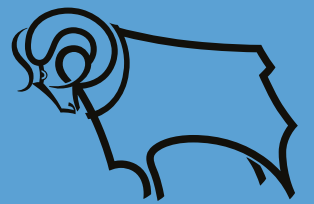




WE ARE DERBY

2025/26 FAN ENGAGEMENT PLAN



DERBY
COUNTY
COMMUNITY
TRUST

WELCOME TO OUR 2025/26 FAN ENGAGEMENT PLAN

Welcome to Derby County Football Club's Fan Engagement Plan for the 2025/26 season. This document describes the club's structured and comprehensive approach towards fan engagement.

It outlines what actions have been taken by the club in the previous campaign and what we are planning to do as we embark on a new season, as well as ensuring that our supporters are at the forefront of our minds and that we continue to actively work to preserve our club's legacy.

We have always been extremely proud of our heritage and rich history. Our loyal and diverse fanbase is what makes Derby County, offering social cohesion and a sense of identity, allegiance and pride across generations. Our overarching vision as a club is to build a truly inclusive, supportive and safe environment where our fans feel that they belong and that they are valued.

For the 2025/26 season, we are reapplying the same structure and approach introduced last season around the three key areas of (i) Keeping You Informed, (ii) Community Pride and Collaboration and (iii) Fan Events and Initiatives.

As mentioned in our 2024/25 Fan Engagement Report, these three areas rely on conversation and participation – as without the exchange of clear and open communication there wouldn't be a shared understanding on fan preferences.

The club understands that the landscape of fan engagement in football is dynamic and evolving and we know that there will be room for improvements each season. In order to meet and exceed expectations and make our experiences the very best that they can be, it is important for us to maintain a constructive two-way dialogue with our fanbase.

In the summer, the club met with members of the Supporters' Charter Group and Supporters' Board to reflect on the 2024/25 season and discuss ideas for the upcoming campaign. This provided an ideal platform for the club to gather valuable insights and for us to demonstrate a genuine interest in their input and opinions ahead of planning for the 2025/26 season, and we will replicate this approach in future seasons.

Simon Carnall, Chief Operating Officer and Board Level Official, Derby County Football Club



OUR COMMITMENT TO FAN ENGAGEMENT

Derby County Football Club continues its commitment to comply in full with EFL Regulation 128 and its requirements regarding Supporter Engagement.

We will produce an updated Fan Engagement Plan on a seasonal basis, which will communicate information on the fan experience and be reflective of the feedback and discussions we will continue to have with our fanbase.

We are committed to not only maintaining conversations, but improving the open and meaningful communication exchanged with our supporters.

To re-emphasise what was highlighted as key learning in the 2024/25 season, we will keep building on existing communications with supporters, to make sure expectations are clearly managed and that we are making an intentional effort to 'stay in touch' throughout the season. The club will also continue to publish agendas and minutes of relevant meetings to ensure that our supporters are aware of activity taking place.

The structure of our Fan Engagement activity is outlined in the calendar on the following page.

It is important to note that this calendar doesn't necessarily include campaigns, initiatives and other activations that take place on a matchday, but the club and Derby County Community Trust have started to plan which potential fixtures and months may be dedicated to key dates, including:

- World Suicide Prevention Day
- Youth Development Week
- Health initiatives (including World Alzheimer's Day, Men's Health Month and World Cancer Day)
- Black History Month and Together Against Discrimination
- Religious celebrations (including Diwali and Bandi Chhor Divas, Ramadan, Iftar and Eid, Christmas, Easter and more)
- Remembrance Sunday
- International Day of Persons with Disabilities
- Community Weekend
- LGBTQ+ History Month and Rainbow Ball
- Level Playing Fields (Unite for Access)
- International Women's Day

Additionally, other projects and events might be introduced over the course of the season alongside the activities already featured in the calendar.

