



FAN ENGAGEMENT

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FOREWORD



It is with immense personal pride that I introduce this Fan Engagement Plan for the 2025/26 season as the new Chief Executive Officer of Bolton Wanderers. Being Bolton-born, I have a connection to the area and I know what the club means to our town and to the wider Wanderers family. To be entrusted with its leadership is a great honour, and I view it not just as a professional appointment but as a personal responsibility to a community I am part of.

I join a club with a clear vision: to be sustainable, ambitious and successful. A core component of that strategy is a genuine and productive relationship with you, our supporters. Your passion provides the energy for this club, and your feedback is an invaluable resource that helps us make better operational decisions. Our commitment to engagement is therefore central to our ability to achieve our long-term goals on and off the pitch.

This commitment is most clearly demonstrated through our excellent partnership with the Bolton Wanderers Supporters' Trust. I have already been impressed by the candour and constructive nature of our dialogue. The Trust provides essential support and, when required, challenges our thinking, a dynamic that is a significant asset to the club. This plan is a product of that ongoing conversation and my pledge is to protect and deepen this vital relationship.

While we are rightly proud of our existing work, a good club never stands still. This plan will not only continue successful initiatives but will also see us explore new ways to enhance our dialogue and broaden our consultation. We will continue to learn from best practice to ensure that Bolton Wanderers remains at the forefront of supporter engagement.

I am here to listen and to work diligently for our club. This document is our shared commitment for the season ahead, and I invite you to participate as we take the next steps on our journey, together.

David Ray
Chief Executive Officer

KEY PEOPLE



Phil Mason
Chief Operations Officer



Daniel Scott
Head of Ticketing and
Disability Access Officer



Paul Holliday
Chief Strategy Officer



Robin Fletcher
Supporters Trust Club
Secretary and Board
Member at Supporters Trust



2025/26 COMMITMENTS

Commitments

Bolton Wanderers is committed to the continuous improvement of our supporter engagement and stadium facilities. The club is pleased to provide an update on two significant developments that will be progressed over the coming months.

Appointment of a Supporter Engagement Officer

We are pleased to confirm its intention to appoint a dedicated Supporter Engagement Officer in the coming months. This new position will act as a central point of contact for supporter groups and individuals. The officer will be responsible for coordinating many of the initiatives outlined in this plan, ensuring that supporter feedback is effectively channelled into the club's operational and strategic decision-making processes. This appointment represents a significant investment in our engagement infrastructure and professionalises the dialogue between the club and its supporters.

Consultation for a New Sensory Room

Further to our commitment to making the Toughsheet Community Stadium accessible for everyone, the club will commence a formal consultation process with the Bolton Wanderers Disabled Supporters Association (BWDSA). This dialogue will concern the potential installation of a new sensory room. The club wishes to work directly with supporters who would use such a facility to ensure its design and function meet their specific needs. This project continues our productive partnership with the BWDSA and demonstrates our practice of consulting with supporters on key stadium developments.





BOLTON WANDERERS SUPPORTERS TRUST

The Bolton Wanderers Supporters' Trust (BWFCST) has continued with its role as the primary conduit for fan engagement with the Club. The Trust is the largest constituted fan group with over 6,000 members. Monthly meetings take place with the Club's Executives and Structured Dialogue Meetings once a quarter. Notes and minutes are taken by the Trust and copies emailed to our members. The minutes are also posted on our website.

The Trust request from their members and the wider fan base for any topics for discussion at the Structured Dialogue be submitted by email to enquiries@bwfcst.co.uk.

The Trust has been pivotal in the setting up of the Youth Advisory Group, which follows on from previous assistance afforded to the Disabled Supporters to reinvigorate their Association. Both parties have attended the monthly meeting with the Club and been able to make significant contribution to fan engagement. Similar efforts are planned to establish groups representing the diversity of our community.

