



FAN ENGAGEMENT PLAN

2024-25 SEASON





CONTENTS

- 01** FOREWORD
- 02** OUR COMMITMENT
- 05** KEY AREAS
- 14** SUPPORTERS' TRUST COMMENT
- 16** FEEDBACK AND UPDATES

FOREWORD

A foreword from Swansea City's head of marketing, Katie Doyle.

**OUR HISTORY.
OUR FUTURE.
OUR WAY.**

Dear Swansea City supporters,

I am pleased to be able to present to you Swansea City's Fan Engagement Plan for the 2024-25 season.

This is the first document of its kind for our football club, and it is an initial but important step towards us increasing and improving our communication and engagement with our fans and our local community.

Supporters are the lifeblood of our club and the game we all love, and there is no more important bond and connection than that between our club, our teams and you.

So many of our staff are lifelong Jacks and take so much pride in representing our city and community. We have members of the club's Supporters' Trust on the board of directors and it is no exaggeration to say that fans of our club have played a huge part in the club's illustrious history and heritage, and will continue to do so.

Within this document, we will reaffirm our commitment to EFL Regulation 128 – including the amendments made ahead of the passing of the Football White Paper – and we hope to layout our objectives and aims.

Swansea City has long been a club renowned for its family and community values, and through fan events and activities in our region we will look to underline and strengthen those principles.

Within the last year alone we have seen the success of our 'Tackling Cancer Together' campaign with Maggie's Swansea, and the impact of our Christmas Week of Giving. We want to continue to build on projects such as these through innovative and creative means.

But we are also acutely aware that fan engagement goes far beyond feelgood community initiatives and, indeed, the words in this plan. We have a responsibility to live up to our values and represent and engage with our supporters every single day.

While we recognise we have a lot of work to do, we are determined to increase dialogue with supporters through a range of formats, including surveys, open fan meetings and structured targeted discussions with the club's key decision-makers. This is a long-term process and it will require time and patience for us to make the strides we intend to in this area.

As evidence of our commitment to putting fan engagement at the forefront of our thinking, we have recently restructured this department and created a new role which will be solely focused on fan engagement.

Our aim for the 2024-25 season is to set up increased consultation and feedback methods so that, by this time next year, I am able to present you with a more comprehensive plan which is built on supporter input.





OUR COMMITMENT

In line with the new EFL Regulation 128 and its requirements, Swansea City will commit to engaging with supporters throughout the 2024-25 season via a variety of means, including fans' forums, and structured dialogue meetings.

The club will also continue to consult Swansea City Supporters' Trust on a regular basis through a range of formats. As well as regular monthly meetings with the club's key decision makers including chairman Andy Coleman, the Trust and club will also work closely on the fan-driven Matchday Experience Group.

The Trust are also a part-owner of the club, with two seats on the board of directors to support with additional transparency between the club and its fans.





OUR COMMITMENT

Monthly meetings between the Disabled Supporters' Association (DSA) and a club representative will remain ongoing, while Andy Coleman has reconfirmed his commitment to the 'Audience with the Jack Army' initiative, which sees him meet supporters for one-to-one chats.

In order to keep supporters up to date with our progress and continuing plans, an annual report covering the club's fan engagement activities will be published at the end of every season. Plans and aims for each forthcoming season will be communicated in an annual Fan Engagement Plan to be published at the end of June.

The club pledges to consult with supporters on all heritage items in line with FA guidance, which references the need for thorough consultation between club and supporters before any changes are made to the club's badge or primary colours.





OUR COMMITMENT

Swansea City recognises the importance of meaningful communication with supporters, and there are several examples of how working alongside our fans has led to an improved supporter experience. These include the introduction of carer policies, a sensory room at the stadium, changes to the men's team's walkout music, alterations to the pre-match running order, and to away supporter travel.

With these positive changes in mind, Swansea City intends to use the upcoming 11 months to consult with a range of supporters from match-going fans, to season ticket holders and global supporter groups. The club will provide more opportunities and platforms for fan feedback, which will help us forge a more robust and thorough Fan Engagement Plan for submission in June 2025.

For details on how to have your say throughout this consultation period, **please see pages 16 and 17.**



KEY AREAS

AREA ONE: LEADERSHIP COMMITMENT

The senior leadership of Swansea City is committed to ongoing engagement and dialogue with supporters.

As well as the events detailed in the Communication and Transparency section of this plan, chairman Andy Coleman will be continuing with the 'Audience with the Jack Army' initiative, which offers supporters the opportunity to raise issues in a one-to-one setting.

These sessions are held regularly throughout the season, and are a core part of making the club's leadership accessible to our supporters.



KEY AREAS

AREA TWO: COMMUNICATION AND TRANSPARENCY

Two open fans' forums

The club recognises the importance of open forums for supporters to put their questions and feedback to senior management and key decision-makers.

As per EFL regulation 128, the club will commit to two open and free to attend fans' forum events to be held at the Swansea.com Stadium over the course of the 2024-25 season.

Details of these will be communicated in advance, and the full video of each fans' forum will be released following the event.



KEY AREAS

AREA TWO: COMMUNICATION AND TRANSPARENCY

Satellite forum / event

The club will commit to a minimum of one open, free to attend satellite forum held outside the SA1 postcode, and will explore the possibility of further events of this nature.

This follows a consultation with the Supporters' Trust and recognition that, due to the unique geographical location of the club, the Swansea City community stretches beyond the city and there is a need to take events outside of the club's immediate surroundings.



KEY AREAS

AREA TWO: COMMUNICATION AND TRANSPARENCY

Structured dialogue

The club will host a minimum of two structured dialogue meetings over the course of the season. This is an increase on the one structured dialogue which took place during the 2023-24 season.

