

BRIGHTON & HOVE ALBION • AMERICAN EXPRESS STADIUM



Fan Engagement Plan

2026/27 season

Our fan engagement statement

Brighton & Hove Albion are committed to listening to and engaging with supporters and encouraging their feedback. The club has a long-standing ethos of putting supporters at the forefront of their mind in the decision-making process.



From top-left: Brighton & Hove Albion vs Darlington at the Withdean Stadium (April 2001). The campaign team for the new stadium (September 2007). The new American Express Stadium opened in May 2011. Celebrations for the team's promotion into the Premier League (May 2017). Hosting AS Roma in the UEFA Europa League (March 2024).

Our approach to fan engagement

“To show leadership in fan engagement and community we have a willingness to be open about our vision, an acceptance that progress is rarely achieved in a straight line, and a consistency about how the club engages with fans and other stakeholders. There is also a strong sense across the club of the importance of not losing touch with the community that once helped to save the club, and of those people within it that connected with the club in many different ways.”

– Paul Barber OBE
Chief Executive and Deputy Chairman

The club's approach to fan engagement

The club's approach is structured around the vision and core values that we live and breathe internally as colleagues and externally with fans and partners.

Our purpose

Be bold

Be human

Make it special

Our values

Treat people well

Exceed expectations

Aim high

Act with integrity

Make it special

Be fan-focused

Our engagement

Fan voice

Fan experience

Fan behaviour

Fan support

The Fan Advisory Board

Aims of the Fan Advisory Board (FAB)

To engage directly with senior representatives of the club on important supporter related issues. To promote diversity, inclusion, ethics, and social responsibility. To act as a sounding board on club-related matters.

Creation of the Fan Advisory Board (FAB)

At the start of 2022, we began a process to recruit members to form a Fan Advisory Board (FAB) to act as a sounding board and assist the club in the many decisions that affect fans. Fans were invited to apply, and after shortlisting, there was a vote amongst supporters for the final representatives, with an emphasis on diversity and inclusion to reflect the broad nature of our fan base. Since 2022, the initiative has grown, and we now have 11 members, chaired by Jonathan Poole and deputy chair Dan Clarke. Every member has been voted for by fellow fans, with one representative from the Disabled Supporters Association.

As of August 2026, we have an International FAB representative, Tiffany Tsoi. The FAB meets with club representatives three times a season, while the chair meets the Board once a season and the Nominated Board Level Official (NBLO) fortnightly. Jenny Gower, head of Ticketing & Supporter Services, is the NBLO and a member of the executive committee responsible for fan engagement and the running of the FAB.



How we engage

The club engages with fans in many ways including:

Regular FAB meetings with senior club staff (minimum three times per season)

FAB slot at one board meeting each season

FAB working groups covering areas such as atmosphere, EDI, etc (minimum once a season)

Regular Official Supporters Club meetings held across the UK

Bespoke events with Official Supporters Clubs and club staff

Large scale fans forums with the club CEO and deputy chairman (open fan invitation with Q&A)



Digital events where international supporters can connect with the club virtually

Disability forum
(minimum once per season)