BWFCST is fully supportive of the Clubs' Fan Engagement Plan (FEP). It is essential to maintaining the fans at the heart and soul of the Club. The collaboration between the Trust and the Club over recent years has realised the Fan Zone, Changing Place/Quiet Room, Audio Descriptive Commentary, Refurbishment of the Concourse Accessible Toilets. It is imperative the Trust remains independent to challenge and seek clarity from the Club on issues of importance.

Robin Fletcher
Secretary BWFCST





OFFICIAL SUPPORTER MEMBERSHIPS

Our Official Supporter Memberships for the 2025/26 season offer a way for all Wanderers fans to formalise their connection with the club. These packages are designed to recognise and reward the loyalty of our wider fanbase, providing tangible benefits for those who support the team, whether at the Toughsheet Community Stadium or from afar.

The scheme provides a structured way for supporters who are not season ticket holders to gain priority access to match tickets, receive exclusive content and enjoy discounts on club merchandise. It also includes a flexible option for those who cannot commit to a full season ticket but wish to attend multiple matches throughout the season. Joining is a direct way to support the club's journey while receiving value in return.

Membership Tier	Price	Key Benefits
Club Membership	FREE	Official Membership will mark you as part of the Bolton Wanderers family via a membership number and an online account - allowing you to purchase tickets for Wanderers' games. This will store your most up to date information and ticket purchasing history.
Junior Whites (U18)	£25	Ticket purchase priority for all home league matches - Official Junior Whites welcome pack - 250 loyalty points upon purchase - Invitations to exclusive Junior Whites events and parties
International Membership	£35	Live audio commentary for all league matches via Wanderers TV - Priority ticket access for one home game per season - 10% discount on all online retail orders - Access to exclusive international digital content
Flexi-Ticket Membership	£150 upfront fee	Purchase individual home league match tickets for just £10 per game Available for supporters aged 18 and over No minimum game requirement Seats available in designated stadium sections

Memberships are a vital part of our club, providing essential support that contributes to our ambitions on and off the pitch.

To become an official member for the 2025/26 season, please visit the club's e-ticketing website - www.eticketing.co.uk/bwfc/Memberships/List



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2025/26 JUNIOR WHITES MEMBERSHIP

***£25.00**

Open to Wanderers aged 0-17 years, the membership offers young fans the chance to get closer to the club they love.

Membership costs £25 for the season and offers exclusive access to benefits, discounts and exciting experiences including:

- Personalised welcome letter and membership card.
- Free entry to the Junior Whites Halloween & Christmas Parties.
- 10% discount on BWFC coaching holiday courses via Bolton Wanderers Sport in the Community.
- 5% discount on BWitC Mascot Packages & Matchday Birthday Parties.



FREE UPGRADE TO WAVE BWFC FLAGS, WITH A BWITC BIRTHDAY PARTY PACKAGE.

To register your interest and enquire about Birthday Party packages, please visit <https://wsitc.org.uk>

Free access to four home league games during the 2025/26 season when attending with an accompanying adult paying a special reduced price of just £15.00 for a ticket (existing adult season ticket holders would not need to pay the additional £15). This excludes Category A fixtures.

You can also follow all-things Junior Whites on social media at @BWJuniorWhites.

Alternatively, please contact the Ticket Office on **01204 328 888** or email juniorwhites@bwfc.co.uk

Junior supporters with a 2025/26 Season Ticket will also benefit from many features of our Junior Whites membership scheme, including free access to all Junior Whites events!



WANDERERS FLEXI TICKET

2 0 2 5 / 2 6 S E A S O N



Ahead of the 2025/26 season, Wanderers launched the Flexi Ticket Membership - providing supporters with an alternative, flexible offering to show their support for the Whites.

Having seen a positive response to the initial Flexi Ticket scheme last season - in which 4, 8 and 12-game packages were available post-Christmas - the initiative has now evolved to cater for Wanderers' fans who may not be able to commit to a full 2025/26 Season Ticket - whether that be due to personal commitments, work schedule or being based abroad.