While no longer a requirement, the club has seen great value in inviting supporters to put questions to senior management directly and is keen to continue this into the 2024-25 campaign.

Supporters can apply to be part of a structured dialogue, and the application process will be communicated a minimum of two weeks prior to the meeting taking place at the Swansea.com Stadium. Minutes from structured dialogue meetings will be published after the event.



KEY AREAS

AREA TWO: COMMUNICATION AND TRANSPARENCY

International fans' forum

The club will commit to a minimum of one virtual fans' forum, which will be aimed primarily at supporters signed up to the Global Jacks initiative.

Global Jacks is a jointly managed Swans Trust and Swansea City project, which is open for any Swans supporters from across the world to get involved with and learn about ways we can help bring supporters closer to the club.

Supporters can learn more or register to become a Global Jack by emailing globaljacks@swanstrust.co.uk or [visiting our website](#).

We welcome Swans supporters to join as an individual or as a representative of a wider existing overseas fan group.

For those on social media you can find, follow and actively engage with other members of the Global Jacks via the following links: [Facebook](#), [X](#) and [Instagram](#).



KEY AREAS

AREA TWO: COMMUNICATION AND TRANSPARENCY

Junior Fans' Forum

Who better to provide feedback on the junior fan experience than the Junior Jacks themselves? The club will commit to one, free to attend, Junior Jacks' forum to take place towards the end of the 2024-25 season.

Young supporters will be encouraged to provide feedback about their matchday experience and what they feel would improve it. The group will be made up of U12 season ticket holders and half-season ticket holders as well as a parent or guardian.





KEY AREAS

AREA THREE: COMMUNITY ENGAGEMENT AND FAN EVENTS

The club is proud to be at the heart of our community and we are committed to strengthening the connection with supporters through matchday and non-matchday events and activities.

Community Engagement

For the second consecutive season, the club held an open training session during the summer holidays as the club seeks different ways to engage supporters, and the wider community.

The club will also look to build on the success of community-driven campaigns such as the successful Christmas Week of Giving, which ran throughout the 2023 festive period and saw current, former and future (academy) players head out to take part in a variety of initiatives.



KEY AREAS

AREA THREE: COMMUNITY ENGAGEMENT AND FAN EVENTS

Community Engagement

The announcement of a new charity partner – Swansea Bay Health Charity’s Cwtsh Clos appeal – will ensure the club is once again supporting matters close to the heart of the community.

The club will continue to work closely with Swansea City AFC Foundation on their community programmes which added £17.5m of social value to the city and community throughout the 2022-23 season, according to the latest impact report.

[VIEW REPORT](#)



KEY AREAS

AREA THREE: COMMUNITY ENGAGEMENT AND FAN EVENTS

Fan Events

The club held numerous fan events in the 2023-24 season including the previously mentioned open training session and Junior Jacks Press Conference.

For the 2024-25 season, the club intends to increase this number with a mix of events open to all supporters (such as the open training session), with some further events reserved as exclusive season ticket holder activities.

The club will also look to build on the success of the Junior Jacks Press Conference event from last season, with at least two events aimed at engaging future generations of supporters.





SUPPORTERS' TRUST COMMENT

The Swansea City Supporters' Trust is an organisation run for the fans, by the fans. We exist to provide a voice for the supporters in the Boardroom as well as in the stands.

The Trust is governed by a Board of volunteers who are elected by members every July. The group is comprised of Swansea City fans from Wales and further afield, all of whom share a common interest in representing the views of members and fans.

The Trust Board deliver a number of activities and initiatives to ensure the voice of the fans is heard within the club. As a shareholder, we have a Supporter Director who sits on the club's Board. The Supporter Director is consulted and involved in decisions taken by the football club and is there to ensure that the impact of decisions on the fanbase is considered.





SUPPORTERS' TRUST COMMENT

Issues such as the matchday experience, match and season ticket prices, stadium rules, catering, and fan experience are regularly discussed and the views of the fans are voiced.

As a shareholder, the Trust engages with key personnel within the club's management team and, if necessary, highlight issues at a much earlier stage than is the case for fans at many other clubs.

The Trust welcomes the club's commitment to an annual fan engagement plan which will build upon and ensure regular ongoing communication and interaction with fans in a variety of ways, providing a more structured and transparent way of working.





FEEDBACK AND UPDATES

This document should be viewed as an important initial step and a framework on which to build and improve. A restructure of the department focused on fan engagement is demonstrative of Swansea City's increased commitment to strengthen the connections between fans and the club.

The club is committed to using the next 11 months to conduct a thorough consultation process with supporters and provide increased opportunities and platforms for fan feedback to shape the club's Fan Engagement Plan for the 2025-26 season, ahead of publication in June 2025.

Part of this consultation is a fan engagement survey, which is open to anyone and will close one week after the club's final home match of the 2024-25 season.

TAKE SURVEY

Swansea City will update supporters on the ongoing performance of the Fan Engagement Plan, and pledges to communicate any alterations to the information within this plan within five days of any changes being made.





FEEDBACK AND UPDATES

Supporters can also engage with the club by joining our existing supporters' groups, and/or Supporters' Trust.

SWANSEA CITY SUPPORTERS' TRUST

Contact: supporters@swanstrust.co.uk or info@swanstrust.co.uk

Website: www.swanstrust.co.uk/join-the-trust

SWANSEA CITY DISABLED SUPPORTERS' ASSOCIATION

Contact: secswandsa@gmail.com

Website: www.swansdsa.org.uk

GLOBAL JACKS

View our local and international groups [here](#).

The club would also welcome anyone interested in creating a new supporter group to contact the club by emailing support@swanseacity.com

These may include but are not limited to: improving the matchday experience for women, LGBTQ+, and other minorities; adding to the matchday experience through other fan-driven initiatives.





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