Regular surveys

Targeted and relevant email newsletters

Social media

Club updates from the club CEO & deputy chairman in matchday programmes

An online knowledge centre at: bha.fcclub/askalbion

Regular club podcast

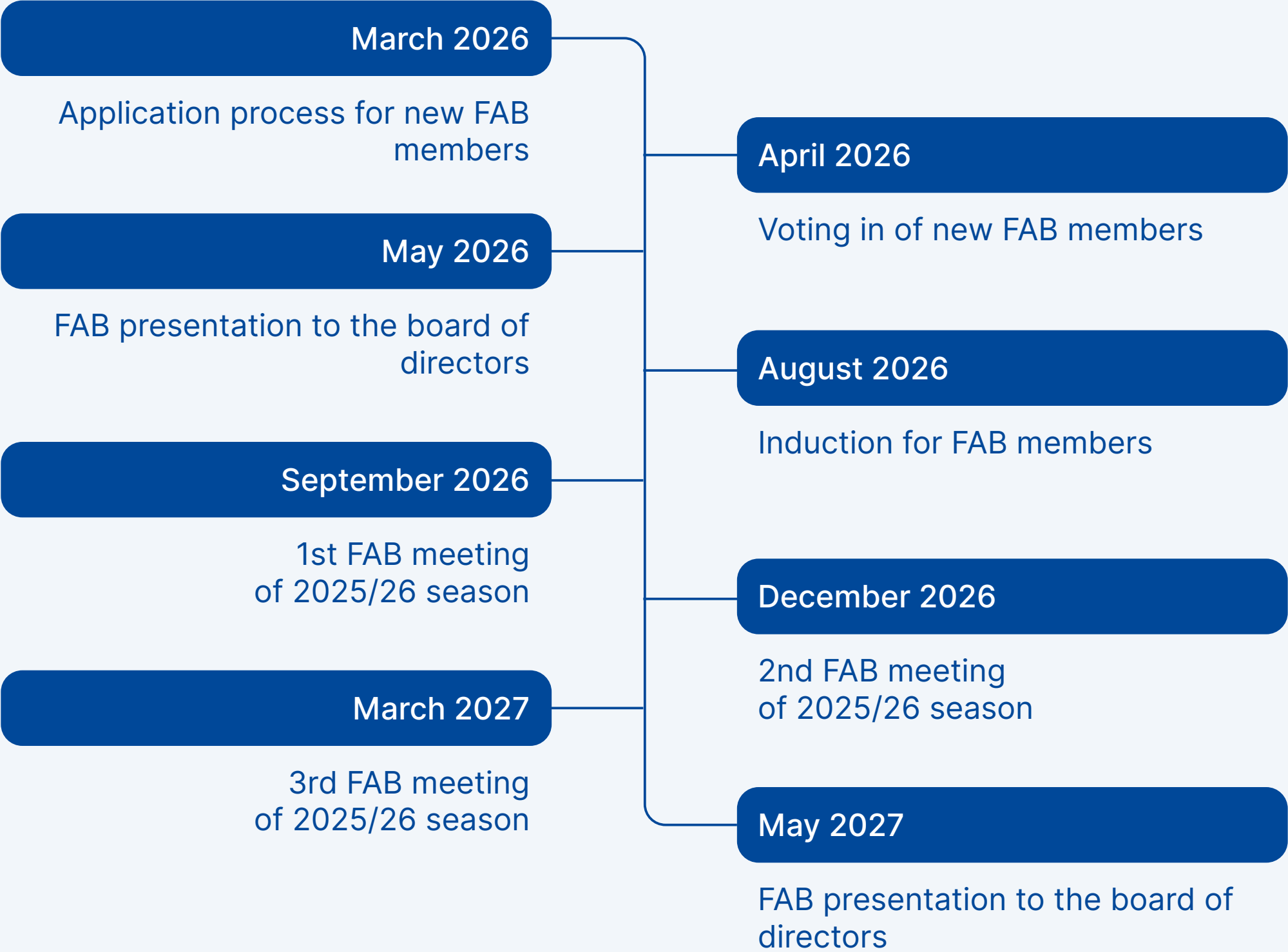
Web & App allowing feedback and interactivity

Our support service X account:
[@OfficialBHAHelp](https://twitter.com/OfficialBHAHelp)

A full time Supporter Services team contactable through web chat, email and telephone



Fan Advisory Board schedule



Meeting notes are published after each FAB on the club website.

