleyfc.com

HOSPITALITY - Matchday (OPT 2)

hospitality@burnleyfc.com

CLARETS STORE (OPT 6)

claretsstore@burnleyfc.com

JUNIOR CLARETS & MASCOTS

juniors@burnleyfc.com

COMMERCIAL (OPT 4)

commercial@burnleyfc.com

MARKETING

marketing@burnleyfc.com

FAN EXPERIENCE (OPT 5)

slo@burnleyfc.com

MEDIA

communications@burnleyfc.com

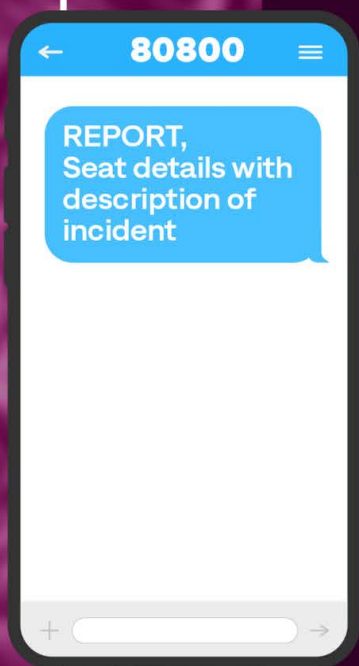
FINANCE

accounts@burnleyfc.com

TICKETING (OPT 1)

ticketoffice@burnleyfc.com

REPORT IT



IF YOU
HEAR
WITNESS OR
EXPERIENCE
DISCRIMINATORY BEHAVIOUR

TEXT
'REPORT'
TO 80800
Provide seat details and
description of incident.

ALL TEXTS WILL REMAIN ANONYMOUS

BURNLEY 

HOW CAN WE IMPROVE?

At Burnley Football Club, we are fully committed to our supporters and take all feedback seriously. We strive to handle every concern or complaint promptly, respectfully, and effectively.

Supporters who have suggestions, questions, or feedback are encouraged to contact our dedicated Fan Experience Team as the first point of contact. You can reach us by post at:

Fan Experience Team

Burnley Football Club
Turf Moor
Harry Potts Way
Burnley, BB10 4BX

Alternatively, feel free to get in touch via email at slo@burnleyfc.com or by calling us on **01282 446800 (option 5)**

If a supporter feels that an issue remains unresolved after the Club has had a reasonable opportunity to investigate and respond, they may escalate the matter to the Independent Football Ombudsman (IFO), who offers an impartial review service.

Independent Football Ombudsman

Premier House
1-5 Argyle Way
Stevenage, Hertfordshire
SG1 2AD
Telephone: 0330 165 4223
Email: contact@theifo.co.uk
Website: www.theifo.co.uk



