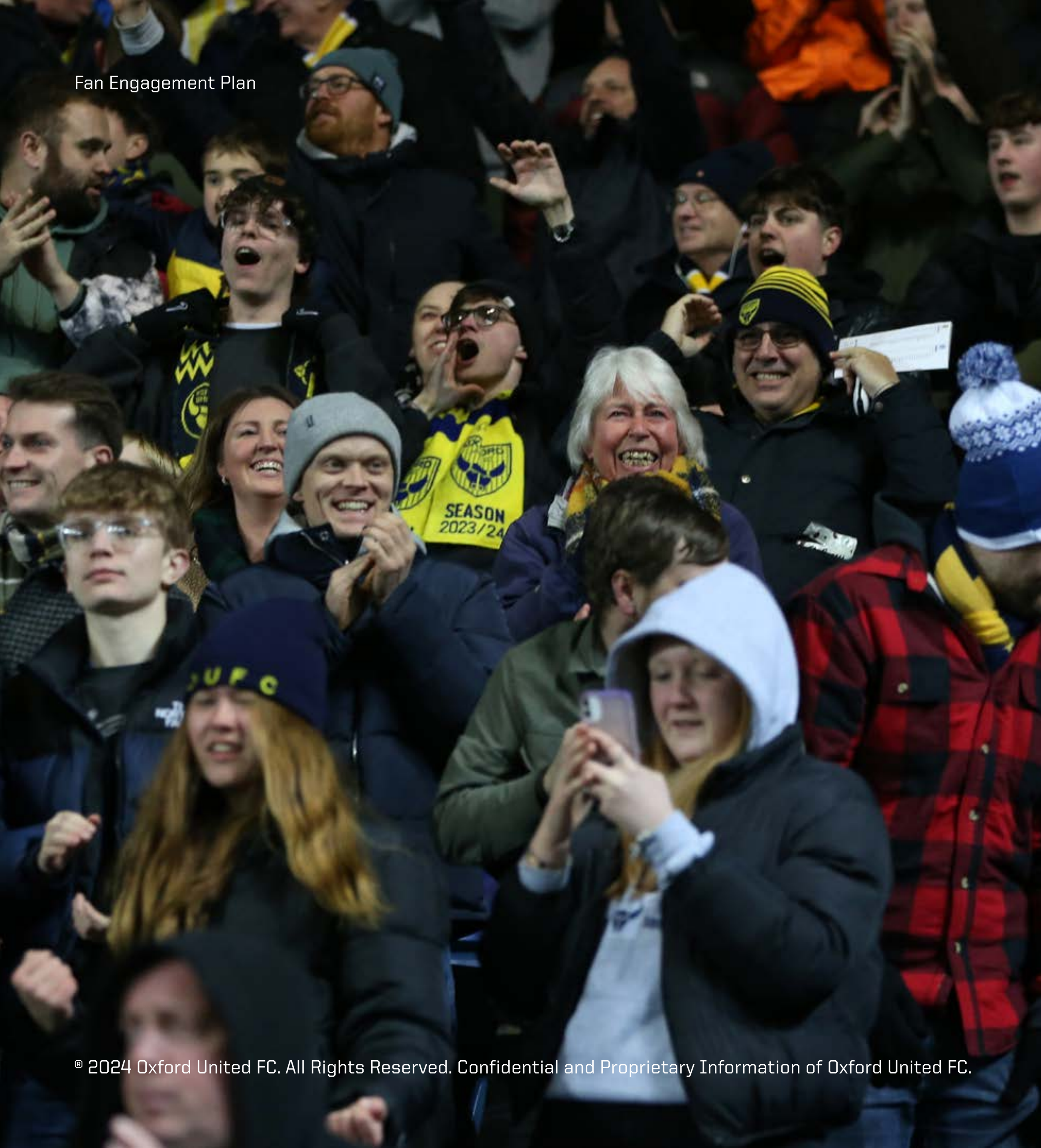


OXFORD UNITED FOOTBALL CLUB



FAN ENGAGEMENT PLAN

“FANS ARE THE MOST IMPORTANT STAKEHOLDER FOR ANY FOOTBALL CLUB, AND BOTH PARTIES BENEFIT FROM THEIR INVOLVEMENT IN THE LONG-TERM DECISION-MAKING PROCESS AT A CLUB.”



FAN ADVISORY BOARD

To operate as per the Terms of Reference, meeting four times a year. Meetings to be organised by the Chair and club.

The members of the Fan Advisory Board will aim to meet, independent of the club, once a month as a group with those members taking responsibility for arranging such meetings.

OXFORD UNITED SUPPORTERS TRUST (OXVOX)

Three times each year the CEO and/or Chair and, if required, relevant members of the club's Senior Management Team will meet with the Board of the Oxford United Supporters Trust (minimum of five Board members required).

The agenda for such meetings will be determined by OxVox based on the key issues affecting Oxford United fans.



OXFORD UNITED SUPPORTERS PANEL (O USP)

Every 6-8 weeks O USP will meet with the club's SLO and other relevant members of staff to discuss specific areas covering, for example, EDI, ticketing, catering, the matchday experience, branding, etc.

Organisation of workshops will be coordinated by the SLO and O USP (until such time as the Fan Advisory Board is launched, O USP will continue to operate as per the terms of their Memorandum of Understanding with the club).

FAN FORUMS

OxVox and OUSP will organise their own Fan Forums. These will be independent of, but endorsed by, the club.

The club will provide at least one appropriate representative twice per year to attend these Fan Forums. The aim will be for the Manager/Head Coach to attend an event in and around September of each year, with the CEO (and Chair where possible) attending an event at some point in the first quarter of each year.





SURVEYS

The club will distribute two surveys per year to supporters to gather information regarding fan sentiment towards specific club issues and operational arrangements.

One survey will be conducted during the closed season, with another in the first quarter of each year.

In addition, the club will send out regular post-match surveys to selected supporter groups.

EVENTS

The club will organise one fan/Season Ticket holder event per annum. This could include, but not be limited to, an Open Day or dedicated matchday activation.



BOARD UPDATES

The club will publish a quarterly update with alternating opinion pieces from the Chair and CEO. These statements will be made available via the club website, social media, email and matchday programme.

CLUB CONTACTS

TICKETS AND ACCESSIBILITY

ticketoffice@oufc.co.uk

GENERAL QUERIES

reply@oufc.co.uk

MATCHDAY MESSAGES

[Click Here](#)

MERCHANDISE QUERIES

[Click Here](#)

For any instances of unacceptable behaviour, fans have a number of options to report this to the club: via a steward on matchdays; by texting 60075 (please include your stand, block, and seat number, along with a brief description, if contacting us on a matchday); or by emailing the club at reply@oufc.co.uk.

Direct dial numbers for key teams across the business are also provided on the club's website.

THANK YOU

