

THE
RAIIMS



DERBY
COUNTY
COMMUNITY
TRUST

2025 / 26

FAN ENGAGEMENT REPORT

OUR COMMITMENT CONTINUES

Welcome to Derby County Football Club's 2025/26 Fan Engagement Report.

The club has continued to place supporter engagement at the heart of its work, maintaining compliance with EFL Regulation 128 whilst strengthening the ways in which we connect with our fans.

Over the course of the season, we delivered a wide range of matchday and community engagement activities, supported by regular communications, timely updates and meaningful opportunities for supporter feedback. This commitment was recognised with the club achieving an EFL Family Excellence Gold Award, highlighting our continued focus on creating inclusive and engaging experiences for supporters and families.

These initiatives have been guided by our Fan Engagement Plan and shaped by the views and experiences of our supporters, within a framework built around three key themes:

- Keeping You Informed
- Community Pride and Collaboration
- Fan Events and Initiatives

The club remains committed to building on this work, ensuring that the supporter voice continues to play a central role in shaping future plans and decision-making.

We would like to thank our supporters for their incredible commitment and unwavering support throughout the season. We look forward to continuing this journey together and to what the new season will bring for Fan Engagement.



Simon Carnall, Chief Operating Officer and Board Level Official

Derby County Football Club



KEY ROLES AND RESPONSIBILITIES

Our Fan Engagement Team ensures supporter voices are heard across the club, coordinating feedback, engagement initiatives and improvements to the fan experience.

Internal catch-ups take place regularly throughout the season to share updates and insights across departments, while using the Fan Engagement Plan to track progress against agreed activities from the start of the campaign.

Where appropriate, additional colleagues are invited to these meetings to provide further insight and support. This includes the club's Head of Marketing and Derby County Community Trust's Marketing and Communications Manager.

Representation from Derby County Women is provided by our Chief Operating Officer and Board Level Official, ensuring their perspectives are reflected too.



Simon Carnall
Chief Operating Officer
and Board Level Official



Sophie Roddie
Matchday and Fan
Engagement Lead



Sarah Wade
Supporter Liaison Officer



Emma Drury
Disability Access Officer



Sharon Dale
Head of Projects and
Development (DCCT)



Katherine Williams
Head of HR and EDI Lead

CLUB HERITAGE AND ASSETS

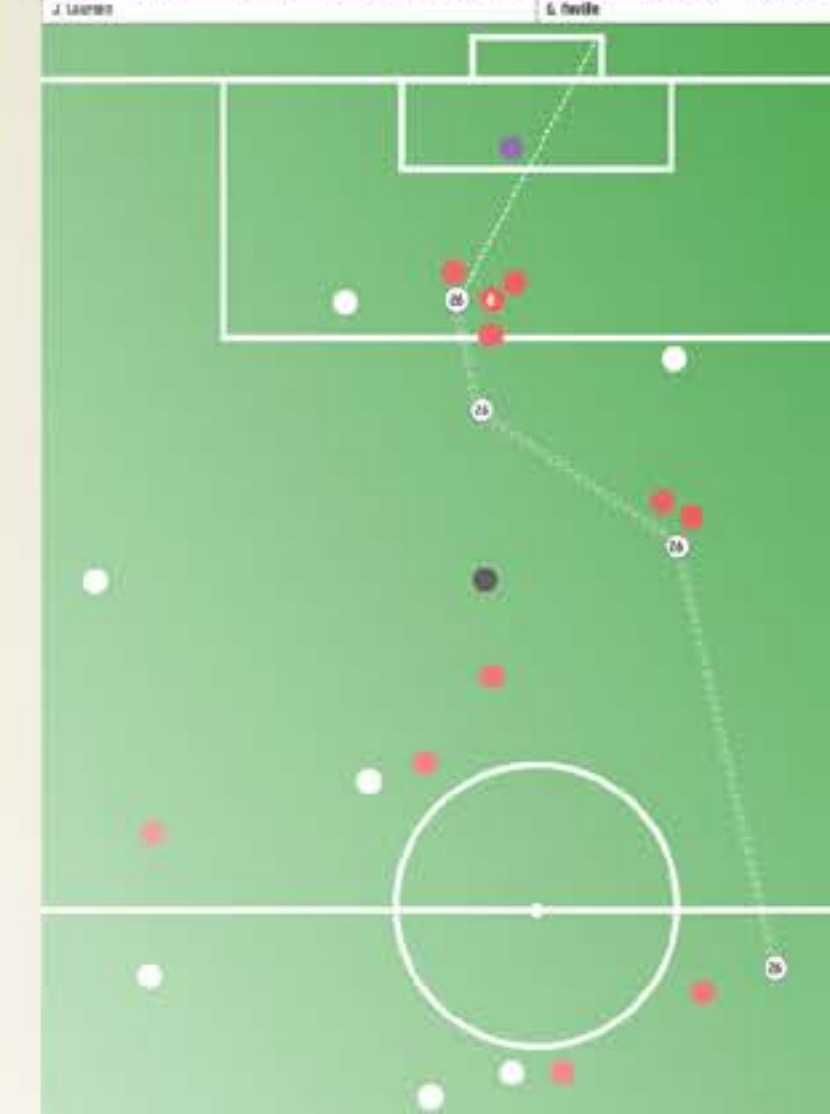
At present, there are no plans to make changes to the club's assets. Should this change, we will communicate updates clearly and promptly to our supporters.



