

26/27 FAN ENGAGEMENT PLAN

DEAR BLACKBURN ROVERS SUPPORTERS,

Blackburn Rovers has always belonged to its supporters. For more than 150 years, generations of fans have carried this club through triumphs, challenges and everything in between. That history is something we are immensely proud of, but our responsibility is not only to protect our heritage; it is to build a stronger future together.

Over the past year, we have taken important steps to strengthen the way we engage with supporters. This season, our focus is on building on those foundations by creating more meaningful opportunities for supporters to influence the Club, improving how we listen, communicate and consult, and ensuring fan engagement becomes part of how Blackburn Rovers operates every day.

We recognise that strong relationships are built on openness, consistency and trust. While we won't always agree on every issue, we are committed to creating an environment where supporters are listened to respectfully, feedback is genuinely considered, and decisions are communicated as openly as possible.

Our Fan Engagement Plan sets out how we will achieve this through the introduction of our new Fan Advisory Panel, wider supporter consultation, regular dialogue and continued engagement with supporters from every part of the Blackburn Rovers community. Whether you attend every match at Ewood Park, follow us from across the world, or put on the Blue & White halves for the first time this season, your perspective matters.

Our ambition is simple: to create a culture where supporters feel informed, involved and valued. By working together, we can strengthen the connection between the Club and its fans, helping to rebuild trust, celebrate what makes Blackburn Rovers unique, and ensure this great football club continues to thrive for generations to come.

Thank you for your continued support and for playing your part in the future of Blackburn Rovers.

ANNA MELIA
HEAD OF FAN ENGAGEMENT
BLACKBURN ROVERS FOOTBALL CLUB

OUR FAN ENGAGEMENT COMMITMENT

Blackburn Rovers Football Club is committed to complying in full with EFL Regulation 129 and recognises the importance of meaningful, structured and ongoing engagement with supporters.

We believe supporters should have the opportunity to influence matters that affect their experience of following Blackburn Rovers. We are committed to ensuring fan engagement is open, transparent, inclusive and representative of our diverse supporter base.

In accordance with EFL Regulation 129, Blackburn Rovers will consult supporters on any relevant heritage matters, including those relating to the Club's name, badge, colours, stadium, home shirt and other items defined within the Regulations before any material changes are considered.

The Club is committed to listening to supporter feedback, responding openly where possible and demonstrating how consultation has influenced decision-making. While not every suggestion can be implemented, every contribution will be considered respectfully and in the context of the Club's wider strategic, operational and financial responsibilities.

Supporter feedback will continue to shape the development of the matchday experience, ticketing, retail, digital services, accessibility, communications and other areas of supporter experience. Progress against this Fan Engagement Plan will be reviewed throughout the season and shared with supporters where appropriate.

Blackburn Rovers is committed to providing an inclusive, welcoming and respectful environment for all supporters. Any supporter concerns or complaints will be handled in accordance with the Club's Customer Charter, and we will continue to work with supporters to strengthen trust, improve communication and ensure fan engagement remains at the heart of the Club's future.

2025/26 IN REVIEW

During the 2025/26 season Blackburn Rovers continued to strengthen supporter engagement by:

- Delivering regular Fans Forums attended by senior club representatives
- Announcing the development of the new Fan Advisory Panel, with over 100 supporter applications
- Expanding digital consultation through consistent supporter surveys
- Continuing the Part of the Crowd accessibility consultation group
- Growing the Junior Fans Forum
- Consulting supporters on kit, matchday experience and club projects

FEEDBACK FROM SUPPORTERS HIGHLIGHTED...

• They wanted more structured consultation > We worked with the Football Supporters Association to develop the Fan Advisory Panel

• They wanted better communication > We introduced more digital updates and football Q&As

• They wanted broader representation > We expanded consultation through surveys, long-distance supporter meetings, Junior Fans Forum and ED&I engagement

STRENGTHENING COMMUNICATION

During 2025/26, Blackburn Rovers reviewed and strengthened its supporter engagement approach in preparation for the introduction of a new Fan Advisory Panel and enhanced consultation framework for the 2026/27 season. Alongside our existing engagement activity, this work laid the foundations for a more structured and representative model of supporter engagement.