Fan Advisory Board scope

- The club's vision for the future and ensuring stability
- The club's efforts in the sustainability space
- The club's work on diversity, inclusion and equality
- The club's match-day experience (both in respect of home and away matches)
- Policies employed by the club in connection with match-day ticketing
- Facilities at the American Express Stadium
- Communications by the club with its supporters
- Developing and continuing to build the club's fan-base, both in the United Kingdom and abroad
- Work undertaken by the club in the local community
- Preservation and development of club traditions and heritage
- The club's charity partnerships

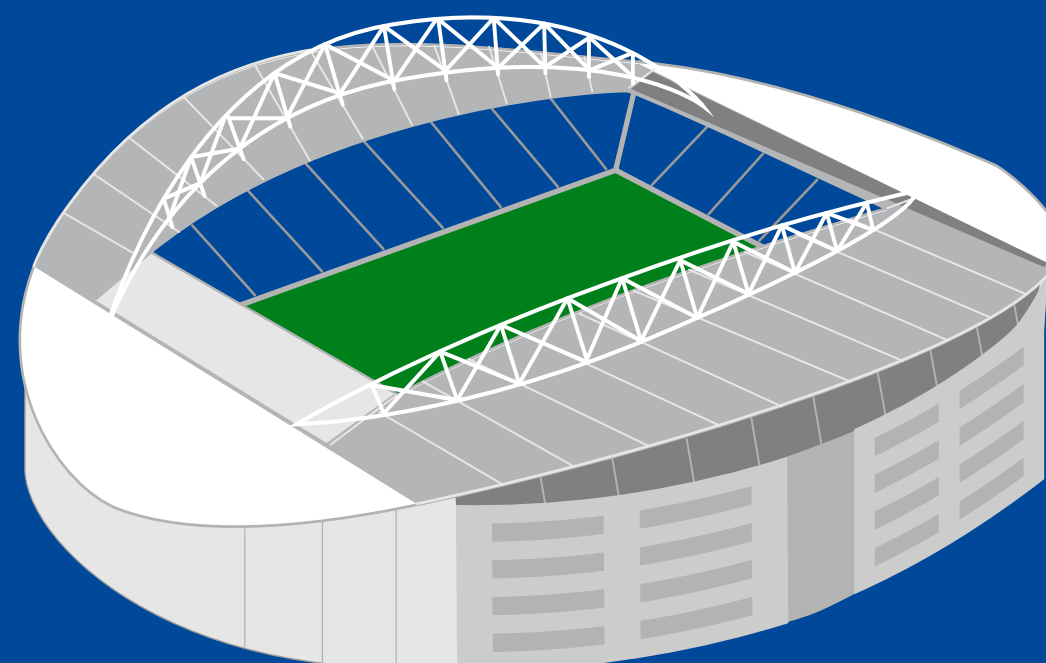
The FAB will not be involved in on the pitch football matters.



Heritage assets

Whilst the club has no intention of making changes to heritage assets, we sign up to the FA's heritage protection stance. If the club wishes to make a material change to the club crest, or change the recognised home shirt colours, we would undertake a thorough and extensive consultation process with supporters.

Any proposed changes would have to show a majority of supporters are in favour (such as via an independently-run poll of season ticket holders, the club's Community Benefit Society, and supporters that have attended a certain number of home matches).



Fan experience

3rd

Last season, the club was proud to be ranked third in the Premier League Matchday Fan Experience Survey.

81.5

A score of 81.5 ranks 3rd in the League for the second consecutive year. The score is well above the league average of 66.7, and the club performs above average across all metrics related to the score.

3 in 4

The Brighton & Hove Albion fans surveyed have high awareness of the Fan Advisory Board, with 3 in 4 (75%) aware, which is greater awareness than the League average (60%).

Performance against fan engagement metrics are especially strong. Top scores were recorded for communications via email and the ease of purchasing tickets. Other metrics, including maintaining ethos and traditions, listening to supporters, responding to contact, and openness and transparency are, in the top-three in the League, contributing to an overall fan engagement score which is much higher than the League average. The Amex continues to score above the League average for being a welcoming and family friendly environment, and safeguarding children and vulnerable adults.