PAULO WANCHOPE

GOES INTO THE BOX. SHOOTS! AND IT'S IN! WH

STARTING XI					STARTING XI				
R. Potts	R. McCord	G. Powell	A. Ward	S. Strmidge	R. Schofield	P. Neville	R. Butt	R. Lister	R. Beckwith
C. Coyle	C. Bevan	R. Bradley	R. van der Laan	R. Wainwright	S. Johnson	C. Hatcher	C. Hatcher	C. Hatcher	C. Hatcher
J. Langan									



Derby County 4-1 Charlton Athletic



SUPPORTER REPRESENTATION

We continue to engage with supporters through two established groups, which give fans a structured way to stay involved and share their views with the club.

While each group has its own role, they work together to support regular, organised dialogue on key matters that affect the club and its supporters.

Both groups are also embedded within the club's Fan Engagement Plan and operate in line with the EFL Fan Engagement Standard.

As part of our continued commitment to strengthening supporter engagement, the composition of both groups is expected to continue evolving during the 2026/27 season.

This follows the recruitment of two additional members, Jon Perkins and Daniel Walls, at the conclusion of the 2025/26 season, further enhancing the breadth of supporter representation, and the board also extend its sincere gratitude to Stella Gutteridge for her exceptional contribution to the board, as she steps away after two years of service.

Across the 2025/26 season, we have maintained regular dialogue with the Supporters' Charter Group and Supporters' Board, while also considering how both groups can evolve by welcoming new voices and perspectives.

Alongside members of the Supporters' Charter Group, independent fan representatives are also invited to attend our formal meetings.

Supporters' Board



Craig Flindall



Jas Gidda



Stella Gutteridge



Hilary Leam



Alex Leyland



Steve Wilson



Jon Perkins



Daniel Walls

Supporters' Charter Group



Rams Trust



Rainbow Rams



The Derby County Collection



Derby County Disabled Supporters' Club



Black and White Together



Punjabi Rams



Derby County Supporters' Club



Rams Active

OUR APPROACH TO CONSULTATION

We delivered the planned commitments set out in the 2025/26 calendar, with a structured programme of engagement designed to maintain regular dialogue with supporter groups and ensure representation across key areas.

These include:

**2 SUPPORTERS' CHARTER
GROUP MEETINGS**

**6 SUPPORTERS' BOARD MEETINGS
(JULY 2025 TO JUNE 2026)**

2 FANS' FORUMS

1 YOUNG RAMS FANS' FORUM

**1 PRE-SEASON MEETING TO
REVIEW PROGRESS AND PRIORITIES**

**INVITATIONS EXTENDED TO THE SUPPORTERS' BOARD TO
CONTRIBUTE AS SPEAKERS WITHIN FANS' FORUM SESSIONS,
SUPPORTING BROADER ENGAGEMENT AND VISIBILITY.**

To maintain transparency with our fanbase, minutes of meetings for Supporters' Charter Group Meetings, Supporters' Board Meetings and Fans' Forums are published on dffc.co.uk under the Supporters section.