Priced at an upfront fee of £150 - available to all supporters aged 18 years or older - supporters who take up a Flexi Ticket will then be able to purchase an individual match ticket for all 23 home league games at just £10 per game.

2025/26 TIMELINE

August 2025

- Monthly meeting with Bolton Wanderers Supporters Trust
- Bolton Wanderers Golf Day

September 2025

- Monthly meeting with Bolton Wanderers Supporters Trust

October 2025

- Monthly meeting with Bolton Wanderers Supporters Trust
- Junior Whites Halloween Party

November 2025

- Club's Remembrance Fixture
- Monthly meeting with Bolton Wanderers Supporters Trust
- Wanderers Business Club Event
- Bolton Wanderers in the Community Charity Dinner
- EFL Week of Action
- Bolton Wanderers in the Community Pound to the Ground

December 2025

- Monthly meeting with Bolton Wanderers Supporters Trust
- Junior Whites Christmas Party

January 2026

- Monthly meeting with Bolton Wanderers Supporters Trust
- Wanderers Business Club Event
- EFL Community Weekends
- Bolton Wanderers in the Community Pound to the Ground

February 2026

- Monthly meeting with Bolton Wanderers Supporters Trust
- Bolton Wanderers in the Community Sleepout



March 2026

- Monthly meeting with Bolton Wanderers Supporters Trust
- Bolton Wanderers in the Community Away Day Cycle

April 2026

- Monthly meeting with Bolton Wanderers Supporters Trust
- End of Season Awards
- Wanderers Business Club Event
- Bolton Wanderers in the Community Pound to the Ground
- Bolton Community 10k/2k

May 2026

- Monthly meeting with Bolton Wanderers Supporters Trust

ONGOING KEY ACTIONS

- **New and improved Leasing Options Fan Zone** Ahead of the 2025/26 campaign, Wanderers have made further improvements within the Leasing Options Fan Zone, including new food and beverage vendors, to help support the commitment of continually enhancing the matchday experience for supporters ahead of kick-off.
- **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.
- **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.
- **Renovation of Carrs Pasties North Stand** Working in conjunction with Carrs Pasties and other partners, plans are in-place to renovate the Upper Tier of the Family Stand. This includes updated signage, new features into the family section to help engage a younger audience and make matchdays at the Toughsheet an enjoyable experience for all..



ACCESSIBLE STADIUM

At Bolton Wanderers, we are committed to creating a welcoming and inclusive matchday experience for all supporters, ensuring everyone feels a sense of accessibility and belonging at the Toughsheet Community Stadium.

As part of our ongoing efforts, we offer a wide range of facilities to support all fans, including:

- Complimentary tickets for carers
- Accessible car parking
- Changing Places toilet facilities
- Elevated seating for wheelchair users
- Pitch-level entry across all stands
- Supporter sensory packs
- Audio Description (AD) commentary
- Commentary services for visually impaired supporters
- Dementia-friendly signage
- Accessible toilets and catering areas
- Accessible passports
- Dropped ticket windows for easier access
- Dedicated seating bays for assistance dogs and their owners
- The option to view matches from behind glass, away from the elements

In addition, Bolton Wanderers in the Community runs The Wellbeing Hub, a dedicated space that delivers health and wellbeing initiatives for the local community throughout the week. On matchdays, the Hub is open to all supporters, offering a quiet area with free refreshments, fun activities, and a safe, calming environment for anyone who may need it before kick-off.

Looking ahead, we are dedicated to expanding our accessible services, with plans underway for a Sensory Room and a Multi-Faith Prayer Room. We have also planning to roll out BSL training to BWFC employees to further assist all visitors to the stadium.

At Bolton Wanderers, we take great pride in our reputation for inclusivity. Your matchday experience matters deeply to us. In partnership with the Bolton Wanderers Disabled Supporters Association, we continue to make meaningful improvements to ensure that every supporter can enjoy the thrill of supporting Bolton Wanderers.



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

Robin Fletcher
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

