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Foreword- Paul Berne CEO

Welcome to Plymouth Argyle's Fan Engagement Plan for the 2026/27 season.

As Chief Executive Officer of Plymouth Argyle Football Club, I am proud to present our vision, aims, values, and objectives for fan engagement.

At Plymouth Argyle, we firmly believe that our supporters are at the heart of everything we do. Their unwavering passion and loyalty drive us to succeed both on and off the pitch. Our overarching vision is to create an inclusive, engaging, and interactive fan experience that strengthens the sense of community and belonging among all members of the Green Army.

We are committed to engaging with our supporters in meaningful ways and providing unique and memorable experiences that extend far beyond matchdays. By listening to our fans and encouraging open dialogue, we aim to ensure that every supporter feels connected to the club and valued as an important part of our journey.

Guided by our core values of Honesty, Openness, Integrity, and being Fan Focused, we are dedicated to building strong and lasting relationships based on trust, transparency, and mutual respect. We strive to create a welcoming environment where every supporter feels included, respected, and heard.

To achieve these ambitions, we have established a range of measurable objectives for fan engagement. These include targets for Fan Forums, Experience Assembly meetings, and a variety of supporter events held throughout the season. We will also monitor a number of key performance indicators, including results from independent fan experience audits, supporter contributions through Evergreen, and the performance of the Visitor Experience Department.

Throughout the season, we will regularly review our progress and assess the impact of our engagement activities. At the end of the campaign, we will report our achievements and outcomes to the EFL, ensuring transparency and accountability in our approach.

I am confident that by continuing to work closely with our supporters, we can deliver a fan engagement programme that not only meets expectations but exceeds them. Together, we can strengthen the bond between the club and its fans and create an even brighter future for Plymouth Argyle.

Thank you for your continued support, passion, and dedication to Plymouth Argyle Football Club.

Paul Berne,
Chief Executive



Our Fan Engagement Commitment

Plymouth Argyle Football Club remains committed to meeting the requirements of EFL Regulation 128 and maintaining a positive, constructive relationship with supporters.

We recognise the vital role supporters play in the life of the Club and believe that regular, meaningful engagement is essential to ensuring supporter voices are heard and considered. Throughout the season, we will continue to communicate and engage through a variety of channels, including meetings with recognised supporter groups, supporter forums, direct correspondence, digital communications and updates across our official media platforms.

The Club is committed to providing opportunities for supporters to raise questions, share feedback and contribute to discussions on matters that affect the supporter experience. We will continue to review and develop our engagement activities to ensure they remain accessible, relevant and effective.

Plymouth Argyle also acknowledges the importance of protecting and celebrating the Club's heritage. Where appropriate, supporters will be consulted on matters relating to the Club's Heritage Assets, including the Club's name, badge, colours, stadium and other aspects of its history and identity.

Supporter feedback continues to play an important role in shaping decision-making across the Club, and throughout the 2025/2026 a number of improvements and initiatives have been informed directly by engagement with our fanbase, including:

- Enhancements to facilities within the Biffa Fan Zone
- The introduction of an additional Fan Zone at the Lyndhurst End
- Increased support for fans with accessibility requirements, including additional parking provision and the continued operation of the 50/50-funded golf buggy service
- The ongoing loyalty points scheme to support fair allocation of tickets for high-demand away fixtures
- New supporter-focused content on Argyle TV, including the 'My Story' feature, highlighting the experiences and personal connections of supporters across the Green Army
- The introduction of the First Time Fans experience, designed to welcome and engage new supporters attending Home Park

Looking ahead, we remain committed to:

- Recognising and celebrating the contribution supporters make to Plymouth Argyle Football Club



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- Responding to supporter feedback, concerns and enquiries in a timely, respectful and constructive manner
- Promoting an inclusive and welcoming environment for all supporters, while continuing to engage with fans from a diverse range of backgrounds and communities
- Identifying new opportunities to strengthen supporter engagement and using feedback to help improve the supporter experience both on matchdays and throughout the year
- Maintaining regular dialogue with supporter groups and providing meaningful opportunities for fans to contribute their views on matters affecting the Club



Review of 2025/26 Fan Engagement Activity

As part of our 2025/26 Fan Engagement Plan, the Club set a series of measurable objectives designed to improve communication, strengthen relationships with supporters and enhance the overall fan experience. We are pleased to provide an update on the progress made against these commitments and the engagement activity delivered throughout the season.

1. Fan Forums and Club Management Attendance

We pledged to:

Ensure suitable members of Club management attend Fan Forum and Fan Experience Assembly meetings.

We delivered:

Appropriate members of Club management attended Fan Forum and Fan Experience Assembly meetings throughout the 2025/26 season, ensuring direct access between supporters and senior Club representatives.