Fans' Forums continue to provide a great opportunity for a wider range of supporters to engage with the club, providing a platform to share updates, discuss key topics, gather feedback and hear directly from key individuals across the football operation, from the Men's First Team through to the Academy.

Due to the nature of hosting Fans' Forums for a live audience, despite using the largest room at the stadium, we recognise that not all supporters are able to attend, which is why we continued to deliver the Young Rams Fans' Forum for a second season.

TARGETED **INDIVIDUAL** MEETINGS

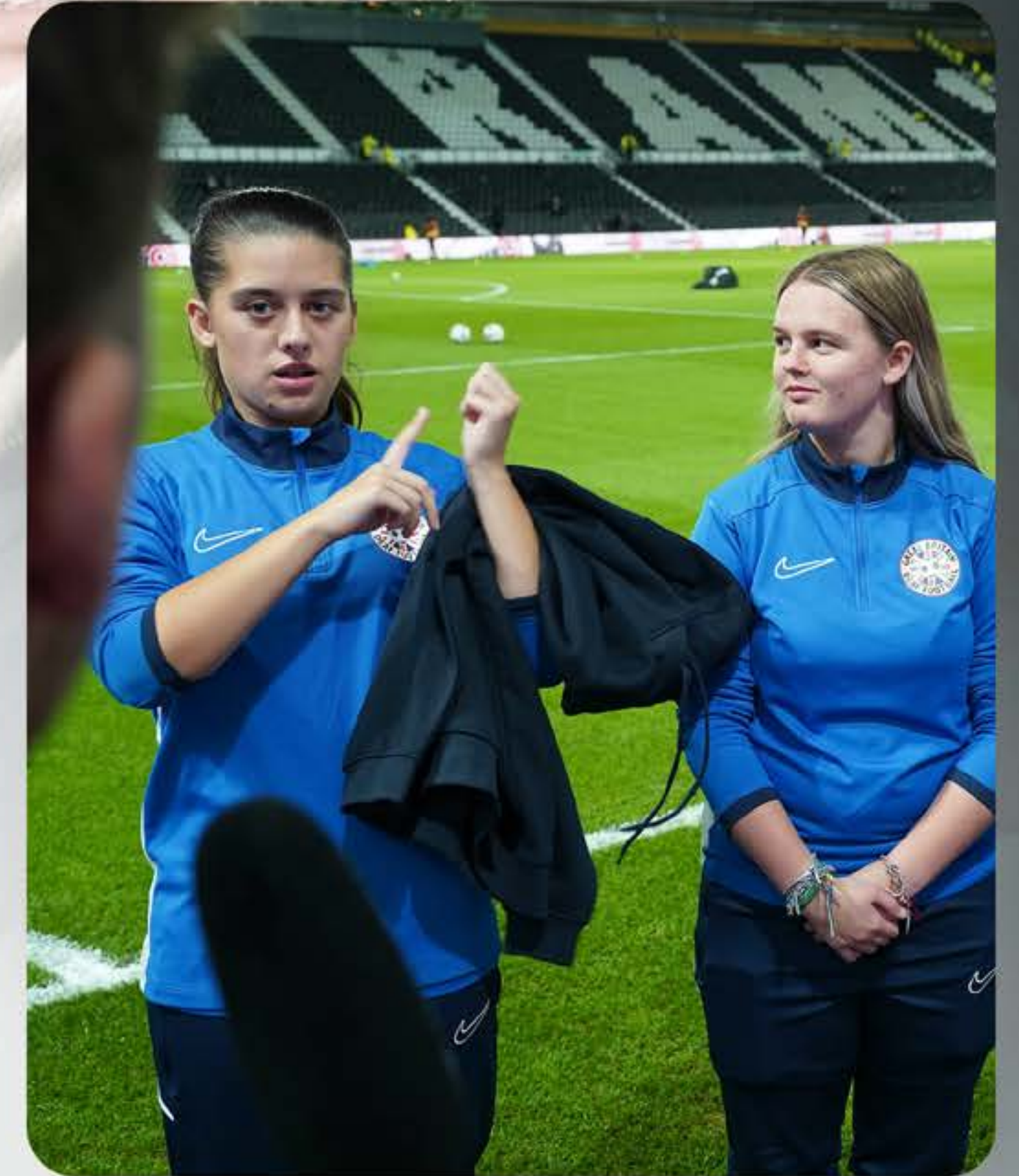
Alongside these formal sessions, targeted individual meetings were also held to support specific needs and ensure inclusive engagement.

