

FAN ADVISORY BOARD

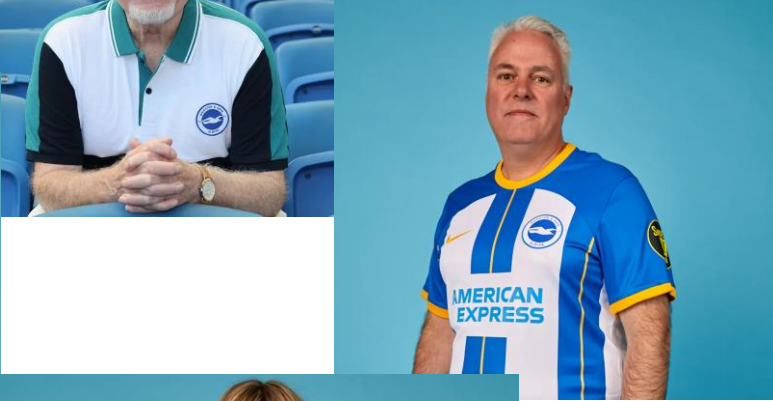
Board Presentation
Tuesday 16th April 2024
Gill Martin & Clive Steed

FAN ADVISORY BOARD

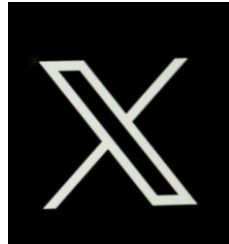
Agenda

- Who are we?
- How we engage with fans
- What have we done so far?
- What next – our strategic objectives?
- The future....

Our Fan Advisory Board



How we engage with Fans



Fan Advisory Board update

The club's Fan Advisory Board (FAB) was first mooted early last year and since then has been created, nominations received, voting for the shortlisted candidates completed, and the first meetings held, both with the club and weekly by the group itself.

You can find details of who the representatives are on the Fan Advisory Board and read minutes of the meetings that they have been involved in by visiting the dedicated page on the Albion website.

There have been a number of working groups that have been set up by the club, that the FAB is involved in. All of these are intended to improve the fans' matchday experience, including equality diversity and inclusion, ticketing and matchday experience.



FORZA DE ZERBI
THE ITALIAN JOB

One of the first ideas to come from the matchday experience group was the crowdfunding project that produced the Roberto De Zerbi flag. This project was led by Clive Steed. The Fan Advisory Board now has an email address. If you



FAN ADVISORY BOARD

Early Wins



bhafe-fab.co.uk
<https://bhafe-fab.co.uk>

Brighton & Hove Albion Fan Advisory Board - Representing ...

Brighton & Hove Albion Fan Advisory Board · Overview · Meet The **FAB** · Current Activity ...

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SAFE STANDING RESULTS REVEALED

The club is grateful to the supporters who took time to complete the recent survey on safe standing at the Amex

Having carefully reviewed the results and comments, there are no immediate plans to convert seats in any part of the stadium, but the club remains open-minded to introducing safe standing in the future.

Deputy chairman and chief executive, Paul Barber, explained, "The results of the recent fans' survey sent out to both season ticket holders and Albion+ members highlighted no increase in interest in safe standing."

FAN ADVISORY BOARD

FAB Strategic Objectives for 2023/2024

Form a
Women's
Game
Working
Group to help
grow the
support

Positively
Participate in
Travel
Review

Establish
Disabled
Supporters'
Association

Improve Fan
Experience on
Matchdays

Find new
ways to
engage with
fans

BRIGHTON & HOVE ALBION FAN ADVISORY BOARD

S T A N D O R F A L L



REPRESENTING ALL ALBION FANS