How to be involved

Contact the club

Supporter Services help page: brightonandhovealbion.com/help

Email: supporter.services@brightonandhovealbion.com

Phone: 01273 668855

Supporter Charter & Supporter Sanction tariff: brightonandhovealbion.com/policies-and-reports

Contact the Fan Advisory Board

Email: fanadvisoryboard@brightonandhovealbion.com

X: x.com/FanBoardBHAFC

Info page: www.brightonandhovealbion.com/fans-fan-advisory-board

For more information on the FAB visit: www.brightonandhovealbion.com/fans-fan-advisory-board

Follow supporter services on X

x.com/OfficialBHAHelp

Home match text abuse line

Operated on matchday. Text full description including seat locations to: 07880 196442 (WhatsApp recommended).

Contacting the Independent Football Ombudsman (IFO)

For escalated and unresolved supporter complaints you can contact the alternative dispute resolution service provided by the IFO.

Email: contact@theifo.co.uk

Phone: 0330 165 4223

Get involved

Join an Official Supporters Club

30 Official Supporters Clubs and counting including LGBTQ+, alongside specified regional clubs in the UK and abroad.

Go to: brightonandhovealbion.com/fans-supporters-clubs

Work with the club

Opportunities full-time, part-time and on matchdays to work at the club.

Go to: brightonandhovealbion.com/careers



Brighton Football is Super Fun! ブライトンのサッカーはおもしろい! Fan tour event in Japan (July 2024).

The Fan Engagement Report 2025/26



The club was proud to be ranked third in the Premier League's Matchday Fan Experience Survey.

Our overall matchday fan experience score of 81.5 out of 100 was well above the League average of 66.7. Our scores for fan engagement metrics were especially strong, with the highest scores recorded for listening to supporters, responding to contact, buying tickets online, and openness and transparency.

We still recognise the opportunity to continue to improve and develop these.

Fan Advisory Board objectives 2025/26

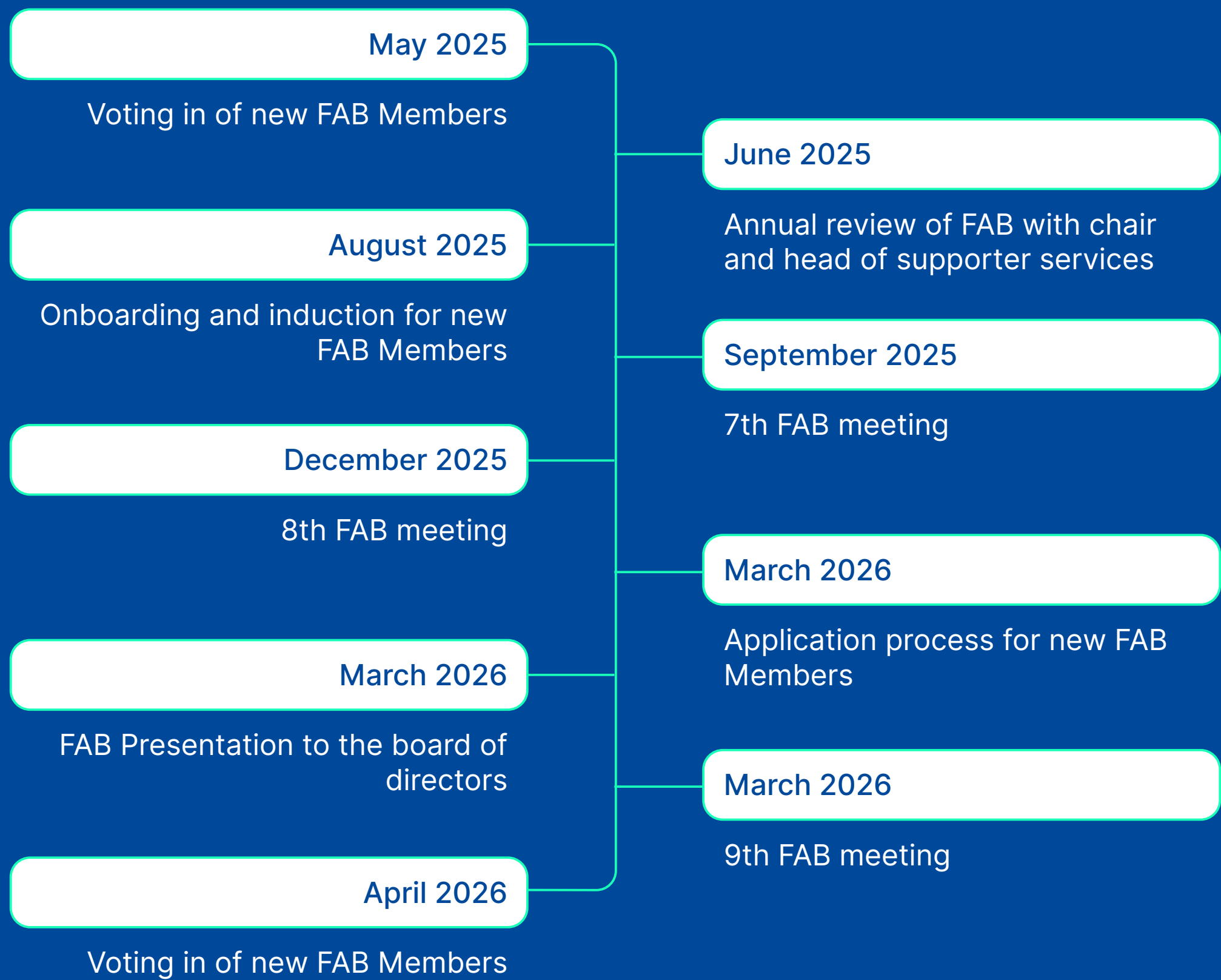
1. Grow support for BHAFC in the WSL with expansion of the away travel scheme covering all WSL matches
2. Work with the club on expansion to safe standing
3. Improve the fan experience and matchday atmosphere
4. Engage with fans and supporters' clubs
5. Work with the club to support the EDI strategy
6. Consult on ticket pricing and policy decisions