The Disability Access Officer met directly with the Derby County Disabled Supporters' Club to maintain ongoing dialogue and address matters in a more focused setting, for example the Level Playing Field Unite for Access campaign.

We also held a series of productive meetings with Headteacher Paul Burrows from the Royal School for the Deaf Derby to better understand the experiences of deaf and hard of hearing supporters and identify opportunities to enhance accessibility across the matchday experience.

These discussions have generated valuable insight and a number of ideas that will help inform future considerations as part of the club's long-term commitment to becoming a more deaf-friendly and inclusive environment.

We also met with our new Supporters' Group, Rainbow Rams, through dedicated meetings focused on planning the group's launch and agreeing the group's aims and objectives.



SUPPORTER FEEDBACK SNAPSHOT

Throughout the 2025/26 season, we maintained a consistent approach to communication and feedback, ensuring supporters could engage with the club and share their views through a range of existing channels.

These included:

OFFICIAL WEBSITE UPDATES

EMAIL COMMUNICATIONS,
INCLUDING SUPPORTER SURVEYS

SOCIAL MEDIA PLATFORMS

QR CODE IN THE
MATCHDAY PROGRAMME

POSTERS LOCATED IN HIGH-TRAFFIC
AREAS AROUND THE STADIUM

SUCH AS HARRISON'S HUB, CONCOURSE TOILETS AND FANS' PARK.

In order to capture a broad range of supporter insight and input, we delivered a variety of feedback opportunities through the supporter surveys, including post-match feedback forms, trialled mid-season surveys for Young Rams members, targeted surveys on specific areas such as Fans' Park and physical survey forms for Golden Rams members.

By utilising a variety of survey methods throughout the season, we have gained a deeper understanding of the fan experience, enabling us to identify common themes and trends across both matchday and non-matchday engagement.

We also value the feedback received through EFL assessments, such as Family Excellence and the Supporters' Survey, which provide an important external comparison and wider context to our internal feedback.

Supporter Feedback in Numbers:

92.8%

LIKELIHOOD OF RETURNING TO BUSTLER
AT PRIDE PARK NEXT SEASON

92%

SATISFACTION RATING FOR THE NEW YOUNG
RAMS' CHRISTMAS PARTY

86%

OVERALL POSITIVE RATING FOR THE MATCHDAY EXPERIENCE

Collectively, these figures reflect strong supporter satisfaction and a positive response to the club's fan engagement initiatives and the overall matchday offering.

OUR WIDER NETWORK

We continued our partnership with Her Game Too for the 2025/26 season, an organisation committed to promoting equality and tackling sexism in football.

As part of this collaboration, we held direct meetings to discuss key initiatives, including planning for International Women's Day 2026, which Her Game Too were heavily involved in, specifically for the 'Her First Game' initiative, which we delivered alongside the 'Our Home, Our Stories' project.

We also continued to strengthen our relationship with Derby County Community Trust, working collaboratively to support their growing community engagement ambitions. This included providing opportunities for the Trust to engage with supporters on matchdays, raising awareness of the programmes they deliver and supporting the launch of their new 'Not Just Football' initiative.