The club also conducts various fan surveys, including post-match questions, end of season surveys and further ad-hoc questionnaires on relevant topics.

July 2025

Internal Fan Engagement
Working Group Meeting

Heritage Exhibit in Harrison's Hub

2025/26 Home Kit Launch
Q&A Event

Corporate Q&A Event with
Men's First Team Head Coach and
Guest

August 2025

Walk of Fame Installed and
Official Launch

Open Training Session

Golden Rams Coffee Morning

Young Rams Members
Stadium Tour

September 2025

Internal Fan Engagement
Working Group Meeting

Supporters' Board Meeting

Macmillan Coffee Morning

October 2025

Supporters' Charter Group
Meeting

Fans' Forum

Player Signing Session and
Halloween Themed Stadium Tour

Heritage Exhibit in Harrison's Hub

Golden Rams Coffee Morning

November 2025

Black Friday Late Night
Shopping Event

Young Rams Members
Stadium Tour

December 2025

Christmas Hospital Visit

Christmas Themed Stadium Tour

Young Rams Members
Christmas Party

Golden Rams and Friends
Christmas Lunch

Supporters' Board Meeting

January 2026

Heritage Exhibit in Harrison's Hub

February 2026

Supporters' Charter Group
Meeting

Player Signing Session

Young Rams Members Stadium
Tour and Junior Fans' Forum

Golden Rams Coffee Morning

Supporters' Board Meeting

March 2026

International Women's Day Event

Internal Fan Engagement
Working Group Meeting

Fans' Forum

April 2026

Easter Themed Stadium Tour

2025/26 End of Season Dinner

Heritage Exhibit in Harrison's Hub

End of Season Golden Rams and
Friends Event

May 2026

Internal Fan Engagement
Working Group Meeting

End of Season Surveys

Supporters' Board Meeting

June 2026

2025/26 Fan Engagement Team
Assessment Group Meeting
with Supporter Charter Group
and Supporters' Board

Please note the activities in this calendar are subject to change and if required, the club will communicate amended details to supporters. There will also be a minimum of two updates communicated from the Board and Executive shared with supporters at pertinent points of the season.

CLUB HERITAGE AND ASSETS

The club will continue to commit to complying with all elements of the FA Rules of Association concerning heritage assets, brand and identity.

Should the club ever wish to propose any material changes to these assets, we will ensure that engagement and consultation with supporters will take place in an honest and transparent manner.

YOUR FAN ENGAGEMENT TEAM

Everyone at Derby County Football Club has a responsibility to create a positive environment and deliver a unique and memorable fan experience, where like-minded individuals can feel understood and connected to the club.

As part of our ongoing commitment to grow our community outreach and fan engagement umbrella, we have expanded the core fan engagement team for the following season:

Simon Carnall, Chief Operating Officer (COO) and Nominated Board Level Official

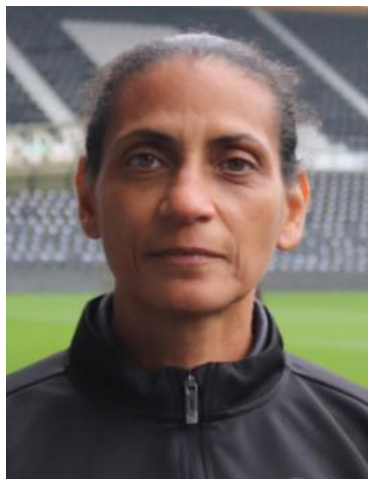
Sophie Roddie, Matchday and Fan Engagement Lead

Sarah Wade, Supporter Liaison Officer

Emma Drury, Disability Access Officer

Katherine Williams, Head of Human Resources and EDI Lead

Sharon Dale, Head of Projects and Development at Derby County Community Trust



AN OVERVIEW OF 2024/25 ACTIVITY

In line with the Fan Engagement Standard, the club delivered an array of activity during the course of last season.

