



FAN ENGAGEMENT

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STATEMENTS

- 3 FOREWORD**
- 4 FAN ENGAGEMENT
PROGRESS (2021-24)**
- 5 BOLTON WANDERERS
SUPPORTERS TRUST**
- 6 2024/25 TIMELINE**
- 7 ONGOING KEY ACTIONS**
- 8 GETTING INVOLVED**

FOREWORD



Thank you for taking the time to read our Fan Engagement Plan for the 2024/25 season — a document we are excited to reveal as a way to further enhance the communications lines and engagement strategy with you, our supporters.

Firstly, on behalf of our board members (Sharon Brittan, Nick Luckock, Michael James), I would like to place on record our thanks for your unwavering support of our club. To see us head into this season with 16,500 Season Ticket holders is fantastic and perfectly demonstrates the journey we are taking on together, both on and off-the-field.

Everything we do at Bolton Wanderers Football Club is with the best interests of our supporters in mind, and we hope to only strengthen the relationship that has been forged over the last few years through the work we have implemented over the last few years — as demonstrated in this document.

We know how passionate our fanbase is towards our Football Club, therefore it is imperative that the club's ownership, Board of Directors and staff ensure that you are placed at the heart of our club — with every decision we make.

I must also give thanks to the Bolton Wanderers Supporters Trust, with whom we hold an excellent working relationship. With over 3,500 members, they hold the greatest amount of Wanderers' fans collectively, meaning their support and collaboration on all matters of interest to supporters is invaluable. I must stress that they are not 'yes-men', they challenge and come to our monthly meetings with constructive feedback, often helping the club to make informed decisions — and sometimes change our approach — based on this feedback.

Bolton Wanderers agrees to fully comply with EFL Regulation 128 and its requirements regarding Supporter Engagement. As stated above, regular, meaningful communication with our supporters is important and the club is incredibly encouraged by this regulation being introduced across the EFL and is something that we have wholeheartedly embraced.

The aim of this document is to not only reflect on the positive work that has been conducted, but also acts as a marker to supporters of the commitment we have made towards enhancing and evolving our strategy towards Fan Engagement.

This plan covers the 2024/25 campaign, but also represents the work that will continue to be undertaken post this season. We know we have made huge strides as a club over the last few years but we are under no illusion that there is still a great deal of work to be done.

The work to deliver on our Fan Engagement Plan starts now, with the hope of making you immensely proud to be a fan of Bolton Wanderers Football Club.

Thank you for your magnificent support once again.

Neil Hart
Chief Executive Officer

Neil Hart

KEY PEOPLE



Phil Mason
Chief Operations Officer



Daniel Scott
Head of Ticketing and
Disability Access Officer



Sam Whyte
Interim Head
of Communications



Ian Bridge
Supporters Trust Club
Secretary and Board
Member at Supporters Trust



FAN ENGAGEMENT PROGRESS (2021-24)

- Memorandum of Understanding with Bolton Wanderers Supporters Trust — 2021
- Leasing Options Fan Zone opened — 2022
- Junior Whites memberships relaunched — 2022
- Best Club Marketing, Sponsorship or Engagement Campaign at Northwest Football Awards - 2022
- 'Pick Our Kits' concept introduced — 2022
- Introduction of complimentary women's sanitary products inside the stadium — 2022
- Unity Festival - 2022
- EFL Fan Engagement Award Winner — 2022/23
- Bolton Wanderers in the Community voted Community Club of the Season at Northwest Football Awards — 2023
- Quiet Room opened — 2023
- Gaming Zone in Carrs Pasties North Stand - 2023
- Improved matchday bus service — 2023
- Enhanced accessible car parks - 2023
- Annual Community Dinner launched — 2023
- Audio descriptive commentary launched — 2023



BOLTON WANDERERS SUPPORTERS TRUST

Formed back in 2016, the Bolton Wanderers Supporters Trust play a vital role within Bolton Wanderers and is the club's conduit for Fan Engagement. By holding the largest body of Bolton Wanderers fans with over 3,500 members, the club felt it integral to partner with the Trust in helping to build and forge relationships with supporters.

Signing a Memorandum of Understanding with the club back in 2021, the Bolton Wanderers Supporters Trust liaise with affiliated Supporter Groups, members and all supporters on a range of matters relating to match-day and non-match-day activities and policies. This is then fed back into the club — in an open and trusted forum - via monthly meetings with senior staff at the Football Club, including Neil Hart (CEO) and Phil Mason (COO and CEO of Bolton Wanderers in the Community).



Wanderers' CEO Neil Hart (middle), alongside Bolton Wanderers Supporters' Trust Board Members Ian Bridge and Mike Smith.