KEY OBJECTIVES FOR 2026/27 ACROSS SUPPORTER CONSULTATION AND FEEDBACK

1

Introduce a 'You Asked, We Answered' initiative to strengthen the link between feedback and club response, improving transparency in decision-making. This initiative will be made available on the official club website, and while not every individual submission will be published or responded to directly within fan engagement channels, all feedback will be reviewed and considered in line with the club's best interests.

2

Introduce a mid-season review and touchpoint with the Supporters' Charter Group and Supporters' Board to strengthen ongoing evaluation and alignment across the season. This review will be conducted via email, providing an opportunity to share updates, gather feedback and maintain engagement throughout the season.

3

Refine the club's feedback channels and methods to ensure they are structured, accessible and free from duplication or confusion. Improve communication around supporter surveys to ensure multiple feedback channels within the same area are easy to understand and engage with, including clarifying how Fans' Park feedback contributes to the broader post-match survey process, so filtering it through one method ultimately.

2025/26 PRIORITIES

For the 2025/26 season, we established six priority areas that sat within the three themes of the club's Fan Engagement framework.

1. CONTINUE TO EVOLVE OUR MODEL OF FAN CONSULTATION

2. CONTINUE TO WORK WITH OUR SUPPORTERS TO STRENGTHEN THE STADIUM EXPERIENCE

3. CONTINUE TO GROW OUR COMMUNITY OUTREACH AND ENGAGEMENT

4. CONTINUE TO TRIAL NEW EVENTS AND WAYS OF ENGAGEMENT

5. CONTINUE TO CELEBRATE AND SHOWCASE HISTORY

6. CONTINUE TO DEVELOP OUR EQUALITY, DIVERSITY AND INCLUSION WORK

Across all our priorities, we have consistently considered Equality, Diversity and Inclusion (EDI), recognising that this is an evolving area of work. We remain committed to improving our approach and building on the progress made moving forward.



TURNING PRIORITIES INTO ACTIONS

Using the 2025/26 priorities, the following section provides evidence of the activity and actions delivered throughout the campaign.

1. CONTINUE TO EVOLVE OUR MODEL OF FAN CONSULTATION

As referenced, regular engagement continued through Fans' Forums, Supporters' Board meetings, Supporters' Charter Group meetings and structured Fan Engagement Team meetings.

Introduced a range of additional feedback methods, including dynamic surveys such as Fans' Park and Young Rams focused surveys, QR code in the matchday programme, and physical forms for Golden Rams.

We also aimed to ensure each key area was effectively covered, with supporter input and contributions included wherever appropriate, particularly through heritage focused activity such as the Walk of Fame and the 'Your Memories' exhibit.

As previously referenced, alongside the more formal meetings, the club also facilitated adhoc meetings and discussions to address specific issues, gather targeted feedback and respond to emerging supporter priorities. Key examples included regular meetings with the Disabled Supporters' Club and Rainbow Rams.

RAMS' WALL OF FAIR

2. CONTINUE TO WORK WITH OUR SUPPORTERS TO STRENGTHEN THE STADIUM EXPERIENCE

Following supporter feedback requesting more matchday entertainment, a trial expansion of Fans' Park was introduced during the final three home league games.

Inside the stadium, fan engagement content was refined and expanded, including the matchday quiz, predictions, head-to-head statistics, fan photos, and the Young Rams' gallery.

The matchday playlist, introduced in 2024/25, continued into 2025/26 in response to strong supporter engagement.

A range of accessibility improvements were delivered during 2025/26, including additional wheelchair-accessible hospitality spaces, in-seat catering for wheelchair users, and ongoing enhancements to audio descriptive commentary and buggy transport services.

The Young Rams mural in the North Stand Family Area incorporated designs created by young supporters, helping to shape the look and feel of the space.

In what year did the Baseball Ground become Derby County's home for over 100 years?

In 1996 which club hero netted the goal that sealed promotion against Crystal Palace at the Baseball Ground?

Which striker scored a hat-trick in the European Cup against Real Madrid at the Baseball Ground in 1975?
Charlie George



3. CONTINUE TO GROW OUR COMMUNITY OUTREACH AND ENGAGEMENT

We continued to develop our relationship with external partners, including Her Game Too, through regular engagement focused on International Women's Day.