2. Establishment of Fan Experience Assembly (FEA)

We pledged to:

Fully establish the Fan Experience Assembly (FEA), holding quarterly meetings across the 2025/26 season.

We delivered:

The Fan Experience Assembly was fully established and embedded into the Club's engagement structure, with four quarterly meetings successfully held during the 2025/26 season.

3. Governance of the FEA

We pledged to:

Ensure the FEA and its representatives operate in accordance with the agreed constitution and Code of Conduct.

We delivered:

The FEA operated throughout the season in line with its constitution and Code of Conduct, ensuring appropriate governance, structure and representation.



4. Platform and Communication for the FEA

We pledged to:

Provide a suitable platform for the FEA to operate effectively, including communication with the wider fanbase and a dedicated section on the Club website outlining membership and feedback processes.

We delivered:

The FEA was supported through dedicated communication channels, including promotion via official Club media and a dedicated section on the Club website providing information on membership and how supporters can submit feedback.

[Fan Experience Assembly Information](#)

5. Feedback Tracking and “You Said, We Did” Reporting

We pledged to:

Record all instances where feedback was raised through the FEA and action taken, and publish a “You Said, We Did” style document demonstrating impact and improvements.

We delivered:

Feedback raised through the FEA was recorded and acted upon where appropriate. A “You Said, We Did” style summary was produced during the season; however, the Club recognises that this area remains in development and is committed to further improving consistency, visibility and impact reporting in future seasons.

6. EFL Family Excellence Scheme – Gold Award

We pledged to:

Aim to achieve Gold Award status in the EFL Family Excellence Scheme as a measure of matchday visitor experience quality.

We delivered:

Gold Award status in the EFL Family Excellence Scheme was achieved for the third consecutive season, recognising the continued quality and consistency of the Club’s matchday experience.

7. Customer Satisfaction Surveys

We pledged to:

Report on customer satisfaction surveys conducted throughout the season and outline actions in response to key themes identified.



We delivered:

Customer satisfaction surveys were issued throughout the season and responses were reviewed and analysed. Work is ongoing to further strengthen structured reporting and ensure clearer linkage between feedback themes and formal action planning.

8. Proactive Supporter Feedback

We pledged to:

Proactively seek supporter feedback throughout the season to drive positive change.

We delivered:

The Club actively sought supporter feedback throughout the season via forums, meetings, digital engagement channels, surveys and direct correspondence, using insights to inform ongoing improvements where appropriate.

9. Supporter-Led Fundraising and Evergreen Scheme

We pledged to:

Support key Club projects through supporter-led fundraising, including Evergreen memberships, and clearly communicate how funds are utilised.

We delivered:

The Club continued to support key projects through the Evergreen membership scheme and supporter-led fundraising initiatives. Communications were issued to demonstrate how funds were allocated and the projects that benefited directly from supporter contributions.

[Evergreen Fund Update](#)

10. Visitor Experience Response Standards

We pledged to:

Respond to all supporter enquiries via the Visitor Experience Team within stated response time targets.

We delivered:

The Club met its stated response time targets for enquiries received through the Visitor Experience Team, ensuring timely and consistent communication with supporters.

Summary

The Club continues to recognise the importance of structured, transparent and meaningful supporter engagement. Throughout the 2025/26 season, engagement



activity was delivered across multiple channels and formats, with continued development of formal structures such as the Fan Experience Assembly.

While strong progress has been made across all key commitments, the Club acknowledges areas for continued improvement, particularly in enhancing the visibility and consistency of feedback tracking and reporting mechanisms. These areas will form part of the Club's ongoing development priorities for the 2026/27 season.

Our Engagement Structure

Plymouth Argyle Football Club remains fully committed to delivering meaningful, transparent and effective supporter engagement throughout the 2026/27 season, in accordance with EFL Regulation 128 and the Club's wider commitment to supporter communication, inclusion and representation.

The Club recognises the vital role supporters play in the ongoing success, identity and culture of Plymouth Argyle, and firmly believes that regular, constructive dialogue with supporters is essential in helping to shape and improve the supporter experience both on matchdays and throughout the year.

To support this commitment, the Club will continue to operate a structured, multi-channel approach to supporter engagement, designed to ensure supporters have accessible opportunities to raise feedback, share perspectives and contribute to discussions on matters affecting the Club and the wider supporter experience.

Our engagement framework incorporates a range of formal and informal engagement methods, including:

- Fan Forums
- Fan Experience Assembly (FEA) meetings
- Working groups and consultation activity
- Regular meetings with recognised supporter groups
- Supporter surveys and direct correspondence
- Engagement through the Visitor Experience Team
- Matchday feedback opportunities

The Fan Experience Assembly (FEA) will remain a central component of the Club's engagement structure during the 2026/27 season. The FEA will continue to comprise representatives drawn from across the breadth and diversity of the Club's supporter



base, ensuring a broad range of supporter voices and experiences are appropriately represented.

