



FAN ENGAGEMENT

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FOREWORD



Twelve months ago I was new to this job. I am not new to it now and the thing that has struck me hardest in that first year is how much of what we get right off the pitch comes from listening to the people who fill this stadium.

May gave us a day none of us will forget. Wembley, just under 30,000 Wanderers supporters, and a result that took us back to the Championship after seven years away. The following evening in Victoria Square said as much again. Promotion was earned by the players and the staff, but the travel, the noise and the belief were yours.

Fan engagement is the foundation for all of it. That is a view held by our Board and by our Senior Leadership Team, and it shapes decisions we take every week. Our monthly meetings with the Bolton Wanderers Supporters' Trust and our quarterly Structured Dialogue are among the most useful hours in my diary. The Trust backs us when we get it right and tells us plainly when we do not. Robin Fletcher and his colleagues have my thanks for both.

I am proud of what we have delivered together. The Sensory Room opened in March, funded by the Bolton Wanderers Development Association and shaped with the Disabled Supporters Association and the Trust, taking away a barrier that had kept families out of live football. Our Youth Advisory Group is helping to design a kit and rebuild a family concourse. This season Bolton Wanderers Women have a season ticket for the first time, at their new home. Work goes on in the Fan Zone and across the matchday experience, because the ninety minutes is only part of the day out.

Bolton Wanderers in the Community sits at the centre of this. The work it does in our schools, our hospitals and our neighbourhoods reaches far past football, and it matters to this town.

We remain committed to making meaningful change for every single Bolton Wanderers supporter. Not change for its own sake, but change supporters can feel. Thank you for what you gave this club last season. There is plenty more to come.

David Ray
Chief Executive Officer

KEY PEOPLE



Daniel Scott
Head of Ticketing and
Disability Access Officer



Paul Holliday
Group Head of Marketing
and Communications



Robin Fletcher
Secretary and Board
Member, BWFC
Supporters' Trust



2026

AUGUST '26

- Monthly meeting with Bolton Wanderers Supporters Trust
- BWitC's Pound to the Ground themed Matchday vs Preston North End
- Destitute Animal Shelter Fundraiser

SEPTEMBER '26

- Monthly meeting with Bolton Wanderers Supporters Trust

OCTOBER '26

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

NOVEMBER '26

- Monthly meeting with Bolton Wanderers Supporters Trust
- BWitC's Pound to the Ground - Fixture TBC

DECEMBER '26

- Monthly meeting with Bolton Wanderers Supporters Trust
- BWitC's Annual Charity Dinner
- Junior Whites Christmas Party

JANUARY '27

- Monthly meeting with Bolton Wanderers Supporters Trust
- Structured dialogue meetings with Bolton Wanderers Supporters Trust

TIME

2027

FEBRUARY '27

- Monthly meeting with Bolton Wanderers Supporters Trust

MARCH '27

- Monthly meeting with Bolton Wanderers Supporters Trust
- Level Playing Field Unite for Access campaign

APRIL '27

- Monthly meeting with Bolton Wanderers Supporters Trust
- BWiC 10k
- End of Season Awards
- Structured dialogue meetings with Bolton Wanderers Supporters Trust

MAY '27

- Monthly meeting with Bolton Wanderers Supporters Trust
- BWiC Junior Football Tournament on the pitch

JULY '27

Monthly meeting with Bolton Wanderers

JULY '27

- Monthly meeting with Bolton Wanderers Supporters Trust
- Structured dialogue meetings with Bolton Wanderers Supporters Trust

LINE

2026/27 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 the developments below, which will be progressed over the coming months

Renovation of Carrs Pasties North Stand Family concourse

Working alongside the Youth Advisory Group and members of the Bolton Wanderers Supporters Trust, the club is consulting on the renovation of the family concourse in the upper tier of the Carrs Pasties North Stand.

FREE Junior Whites membership for 2026/27 Junior ST Holders

Upon launch of our 26/27 Season Ticket campaign in January 2026, the club committed to offering free Junior Whites memberships to all Junior Supporters who purchased a Season Ticket. Junior White members will receive exclusive benefits and free entry to our annual Halloween and Christmas parties.

Supporting BWitC key events

Such as BWitC's annual Golf Day, Chairman's Walk, Sleepout and more.



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 participants.

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.

New for 2026/27 Season Ticket holders who will receive their digital Season Ticket via email will receive a link to the Supporters' Trust website where they will be able to register as members to have their voices heard with senior staff within the club.

Since the inception of the Youth Advisory Group last year, the group have contributed to a number of significant fan engagement projects such as Away Kit Design (27/28 season) and the upcoming planning and consultation for the renovation of the concourse in the designated family stand which will be the major project of 2026/27.