Our relationship with Derby County Community Trust was further strengthened across the season through collaboration on key campaigns, including International Women's Day, World Cancer Day, and the EFL Community Weekend.

We delivered an online engagement session for local social prescribers, raising awareness of its accessible facilities and services, while also promoting community support programmes available through Derby County Community Trust.

The Rainbow Rams Supporters' Group was officially launched, and as part of this season's Rainbow Ball campaign, we put the spotlight on the group and the important role they play within our community.

Michelle and Connor from Rainbow Rams were also invited to deliver the matchball ahead of our dedicated home league fixture against Blackburn Rovers, helping to celebrate their work in making Derby County a more inclusive club for all supporters.



4. CONTINUE TO TRIAL NEW EVENTS AND WAYS OF ENGAGEMENT

We expanded Fans' Park for the final three home league games and worked with Bustler Market to enhance the pre-match and post-match experience.

We introduced shadow opportunities for 2025/26 Young Rams members, including roles such as Matchday PA Announcer, giving young fans the chance to deliver the official pre-match welcome and first team news.

We held themed stadium tours across Halloween, Christmas and Easter.

We successfully delivered a new Young Rams' Christmas Party.

5. CONTINUE TO CELEBRATE AND SHOWCASE HISTORY

We marked the 30th Anniversary of the 1995/96 season through a series of commemorative activities, including an exclusive retro shirt launch and a 90s-themed matchday.

We delivered a former player Q&A event in Harrison's Hub at the very beginning of the season to support the launch of the 2025/26 home kit, featuring Dean Sturridge and Darryl Powell.

We hosted a range of exhibitions within Harrison's Hub, including the 'Your Memories' feature.

We introduced the Walk of Fame to celebrate and recognise the contributions of Derby County legends.

6. CONTINUE TO DEVELOP OUR EQUALITY, DIVERSITY AND INCLUSION WORK

As referenced, we made further investment in the at-seat service and matchday hospitality provision.

We continued to invest in the development of matchday accessibility resources, both digital and physical, including the creation of an accessibility toolkit featuring a matchday accessibility guide, matchday checklist, photo guides, fidget toys and communication cards.

This remains an ongoing project and is yet to be officially announced.

We continued to utilise dedicated awareness matchdays to promote EDI related messages across the season.

Derby County Community Trust continued to deliver programmes and sessions that support people across the local community, including work around men's mental health, female talent development, physical health, disability and education.

Participants from the DS Active programme also attended our home league fixture against Birmingham City, where they took part in a half-time mini tournament.

It is also important to note that an access audit was completed in April 2026, with the findings to be reviewed during the closed season to help inform future accessibility priorities and ongoing improvements.



EVALUATION OF OUR SIX PRIORITIES

A key takeaway from the evaluation of our six priorities is that we have maintained strong delivery of key calendar dates and established campaigns, while also expanding activity through new events and initiatives without compromising existing work. Where events such as the Fans' Forum were rescheduled last autumn, this was communicated across all channels.



In relation to Equality, Diversity and Inclusion, we have also delivered targeted awareness activity linked to key cultural and religious dates, including Diwali and Bandi Chhor Divas, using matchdays as an opportunity to go beyond social media acknowledgement and provide more meaningful recognition.

Across the Men's First Team, Women's Team, the Academy and Derby County Community Trust, there has been a shared commitment to our core purpose, with supporter sentiment central to delivering memorable experiences. The following examples of positive feedback from our extra-special matchday experiences reflect our continued efforts to strengthen the stadium experience.



Alongside this, it became clear that the effectiveness of campaign and event delivery improved throughout the season through closer collaboration with Derby County Community Trust, particularly when ideas were combined and developed jointly. This was evident in the Macmillan Cancer Support Coffee Morning we held in September 2025, delivered in partnership with Derby County Community Trust and Clowes Developments.

