



# PETERBOROUGH UNITED FAN ENGAGEMENT PLAN

## 2025/26 SEASON

### Welcome Statement

Welcome to the Peterborough United Fan Engagement Plan. As the CEO of our Club, I am proud to share our continued vision, values and objectives for fan engagement for the 2025/26 season. At Peterborough United, our supporters remain at the heart of everything we do. Your passion, loyalty and unwavering support are what drive us to strive for excellence, on the pitch and in our wider community. Our ongoing goal is to build an inclusive, interactive fan experience that cultivates a deep sense of connection and belonging.

This season, we remain committed to engaging with our fans in ways that are meaningful and impactful, creating moments and memories that last far beyond matchday. We also recognise the vital role of supporter consultation in shaping the future of our Club. Listening to and involving our fans in key decisions not only helps us better understand their needs and expectations, but it also provides the stability and trust that underpin long-term success.

By working together, we can build a stronger, more sustainable foundation for the years ahead.

**Dawn Gore, CEO**

### Our Commitment to Supporter Engagement - 2025/26

Peterborough United reaffirms its full commitment to EFL Regulation 128 and the responsibilities it sets out for effective Supporter Engagement. We recognise that regular, open and meaningful communication with our fanbase is essential to the long-term health and success of the Club. In the 2025/26 season, we will continue to prioritise and strengthen our engagement with supporters through established and evolving channels.

These include:

- Quarterly Supporters Group Meetings with Forever Posh, PISA 2000, The Posh Trust and a diverse range of additional representatives
- Supporter Forums and one-to-one meetings with fan representatives
- Two-way communication via social media, newsletters and digital platforms.

This Fan Engagement Plan is not just a requirement, it is an opportunity to deepen our commitment to constructive dialogue, ensure fans have a voice and foster strong, transparent relationships across our supporter base. Our recent consultation with supporters on Heritage Items, under Regulation 128, received extremely positive feedback as we evolve our brand identity.

## Review of 2024/25 Activity

Objective: To strengthen dialogue between the club and its supporters through consistent, meaningful engagement activities, ensuring fan input shapes key decisions and that the voices of our supporter base are actively heard and responded to.

Month	Event	Evaluation Against Objectives
July 2024	Email consultation with Forever Posh, PISA 2000, and The Posh Trust regarding new matchday ticket prices.	Objective met: Engagement was early, direct, and inclusive of major supporter groups. Feedback was acknowledged and influenced pricing strategy.
July 2024	Open Training Session at Weston Homes Stadium (all fans invited)	Strong turnout and positive feedback. Fans appreciated access to players and photo/autograph opportunities.
August 2024	Supporters Groups invited to test food from new catering supplier	Very well received. Fans valued being involved in a tangible matchday improvement. Feedback was integrated.
September 2024	Supporters Group Meeting with CEO and Senior Staff	Held successfully with broad attendance. Discussed initiatives like the Posh Store and Fanzone. Actions followed up.
December 2024	Supporters Group Meeting with CEO and Senior Staff	Follow-up session. Included preview of the new Posh Store. Continued commitment to dialogue.
February 2025	Consultation on 2025–26 season ticket pricing	Fans consulted before final decisions. Input especially valued on pricing and family options.
May 2025	End-of-season review meeting with Supporters Group and CEO/Senior Staff	Constructive reflection on season. Valuable feedback received on matchday experience and communications.





## Fan & Supporter Group Comments

Meetings – ‘Fine as they are with opportunities to raise anything not always already in the agenda. Quarterly frequency is about right. Good consultation with confidentiality respected. Sharing ticketing plans appreciated.’

Brand Identity – ‘Outstanding from start to finish. Can’t wait for the unveiling.’

Matchday – ‘Overall better than ever. Matchday vibe in the Fan Zone is great’

Comms – ‘Good, but the club doesn’t boast enough. Security awareness training was valuable.’

## Areas for Improvement

1. Expand Inclusive Consultation Beyond Core Supporter Groups.
  - Not all fans feel represented by organised groups.
2. Improve Communication & Transparency
  - Ideas: Publish “From the Boardroom” updates, introduce post-event surveys, share fan meeting summaries, quarterly Q&As with rotating staff.
3. Elevate Matchday Experience:
  - Continue evolving the Fanzone, music, food, entertainment and activities.
  - Themed matchdays e.g. junior takeover, community recognition.
  - Enhanced half-time entertainment.

## Fan Engagement Vision

To foster an open, inclusive and respectful dialogue between the football club and its entire supporter base, ensuring all fans (regardless of age, gender, background, or history with the club) have the opportunity to shape the future of their team.

## Core Engagement Objectives

- Inclusivity & Representation – Engage a broad spectrum of supporters including younger fans, women, and underrepresented communities.
- Transparency & Communication – Provide regular updates on key issues and decisions.
- Participation & Ownership – Ensure fans can influence areas that directly affect them (e.g. ticketing, matchday experience).
- Recognition & Loyalty – Celebrate long-standing support while welcoming new fans.
- Community & Belonging – Strengthen links between the club, fans, and the wider community.

# Supporter Group Engagement – Introduce a Terms of Reference [ToR]

1. Purpose – To provide a structured platform for regular, productive dialogue between the club’s leadership and a representative body of supporters.
2. Composition & Representation – Include representatives from:
  - Established groups (Forever Posh, PISA 2000, The Posh Trust)
  - Fans of various age groups
  - Length of support (lifelong and new fans)
  - Geographic spread (local, national, international)
  - Group Size: 6–10 total members
3. Meetings & Structure – Quarterly minimum, chaired by CEO or senior rep, agenda items submitted in advance.
4. Principles of Engagement – Represent wider fanbase, uphold respect and confidentiality, share summaries with communities.
5. Scope of Discussion – Includes ticketing, matchday ops, catering, comms strategy, recognition schemes, EDI, and community outreach. Football ops excluded.
6. Review & Accountability – Annual review of ToR, public summary of key issues and outcomes.

## Annual Engagement Calendar Snapshot

Quarter	Core Activities
Q1 (Jul–Sep)	Season start fan forum
Q2 (Oct–Dec)	Supporters group meeting, mid-season survey
Q3 (Jan–Mar)	Season ticket consultation
Q4 (Apr–Jun)	End-of-season review, supporter recognition awards





## Success Metrics (KPIs)

- % increase in fan representation diversity
- Attendance & engagement at meetings and forums
- Actions implemented following supporter input
- Growth in under-25 participation and female fan initiatives
- Year-on-year satisfaction score from supporter surveys

## Supporter Fan Group Statement

To follow, after further consultation with the Supporters group on this Fan Engagement Plan.