TRIALLING NEW EVENTS

- Junior Fans' Forum – provided a platform for our young supporters to engage with the club and express their opinions and perspectives of fans in their age group, as well as meet players and staff from the Men's and Women's First Teams.
- International Women's Day Event – worked with our charitable arm, Derby County Community Trust, on a new event concept and demonstrated and reinforced our commitment to the local area and engaging with distinct groups. The event included an introduction into the Trust's programmes, interactive workshops around mindfulness and holistic therapies, and a Women in Football presentation.

COLLECTING YOUR FEEDBACK AND ACTIONS TAKEN

The club uses surveys to efficiently collect feedback from a broad spectrum of supporters, enabling us to identify trends, assess overall satisfaction and collect valuable insights across the season. The results from the surveys circulated in 2024/25 reported a positive and enjoyable fan experience, with a 4.31 rating out of 5 for overall matchday experience.

The full series of post-match and end of season surveys cover the below criteria:

- Ticket purchasing
- Hospitality
- Pre-match communications (including pre-match emails)
- Matchday Programme
- The Activity Zone in Harrison's Hub
- Accessibility
- Stewarding and staff
- Concessions (food and drink)
- RamsTV
- Overall (including inclusivity comments)

In addition to establishing a baseline for fan satisfaction, surveys have also helped determine where we may need to apply changes to enhance the matchday experience.

We have outlined the key priorities for the following season further within the plan.

COMMENTS FROM THE 2023/24 SURVEY ACTIONED IN 2024/25

Comment:

Improve the speed of service in the concourse

Actions:

The club trialled self-serve bars in the North and East Stand concourses, with further plans for the 2025/26 season.

Comment:

Improve half-time entertainment

Actions:

- The club trialled Rammie and Ewie's Relay Race and Centre Circle Challenge at the beginning of the season where our young supporters could win prizes.
- The club trialled half-time scores on the big screen inside the stadium, alongside a PA read.
- The club staged half-time entertainment for our themed and dedicated fixtures, for example Shakti Academy performed on the pitch to celebrate Diwali and Bandi Chhor Divas.

Shakti Academy have a close relationship with Derby County Community Trust, reinforcing the club's ongoing dedication and commitment to working with the Trust and building our connection with the local area.

- The club trialled social activations ahead of the game, for us to then utilise as part of the half-time entertainment, asking fans to 'Submit Your Fan Photos' to be displayed on the big screen, and we also invited fans to submit their song requests to our official Matchday Playlist.

BEST PRACTICE IN EDI

- Appointed an EDI Lead who tracks the progress of initiatives and actively promotes diversity and inclusion across all areas of the business, including recruitment, matchday operations, community activities, and fan engagement objectives. They also ensure that our strategies and actions align with the guidelines and frameworks set by governing bodies.
- Last season, we published our Equality Monitoring Report, which analyses and shows workforce diversity data, targets and associated goals to ensure we highlight any current areas of under representation or potential inequalities within the business. It has enabled us to reflect on and develop strategies that promote diversification by analysing comparable data rather than relying solely on census data.

The full report can be found on the club's official website.

CELEBRATING AND SHOWCASING OUR HISTORY

- Golden 50 Anniversary Dinner – the club staged a special event to celebrate the 50th anniversary of winning the 1974/75 Division One title. The club saw this as a great way to involve supporters and celebrate the history, values and culture of the club.
- Memorabilia Exhibition Unit – installed as part of Harrison’s Hub, named after Reg Harrison; a Derby-born 1946 FA Cup winner and local hero. We plan to update the unit on a quarterly basis to showcase specific areas and exhibits from Derby County’s rich history. We believe that long-term this will serve as a fantastic educational resource for our next generation of supporters.