With Derby County Community Trust already having an established relationship with Macmillan Cancer Support, and the charity becoming Derby County's official charity partner, this created a natural alignment that has been valuable in supporting awareness raising activity delivered by the club.

YOUNG RAINS DUGOUT EXPERIENCE

"THIS IS A DREAM COME TRUE,
THANK YOU FOR THIS"

RAMMIE'S SPECIAL GUEST EXPERIENCE

"YOU SHOULD ALL BE VERY
PROUD OF WHAT YOU
HAVE CREATED; IT
WAS EXCEPTIONAL"



KEY OBJECTIVES FOR 2026/27

ACROSS THE SIX PRIORITIES

1

Continue to develop meaningful relationships with external organisations, including maintaining annual hospital visits with both the Men's and Women's teams and building on collaboration with the Royal School for the Deaf to support accessibility and inclusion.

2

Continue to invest in the matchday experience, ensuring it remains a key part of supporter engagement. Building on initiatives such as Fans' Park, we will continue to develop match presentation, entertainment and engagement opportunities that resonate with our history, while introducing fresh ideas.

3

Develop a more coordinated approach to key awareness dates, campaigns and religious observances, ensuring these are reflected within the fan engagement calendar.

ADDITIONAL CASE STUDY - OUR HOME, OUR STORIES

We also delivered a project called 'Our Home, Our Stories' this season, sharing real stories from across Derby County that connect football, community, identity, inclusion and belonging.

The Our Home, Our Stories piece focused on a number of key awareness and inclusion initiatives, including Black History Month and Together Against Racism, EFL Community Weekend, World Cancer Day, Level Playing Field Unite for Access campaign, and International Women's Day.

The International Women's Day activation was framed slightly differently under the title Her First Game. Working in partnership with Her Game Too and Derby County Community Trust, we provided women who had never previously attended a match at Pride Park Stadium with their first matchday experience.



ACHIEVING GOLD - EFL FAMILY EXCELLENCE STATUS

Derby County is proud to have achieved an EFL Family Excellence Gold Award for the 2025/26 campaign, marking the fourth time in six seasons that the club has secured the highest accolade for engaging families and enhancing the matchday experience.

The club was also recognised as the Last Mile Touchpoint Winner for 2025/26, highlighting the continued focus on creating a positive and memorable experience for supporters from arrival through to the final whistle.

The achievement highlights the club's continued commitment to creating a welcoming, inclusive environment for supporters of all ages. Derby County ranked second among Sky Bet Championship clubs and seventh across the 72 EFL clubs, representing a significant rise from the previous season's rankings of 14th and 26th respectively.

Following two independent assessor visits across the season, the club received particular praise for the "quality and variety of its dedicated family activity areas", with Rammie and Ewie's Activity Zone in Harrison's Hub highlighted for its range of activities, games and crafts that help make matchdays about more than just the 90 minutes.

The award recognises the continued work across the club to improve the matchday experience, including the external stadium maps to ease navigation for supporters, as well as the extension of fan-led artwork in the North Stand Family Area, while the expansion of our Fans' Zone, Bustler at Pride Park, elevated the pre and post-game atmosphere with live entertainment, additional bars, independent street food vendors, and family-focused activities in our dedicated Young Rams Corner.

The EFL Family Excellence Gold Award reflects Derby County's ongoing commitment to delivering memorable, inclusive and engaging experiences for supporters.



LOOKING AHEAD

Overall, the 2025/26 season was positive for Fan Engagement at Derby County, with a broad range of activity delivered across the club.

Looking ahead, we will focus on further improving how we communicate supporter feedback, ensuring supporters understand how their views are considered and where they have helped shape decisions.

We will also strengthen our approach to Equality, Diversity and Inclusion by ensuring key cultural and religious dates, alongside wider awareness campaigns, are thoughtfully considered and reflected within our engagement calendar and communications.

Building on the progress made this season, we remain committed to working collaboratively with Derby County Community Trust, the Women's Team and the Academy to create meaningful opportunities for our fans and showcase the positive work taking place across the club.





DERBY
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COMMUNITY
TRUST

THE
RAMS