The Assembly will meet on a quarterly basis and will provide a structured platform through which supporters can:

- raise feedback and supporter concerns
- discuss supporter experience matters
- contribute to consultation on key supporter-facing decisions
- review proposed operational improvements
- support discussions relating to accessibility and inclusion
- provide feedback on matchday operations and facilities

The Club will continue to support the operation and development of the FEA through:

- clearly defined Terms of Reference and Codes of Conduct
- published meeting summaries and updates
- dedicated communication channels and website information pages
- transparent feedback and escalation processes
- regular communication between representatives and the wider supporter base

Supporters will continue to be encouraged to engage with their relevant Assembly representative regarding matters they wish to be raised at future meetings.

In addition to quarterly FEA meetings, the Club will continue to hold a minimum of two Fan Forums during the season. These forums provide supporters with the opportunity to engage directly with senior Club representatives and discuss a broad range of strategic and operational matters affecting the Club and its supporters.

Where possible, Fan Forum meetings will continue to include attendance from senior Club personnel, including:

- Chairman
- Chief Executive Officer
- Senior football leadership staff
- Head of Finance
- Club Secretary
- Senior operational and supporter services representatives



Alongside these formal engagement structures, the Club will continue to engage proactively with recognised supporter groups, community stakeholders and accessibility representatives throughout the season on matters including:

- matchday experience
- accessibility and inclusion
- ticketing and stadium operations
- supporter behaviour and safety
- supporter communications
- Heritage Assets and Club identity

As part of the Club's ongoing commitment to improving transparency and accountability, Plymouth Argyle will continue to strengthen the visibility of supporter feedback outcomes throughout the season. During 2026/27, the Club will publish a minimum of three "You Said, We Did" updates, demonstrating how supporter feedback has informed operational decisions, service improvements and future planning.

Supporters will also continue to have direct access to the Club through the Visitor Experience Team, which includes the Club's Supporter Liaison Officer and Disability Access Officer. The Visitor Experience Team remains committed to:

- delivering a high-quality supporter experience
- responding to enquiries in a timely, professional and respectful manner
- handling concerns and complaints with fairness, empathy and transparency
- identifying recurring supporter feedback themes and reporting these internally
- supporting accessibility and inclusion initiatives across the Club
- ensuring supporters are directed to the most appropriate Club departments where required

Additional opportunities for supporters to provide feedback throughout the season will include:

- post-match supporter surveys
- targeted consultation exercises
- online and digital engagement channels
- direct correspondence with Club departments
- engagement with matchday support staff, including the Here to Help team



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The Club acknowledges that supporter engagement must continue to evolve and develop in line with the needs of supporters and the wider football environment. Throughout the 2026/27 season, Plymouth Argyle will continue to review and refine its engagement mechanisms to ensure they remain accessible, representative, inclusive and effective in strengthening the relationship between the Club and its supporters.



2026/2027 Fan Engagement Objectives

For the coming 2026/2027 season, we have laid out several objectives with regards to our Fan Engagement activity. We pledge to:

- Comply fully with EFL Regulation 128 and its requirements regarding Fan Engagement
- **Maintain Excellence in Matchday Experience**
Retain Gold Award status in the EFL Family Excellence Scheme and continue to improve the experience for supporters attending Home Park
- **Recognise and Celebrate Supporter Contribution**
Develop initiatives that recognise the contribution supporters make to the Club and strengthen connections between the Club and our supporters
- **Improve Supporter Communication Standards**
Maintain high standards of supporter communication by providing timely, clear and consistent responses across all supporter-facing channels.
- **Strengthen Accessibility and Inclusion**
Work with disabled supporters and accessibility stakeholders to identify and deliver practical improvements to accessibility at Home Park
- **Enhance Matchday Experience Feedback Collection**
Implement more targeted matchday feedback opportunities to better understand supporter experiences across all areas of Home Park
- **Develop Fan Engagement with Under-Represented Groups**
Increase engagement with supporters from diverse backgrounds and communities to ensure a broader range of supporter voices are represented
- **Improve Supporter Consultation on Key Decisions**
Conduct structured supporter consultation on significant supporter-facing matters, including matchday experience, ticketing, stadium facilities and Heritage Assets where applicable
- **Strengthen Supporter Feedback**
Publish a minimum of three "You Said, We Did" updates throughout the season, clearly demonstrating how supporter feedback has informed decisions, improvements and operational changes
- **Evergreen Impact Report**
Continue to support key Club projects through supporter-led fundraising



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initiatives, including the Evergreen Membership Scheme, while providing greater transparency around how funds are allocated and the projects they directly support.



Fan Engagement Timeline 2026/2027

Fans Forums

Plymouth Argyle is committed to meeting its regulatory fan engagement obligations by delivering a minimum of two Fans Forums during the 2026/27 season.