BWFCST is fully supportive of the Club's 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 Places/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

BOLTON WANDERERS YOUTH ADVISORY GROUP



The Bolton Wanderers Football Club Youth Advisory Group are proud to be included in the Club's official Fan Engagement Plan.

Founded in 2025, they have been working with members of the Club and the Supporters' Trust on a number of projects to benefit supporters, all of which have proved beneficial to those involved.



OFFICIAL SUPPORTER MEMBERSHIPS

Our Official Supporter Memberships for the 2026/27 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
Official Club Membership	FREE	Ticket purchase priority for all home league matches
Junior Whites (U18)	£25	Ticket discount for selected home league matches. Official Junior Whites welcome letter and membership card, Free access to four home league games during the 2026/27 season when attending with an accompanying adult paying a special reduced price of just £15.00 for a ticket. Free Junior Whites membership for 26/27 Junior Season Ticket holders.
Wanderers TV International Season Pass	£180	Live streaming of Wanderers' Sky Bet Championship fixtures and exclusive behind the scene content and much more!
Wanderers TV Domestic Season Pass	£50	Live audio commentary of all Wanderers' Sky Bet Championship games and exclusive behind the scene content and much more!

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 2026/27 season, please visit the club's e-ticketing website - www.eticketing.co.uk/bwfc/Memberships/List
To sign up to Wanderers TV, please visit www.bwfc.co.uk/wanderers-tv



Sponsored by
CARRS
Pasties

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 in the Community.
- 5% discount on BWitC Mascot Packages & Matchday Birthday Parties.
- Ticket discount for selected home league matches

Four home games free, plus birthday parties with BWitC

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

Free access to four home league games during the 2026/27 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).

You can also follow all-things Junior Whites on social media at [@BWJuniorWhites](https://twitter.com/BWJuniorWhites).

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

Junior supporters with a 2026/27 Season Ticket will also benefit from many features of our Junior Whites membership scheme, including free access to all Junior Whites events!

SIGN UP TODAY AT **BWFC.CO.UK**

ONGOING KEY ACTIONS

- **New and improved Dreams 2 Reality Fan Zone**

Ahead of the 2026/27 campaign, Wanderers have made further improvements within the Dreams 2 Reality Fan Zone, including new food and beverage vendors, to help enhance the matchday experience for supporters ahead of kick-off

- **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.

- **Themed events**

Taking place in the club's Wellbeing Hub on match days.

- **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.

- **Access and Inclusion**

Working with the Bolton Wanderers Disabled Supporters Association, the club is committed to continuing and improving access and inclusion for all supporters visiting the Toughsheet Community Stadium.





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
- 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
- Sensory room

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 Multi-Faith Prayer Room. We are 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.





BACK WANDERERS WOMEN

All Season Long

- Entry to every home league game for the 2026/27 season (Ginge Power Stadium, New Sirs, St James Street, Daisy Hill, Westhoughton, Bolton, BL5 2EB.)
- A digital season card, ready to go on your phone
- Exclusive Wanderers TV content, from interviews to behind the scenes, for supporters who want to follow the team even when they cannot be there
- A monthly email from head coach Tom Cunniff, with news and insight straight from the dugout, for season ticket holders

ON SALE NOW ONLY £50



LOOKING BACK TO 2025/26

Our Fan Engagement plan in 2025/26 included the commitment to build a sensory room for our neurodiverse supporters.

Bolton Wanderers officially opened its new Sensory Room at the Toughsheet Community Stadium in March 2026, prior to the League One home fixture against Wycombe Wanderers.

Funded entirely by the Bolton Wanderers Development Association (BWDA) and built by Creative Activity, and in direct consultation with the Bolton Wanderers Disabled Supporters Association (BWDSA) and the Bolton Wanderers Supporters Trust, the room provides supporters with sensory sensitivities a dedicated matchday space, removing a barrier that had made attending live football difficult or impossible for many fans and their families.

The Sensory Room is available to supporters on matchdays. All supporters are welcome. To arrange access or for any accessibility query, contact Daniel Scott, Disability Access Officer: dscott@bwfc.co.uk / 01204 328 888.



GETTING INVOLVED

**Supporters Trust Club Secretary
/ Board Member BWFCST**
Robin Fletcher
07973 758 528

Head of Ticketing / Disability Access Officer
Daniel Scott
Tel: **01204 673 652**
Email: **dscott@bwfc.co.uk**

One Wanderers (reporting concerns via text)
Text: **07476 561 534**
Email: **BWFC@patronus-reporting.com**

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**

