

An aerial photograph of a football stadium. The pitch is a vibrant green, and the stands are filled with blue seats. The stadium is surrounded by trees and a clear sky. The text is overlaid on a semi-transparent white box in the center of the image.

# Wycombe Wanderers Fan Engagement Plan 2024-2025

# Welcome to our Fan Engagement Plan

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Wycombe Wanderers understands that providing a safe, friendly, accessible, and inclusive environment is essential when providing an entertainment venue where return custom is essential to the club's future.

As a result, there has been a large amount of work focussed on building, accessibility, fairly priced merchandise, entertainment, a broad selection of food and drink and an excellent standard of customer service, from the welcome of our stewards to the service of kiosk staff.

We value our customers and strive to find improvement in all we do. Whether these are 5 years old or 85 years old and anywhere in-between. This is why WWFC looks at the customer journey for all ages, looking at entertainment to keep youngsters occupied, accessible seating for those with mobility issues, multi-faith rooms for those who require it and a Quiet Room, provided to those who require some solace on the match day where anxiety or recognised autistic traits need somewhere to collect thoughts and recompose. It is essential that all staff recognise our values and reflect this in all they do.

The club is in constant review of its delivery, listens to its fans, understands the need for good bathroom facilities, choice of food, a clean and safe stadium where we do not tolerate anti-social behaviours.

We expect all away fans to leave feeling they have been treated with respect and decency and all home fans to know they will return. Providing a stadium that sees fans arrive earlier and leave later is a clear indicator that fans feel provided for and comfortable and offers the club a greater opportunity to benefit financially, which in turn goes towards providing a better experience for all.

**Neil Peters**

**Head of Business Operations**

***Wycombe Wanderers Football Club***

# Our Supporter Engagement Commitment

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Wycombe Wanderers Football Club takes immense pride in its reputation as a friendly community-based football club.

It is committed to offering the very highest standard of customer service. As part of the updated EFLs Supporter Engagement regulations (R128), all 72 football league clubs are to provide a Fan Engagement Plan to supporters and the EFL.

This Fan Engagement Plan is designed to outline how WWFC delivers this commitment.

Such is our culture; we go much further than the league's minimum requirements. This plan is reviewed annually to ensure that it is kept up to date in the light of changing laws, regulations, and best practice.

The ambition of Wycombe Wanderers is to create a successful football club, which is fully accountable to and involved with its community. It should offer value for money and professional service whilst engaging its supporters, customers, local businesses, local authorities, and community groups in a collective drive to bring success and respect to the town of High Wycombe.

The Club pledges to discuss any heritage items that may be in scope of consultation, such as any matters linked to the Clubs name, badge, stadium, and the areas of the club's history.

The Club continues to improve and provide opportunities for fans to be involved and over recent seasons, we have committed to enhance the way that we set out to achieve this.

At Wycombe Wanderers Football Club, we have already so much because of consulting and engaging with our fan base, such as:

- Consultation with supporters regarding stadium atmosphere
- Food and beverage operations
- Collaborating with the Disabled Supporters Association regarding matchday experience and ticketing
- Working with the Wycombe Wanderers Foundation and the Wycombe Wanderers Equality, Diversity, and Inclusion (EDI) Committee to create a multi-faith prayer room.



## Keeping Supporters Engaged

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Wycombe Wanderers continues to approach supporters for feedback and improve its dialogue with supporters to ensure their voices are heard, especially during any decision-making processes. The input of supporters is valuable, and Wycombe Wanderers is committed to creating strong and positive relationships.

To achieve our goals, the Club works to engage with supporters in several ways.

Our Official Supporters Group, Wycombe Wanderers Supporters Trust, hold meetings with its members regularly throughout the season in fan-forum style events with board directors of the football club. Working in conjunction with Wycombe Wanderers Football Club, both parties collaborate to form working parties with supporters on a variety of topics.

Wycombe Wanderers Supporters Trust minutes are documented made available to the public on <https://wycombewandererstrust.com/>. Wycombe Wanderers Football Club makes announcement, where possible, regarding working party meetings and action that has been taken. Such announcements can be found documented on <https://www.wwfc.com>.

As part of the club's multi-level engagement approach, staff, and directors from the club's board work together on fan engagement and supporter experience.

- Neil Peters – Head of Business Operations
- Ryan Isaac – Ticketing and Supporter Services Executive (SLO)
- Tony Hector - Trust Nominated Club Director, Wycombe Wanderers Supporters Trust

## Collaboration and Sharing

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Wycombe Wanderers Football Club commits to provide regular updates to supporters, where possible, regarding its fan engagement activity. Fans should feel involved in the process regarding fan engagement; therefore, we are committed to listening to feedback and the views of supporters regarding an aspect of this Plan.

This plan might change from time to time. Should changes be made to the Clubs Fan Engagement Plan, the Club will communicate the changes made to supporters at the earliest possible time, along with reasoning behind the changes.

The club is committed to transparency, so the Club is open to feedback from supporters regarding its Fan Engagement Plan.

The Club's Senior Lead Contact will provide regular updates on the performance of the Fan Engagement Plan, including any successes and challenges faced, and how these are addressed.

At the end of the season, the club will formally report on all engagement conducted throughout the season.



# Collaborating with our Fan Groups

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The Wycombe Wanderers Supporters' Trust is fully supportive of the Club's new formal Fan Engagement Plan. It is a great stride in developing the structure of meaningful engagement with our fanbase and it is a positive commitment from all concerned.

We reiterate the Club's views that we are on a journey together and it is important that we continue to align on various aspects of activity and progress. It's also imperative that we are also allowed to challenge and seek clarity from the Club on issues of importance, and through the mechanisms outlined in the FEP, and our direct representation on the Club Board, we believe we will continue to work together to achieve our goals and keep supporters at the heart of decisions affecting our Club.

**Tony Hector**

**Trust Nominated Club Director**

***Wycombe Wanderers Supporters Trust***

## Find out more!

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Feedback is important to Wycombe Wanderers Football Club, especially regarding our Fan Engagement Plan. Supporters can get involved and feedback to the Club by contacting the Supporter Liaison Officer or Senior Lead Contact.

Supporters can join established fan groups or participate in club events to help shape the future of fan engagement at Wycombe Wanderers Football Club. Matters of fan experience of high importance, alongside our commitment to accessibility, equality, diversity and inclusion and community participation and engagement.

To see contact details for relevant staff please [CLICK HERE](#)

Details regarding our fan organisations can be found [here](#).