Affiliated Member groups:

- BWFC USA
- West Country Wanderers
- Play Sportz
- HerGameToo — BWFC
- BWFC Latinoamerica
- BWSC Norway
- The Embankment
- BWFC Disabled Supporters Association
- London Whites (BWFC Supporters Club London)
- Bolton Wanderers Supporters Association (BWSA)
- Lancaster Whites
- Irish Whites

Plans to establish groups in both Germany and the North East of England. For further information on the above, please head to bwfcst.co.uk.

“The Bolton Wanderers Supporters Trust is fully supportive of the club's new Fan Engagement Plan. It is a great stride forward in formalising the structure of meaningful engagement with our fanbase and it's a positive commitment from all concerned.

“We reiterate the club's views that we are on a journey together and it's important that we 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, we believe there is opportunity for us all to continue to work together to achieve our goals, and keep supporters at the heart of decisions affecting our club.”

Ian Bridge

Supporters Trust Club Secretary and Board Member of the Bolton Wanderers Supporters Trust

2024/25 TIMELINE

August 2024

- Monthly meeting with Bolton Wanderers Supporters Trust
- First 'Community Day' vs Exeter City
- Bolton Wanderers Golf Day
- Bolton Wanderers in the Community — 'Wanderers Connect' networking event

September 2024

- Monthly meeting with Bolton Wanderers Supporters Trust

October 2024

- Monthly meeting with Bolton Wanderers Supporters Trust
- Wanderers Bond Holder Event with Club Chairman and CEO
- Junior Whites Halloween Party
- Annual Community Charity Dinner

November 2024

- Monthly meeting with Bolton Wanderers Supporters Trust
- Wanderers Business Club Event
- Bolton Wanderers in the Community — 'Wanderers Connect' networking event

December 2024

- Monthly meeting with Bolton Wanderers Supporters Trust
- Second 'Community Day' fixture vs Lincoln City
- Junior Whites Christmas Party
- Community Grotto events
- Community Santa Dash/Walk

January 2025

- Monthly meeting with Bolton Wanderers Supporters Trust
- Wanderers Business Club Event

February 2025

- Monthly meeting with Bolton Wanderers Supporters Trust



March 2025

- Wanderers Business Club Event
- Monthly meeting with Bolton Wanderers Supporters Trust
- BWFC Sleepout
- Bolton Wanderers in the Community — 'Wanderers Connect' networking event

April 2025

- Monthly meeting with Bolton Wanderers Supporters Trust
- Final 'Community Day' fixture vs Wycombe Wanderers
- End of Season Awards
- Junior Whites End of Season Party
- Bolton Community 10k/Family 2k
- Unity Festival

May 2025

- Monthly meeting with Bolton Wanderers Supporters Trust

ONGOING KEY ACTIONS

- **New and improved Leasing Options Fan Zone** Ahead of the 2024/25 campaign, Wanderers have made significant enhancements to improve the fan experience within the Fan Zone, including new food and beverage vendors, the introduction of the ebuyer Gaming Zone and WiFi and further TV screens installed.
- **Match Day Ambassadors** Working with the Bolton Wanderers Supporters Trust, the club will introduce ambassadors on matchday — located in various locations around the Toughsheet Community Stadium — to help and guide supporters at home games with any queries and issues they may have.
- **Bolton Wanderers in the Community's Fans Fund** Working with Bolton Wanderers Supporters Trust, the Fans Fund will engage with Bolton's diverse community to increase representation on matchday and to diversify our fanbase. Community engagement will take place a minimum of once a month, with affiliate supporter groups created to make our Football Club a more inclusive and welcoming place.
- **Introduction of dementia-friendly signage** on to all concourses within the Toughsheet Community Stadium.
- **Themed events** taking place in the club's Wellbeing Hub on match days.
- **Introduction of Sign Language videos** to specific club communications and big screens on matchday to increase the safety and access of information for all supporters on Wanderers' matchdays.



Welcome
Directors Box Seats

Rows A-E Seats 23-44 Rows A-E Seats 1-22

GETTING INVOLVED

**Chief Operating Officer / CEO of Bolton Wanderers
in the Community / Club Chaplain**

Phil Mason
pmason@bwfc.co.uk

**Supporters Trust Club Secretary
/ Board Member BWST**

Ian Bridge
07725 301898

Head of Ticketing / Disability Access Officer

Daniel Scott
Tel: **01204 673 652**
Email: customerservices@bwfc.co.uk

One Wanderers (reporting concerns via text)

Text: **07542 850 902**

Reception

Tel: **01204 673 673**
Email: reception@bwfc.co.uk

Ticket Office

Tel: **01204 328 888**
Email: tickets@bwfc.co.uk

Bolton Wanderers in the Community

Tel: **01204 673 790**
Email: enquiries@bwitc.org.uk