Fan Advisory Board successes to date

Examples of the FAB's work since September 2022 includes:

1. Formed an independent Disabled Supporters Association (DSA)
2. Crowd funded a giant flag for the North Stand
3. Consulted on safe standing at the Amex, with installation in the North Stand for 25/26
4. Improved the fan journey for disabled supporters around the Amex on matchdays
5. Supported the clubs EDI strategy and achievement of the Advanced PLEDIS
6. Consulted with the club and the FSA on the Europa League ticketing strategy
7. Built networks with Official Supporters Clubs
8. Worked with the club on a matchday travel review
9. Improved fan engagement for supporters of the women's team
10. Introduced away travel for WSL matches increasing BHAFC away support
11. Fed back on policy and pricing changes for men's and women's ticketing
12. Increased FAB presence at both men's and women's games

Overview of 2025/26 season's activities



Fan Advisory Board Chair & Club meetings

In 2025 we increased the frequency of the FAB chair meetings to fortnightly. We have continued to maintain that frequency into 2026 where possible.

Other fan engagement meetings

April 2025	FAB and supporters club meeting with guest speakers Rose & Russ
August 2024 + May 2025	Open fans' forum with manager & CEO/COO
August 2025	Disabled fans forum
September 2025	Women's football fans' forum with MD & FAB Meeting
October 2025	Community & Sustainability working group
October 2025	PGMO event with VAR - attended by FAB and supporters clubs
October 2025	Stand or fall screening with CEO at supporters club meeting
November 2025	Jenny Gower, Head of Ticketing speaking on ticket touting, utilisation and safe standing on podcast
Regularly scheduled	WSL Working Group
November 2025	FAB meeting on season ticket pricing proposal for 26/27
December 2025	FAB meeting with CEO
December 2025	Working group on heritage wall solution
January 2026	FAB EDI Meeting
February 2026	Evening with supporters clubs, FAB and mens home and away regular supporters with team manger, head of media, marketing and supporter services
March 2026	Junior signing session
May 2026	Board of Directors Presentation

For a full list of fan engagement activities, including the associated staff involved and further details, please see the appendix.



Club chairman Tony Bloom at fan meets.