The first Fans Forum will be held during the opening months of the season, with details of subsequent forums to be confirmed and communicated through the club's official channels. These events provide supporters with the opportunity to hear directly from senior club representatives, ask questions, and contribute to discussions on matters that are important to the fanbase.

Supporters are encouraged to submit questions and topics for discussion in advance. Fans can attend in person by reserving a free ticket, while those unable to attend can watch live via Argyle TV and the club's official social media platforms, ensuring supporters can engage with the forum from anywhere in the world.

Fan Experience Assembly

The Fan Experience Assembly (FEA) continues to play an important role in strengthening the relationship between Plymouth Argyle and its supporters.

Following the successful review of the Assembly's structure and membership, the FEA will continue throughout the 2026/27 season with representatives from a wide range of supporter groups, backgrounds, and communities. The Assembly meets regularly to discuss fan experience matters, provide feedback on club initiatives, and help shape improvements across all areas of the supporter journey.

The club remains committed to ensuring the Assembly is representative, inclusive, and reflective of the diverse communities that support Plymouth Argyle. The structure and effectiveness of the FEA will be reviewed periodically to ensure it continues to meet the needs of the club and its supporters.

Supporter Queries and Feedback

Supporters do not need to wait for a Fans Forum or Fan Experience Assembly meeting to share their views, raise concerns, or ask questions.

Plymouth Argyle welcomes feedback throughout the year and encourages supporters to contact the club whenever assistance is required. The Visitor Experience team is available to support fans with matchday enquiries, ticketing questions, accessibility requests, supporter feedback, and general club-related matters.

Supporters can contact the team at **supporters@pafc.co.uk**, where enquiries will be acknowledged and directed to the appropriate department for response. By maintaining regular communication with our supporters, we aim to ensure every fan feels valued, listened to, and connected to the club.



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Through these engagement channels, Plymouth Argyle remains committed to fostering open dialogue, transparency, and collaboration with supporters throughout the 2026/27 season.



Our Commitment to You

Plymouth Argyle remains committed to providing regular updates to supporters regarding its fan engagement activity throughout the 2026/27 season. We want our fans to feel involved in the process and therefore commit to listening to feedback and views on all aspects of this Plan.

Should there be any changes or updates to the Club's Fan Engagement Plan (FEP), these will be communicated clearly and promptly to supporters, with explanations provided as to how any changes align with the Club's objectives and ongoing commitment to supporter engagement. Transparency and accountability remain central to our approach, and the Club welcomes continued feedback and engagement from supporters on both the FEP and its progress.

Throughout the 2026/27 season, the Club will provide updates on the delivery and effectiveness of the FEP, including key successes, areas for improvement, and any challenges encountered, alongside the actions being taken to address them.

We aim for fan engagement to be measurable and meaningful, and will continue to assess this through the following:

- Number of supporter events held, including Fan Forums, Fan Assemblies and other fan engagement events
- Number of topics and operational areas consulted upon at Fan Forums and Fan Assemblies
- Evergreen contributions and supporter feedback received throughout the season
- Performance of the Club in internal and external audits, including post-match surveys and the EFL Family Excellence Scheme
- Club resources allocated towards supporter experience and fan engagement initiatives
- Performance of the Visitor Experience team against agreed response targets for supporter queries and communications

We welcome feedback across all areas of the Club and encourage supporters to contact our Visitor Experience team via email at supporters@pafc.co.uk with any comments, suggestions or ideas throughout the 2026/27 season.



Collaborating with our Supporter Groups

“The Argyle Fans’ Trust is fully supportive of the Club’s new Fan Engagement Plan. It is a great stride forward in formalising the structure of meaningful engagement with our fanbase and it’s a positive commitment from all concerned.

We reiterate the Club’s views that we are on a journey together and it’s important that we align on various aspects of activity and progress. It’s also imperative that we are also allowed to challenge and seek clarity from the Club on issues of importance, and through the mechanisms outlined in the FEP, we believe there is opportunity for us all to continue to work together to achieve our goals, and keep supporters at the heart of decisions affecting our Club”

Virginia Pike, Argyle Fans’ Trust Chair



Find Out More

We would love to hear from our supporters regarding this Fan Engagement Plan (FEP). Supporters can get involved by contacting our Visitor Experience team and sharing feedback, suggestions and ideas on how, together, we can continue to improve the supporter experience across the various areas of engagement outlined within this FEP.

Supporters are also encouraged to engage with established fan groups and take part in Club events, forums and initiatives throughout the 2026/27 season. These opportunities allow fans to help shape the ongoing development of the Fan Engagement Plan and contribute positively to the overall supporter experience. A full list of supporter representatives and contact details can be found within the Fan Experience Assembly section of the Club website.

To contact the Club directly, please email: supporters@pafc.co.uk