Our supporter engagement framework is built around regular dialogue, meaningful consultation and clear communication.

The Fan Advisory Panel will consider strategic and operational matters affecting supporters, including ticketing, matchday experience, stadium facilities, accessibility, supporter communications and heritage matters within the scope of EFL Regulation 129. Football matters, including team selection, tactics and recruitment, remain the responsibility of the Club's football department and will continue to be discussed through dedicated football Q&A events.

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ENGAGING THE NEXT GENERATION

In partnership with Blackburn Rovers Community Trust, local schools, grassroots clubs and community organisations, we will continue to inspire the next generation of supporters by making Blackburn Rovers accessible, welcoming and inclusive.

Building on initiatives such as the Ewood Express programme, group ticket offers and family-focused matchday experiences, we will encourage more young people and first-time visitors to experience Ewood Park and develop a lifelong connection with the Club.

CONNECTING SUPPORTERS EVERYWHERE

Our digital channels play a vital role in connecting supporters with Blackburn Rovers, wherever they are in the world. We will continue to develop engaging, accessible and inclusive content that brings supporters closer to the Club through behind-the-scenes access, player and staff features, exclusive interviews and enhanced matchday coverage.

We will use our digital platforms to celebrate the diversity of our supporter base, showcase the personalities that make Blackburn Rovers unique and ensure supporters feel informed, connected and part of the Club every day, not just on matchdays.

FAN ENGAGEMENT APPROACH

Blackburn Rovers is committed to creating a culture where supporter engagement is meaningful, transparent and continuous. We recognise that our supporters are central to the Club's future, and we are committed to ensuring their views help shape decisions wherever possible.

Our approach is built around structured consultation, regular communication and wider supporter engagement. While the Fan Advisory Panel provides a representative forum for strategic discussion, we recognise that no single group can represent every supporter. For this reason, we complement the Panel with wider consultation and engagement opportunities throughout the season.

OUR ENGAGEMENT FRAMEWORK INCLUDES:

- The Fan Advisory Panel (FAP) – an independent representative panel that meets regularly with senior Club representatives to discuss strategic and operational matters affecting supporters. Minutes will be published to the wider supporter base following each meeting.
- The Junior Fans Forum – giving younger supporters a dedicated opportunity to share their experiences, ideas and priorities, helping us shape a matchday experience that appeals to the next generation of Rovers fans.
- Targeted supporter consultation – surveys, focus groups, workshops and digital engagement undertaken where appropriate to gather feedback from a broad and diverse cross-section of supporters on specific projects, policies and initiatives.
- Supporter engagement – regular communication through podcasts, Q&A sessions, supporter meetings, digital updates and other opportunities for supporters to engage directly with the Club.

LEVEL	ACTIVITY	VOLUME PER SEASON	PURPOSE	CLUB REPRESENTATION	AUDIENCE
GOVERNANCE	Fan Advisory Panel	4	Discuss operational & strategic matters impacting fans	Commercial, Marketing, Operations & Finance, as relevant to agenda	Elected representatives
FOOTBALL	Football Q&As	At least 3	Open collective for supporters to raise questions regarding on pitch matters	To include Head Coach, players & coaching team as available	Open to all supporters (capacity dependant)
COMMUNITY	Events – Player appearances, open training sessions	4–6	Allow supporters the opportunity to meet players and engage with the club outside of matchday	Players	Open to all supporters
DIGITAL	Q&A + digital surveys	4	Regular digital consultation on key topics to gauge feedback	Marketing, Commercial & Operations	Open to relevant supporters depending on topic
SPECIALIST	Target groups	Estimated 3–4	External working groups depending on requirements	Depending on requirements	Open to relevant supporters
ED&I	External workshops, Part of the Crowd meetings, Junior Fans Forum	7	External working groups in various forms to ensure representation across the entire supporter base	Depending on requirements	Open to relevant supporters
LONG DISTANCE	Online meetings	2	Online consultation sessions for long-distance and overseas supporters	Relevant club departments	Supporters who are unable to regularly attend in-person engagement sessions due to geographical distance

Formal engagement meetings are attended by members of the Club's senior leadership team where appropriate, ensuring supporters can engage directly with decision-makers in an open and constructive environment.

Following each Fan Advisory Panel meeting, the Club will publish a summary of key discussion points, agreed actions and progress updates, allowing all supporters to understand the issues discussed and how supporter feedback is helping to inform decision-making. Progress against this Fan Engagement Plan will also be reviewed regularly with the Panel.

Alongside our formal engagement structure, we remain committed to creating an inclusive and welcoming environment for everyone. We will continue to work with Blackburn Rovers Community Trust, supporter groups and equality, diversity and inclusion stakeholders to improve accessibility, celebrate diversity and ensure every supporter feels valued.

We also recognise the importance of hearing from new supporters and those who may not traditionally engage with the Club. Through targeted research, post-match feedback and ongoing consultation, we will continue to understand the experiences of first-time visitors and identify opportunities to improve every stage of the supporter journey.

OUR ENGAGEMENT PLANS FOR 2026/27

MONTH	EVENT
AUGUST 2026	Digital Survey, Long Distance Supporter Engagement, Community Engagement, Part of the Crowd Consultation Meeting
SEPTEMBER 2026	Fan Advisory Panel Meeting, ED&I Working Group Meeting
OCTOBER 2026	Football Q&A, Digital Survey, Community Engagement
NOVEMBER 2026	Part of the Crowd Consultation Meeting
DECEMBER 2026	Fan Advisory Panel Meeting
JANUARY 2027	Football Q&A, Long Distance Supporter Engagement, Digital Survey, ED&I Working Group Meeting
FEBRUARY 2027	Community Engagement, Part of the Crowd Consultation Meeting
MARCH 2027	Fan Advisory Panel Meeting, Community Engagement
APRIL 2027	Digital Survey, Community
MAY 2027	Football Q&A, Part of the Crowd Consultation Meeting, ED&I Working Group Meeting
JUNE 2027	Fan Advisory Panel Meeting
JULY 2027	Community Engagement

OUR COMMITMENT TO YOU

Meaningful supporter engagement relies on openness, honesty and accountability. Blackburn Rovers is committed to ensuring supporters are kept informed about our engagement activity, understand how their feedback is being considered, and can see the progress being made against this Fan Engagement Plan.

Throughout the season we will:

- Publish summaries and agreed actions following Fan Advisory Panel meetings.
- Provide regular updates on supporter engagement activity and progress against this Fan Engagement Plan.
- Report on consultation outcomes, including how supporter feedback has influenced decisions where appropriate.
- Continue to seek feedback through surveys, supporter meetings, digital engagement and other consultation opportunities.
- Review this Fan Engagement Plan annually to ensure it remains effective, relevant and compliant with EFL Regulation 129.

Should this Fan Engagement Plan require any significant amendments during the season, we will communicate these openly, explain the reasons for any changes and, where appropriate, consult supporters before they are implemented.

We welcome feedback from all supporters and encourage you to engage with the Club through our Fan Advisory Panel, supporter consultation activity and the range of engagement opportunities available throughout the season.

The latest supporter engagement updates, meeting summaries and consultation activity can be found on the Club's official website.

GET INVOLVED

We want this Fan Engagement Plan to evolve alongside the needs of our supporters, and we welcome your feedback throughout the season.

There are a number of ways supporters can get involved and have their voices heard:

- Participate in supporter surveys, focus groups and consultation exercises.
- Attend supporter meetings, Q&A sessions and engagement events.
- Engage with the Fan Advisory Panel through its published work and consultation activity.
- Contact the Club's Supporter Liaison Officer with feedback, suggestions or queries relating to the supporter experience.
- Share feedback through the Club's enquiries email, where submissions are reviewed by the relevant department and responses or updates are published where appropriate.

We also encourage supporters to engage with recognised supporter groups, community initiatives and Club activities, helping us ensure that a wide range of voices and experiences are represented.

Supporter feedback plays an important role in shaping the future of Blackburn Rovers. Whether your comments relate to ticketing, matchday experience, accessibility, communications or any other aspect of the Club, we are committed to listening, considering your views and, where possible, acting upon them.

For details of how to contact the Supporter Liaison Officer, submit feedback or learn more about our supporter engagement activity, please visit the relevant pages on the Club's official website. Your voice matters. Together, we can continue to build a stronger, more connected Blackburn Rovers for everyone.



KEY CONTACTS

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