ENHANCING THE MATCHDAY EXPERIENCE

Last season, the club invested in certain areas of the stadium and various platforms, with the intention to improve the fan experience on matchday. This included:

- Harrison's Hub refurbishment
- Matchday buggy service
- North Stand Family Area
- The Dugout Experience and Young Rams Membership
- The Matchday Playlist
- Submit Your Fan Photos

DEVELOPING OUR NETWORK

We continued to engage with the following organisations at various points across the season to assist and collaborate with achieving objectives set:

- EFL
- The Football Association
- Her Game Too
- Level Playing Fields
- Kick It Out
- Green Football

2025/26 PRIORITIES

Continue to evolve our model of fan consultation



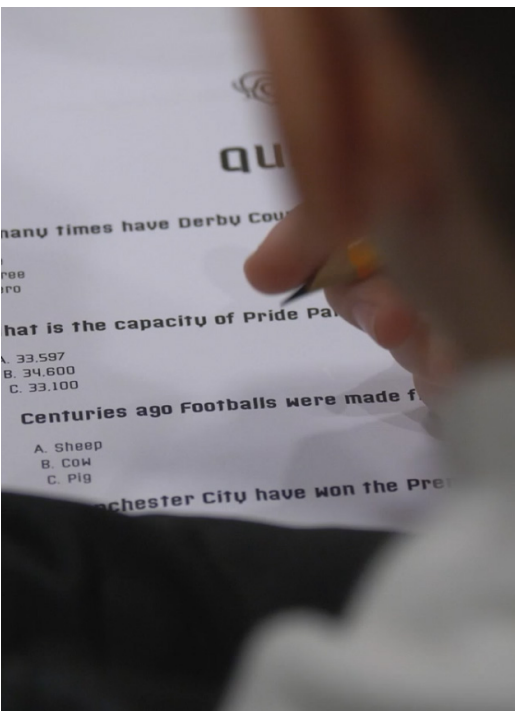
Continue to work with our supporters to strengthen the stadium experience



Continue to grow our community outreach and engagement



Continue to trial new events and ways of engagement



Continue to celebrate and showcase history



Continue to develop our equality, diversity and inclusion work



KEEPING YOU INFORMED

SUPPORTERS' CHARTER GROUP AND THE SUPPORTERS' BOARD

As stated in the 2024/25 Fan Engagement Report, the club work closely with the Supporters' Charter Group (SCG) and the Supporters' Board (SB) – two distinct, but complementary, fan-led bodies that facilitate in-depth consultation between the club and the wider supporter base and help inform key strategic decisions.

The Supporters' Charter Group and the Supporters' Board will formally meet with club officials throughout the duration of the season to discuss a range of off-pitch topics and issues of importance to both the club and our fans – they serve as our bridge and present useful insight.

The Supporters' Charter Group is made up of a group of representatives from various Derby County supporter organisations:

- RamsTrust
- RamsActive
- The Derby County Collection
- Derby County Disabled Supporters' Club
- Punjabi Rams
- Derby County Supporters Club
- Black and White Together
- Two independent individuals

Any new official Supporters' Groups will also be invited to attend the meetings.

The Supporters' Board is made up of six members: four independent individuals and two from official Supporters' Groups (currently comprised of one representative from RamsTrust and one from Punjabi Rams)

The Supporters' Board act as a conduit for fan input on club matters, particularly regarding:

- Governance
- Sustainability
- Overall club strategy

In line with the Fan Engagement Standard, the club will aim to meet with the Supporters' Charter Group a minimum of twice per season and with the Supporters' Board a minimum of four times per season. The topics for discussions at each meeting are flexible and will be agreed in advance.

The Supporter Liaison Officer and Head of Communications will record minutes from the meetings which will be shared with members of the Supporters' Charter Group and the Supporters' Board and will be published on the club's website.

In relation to the club's website, the club have invested a significant amount of time and attention to improve how we share key information and resources regarding matchdays at Pride Park Stadium.

We now provide a central location called the Matchday Hub, which provides links and pathways to various parts of the website that are relevant to a home fixture, allowing supporters to easily explore different topics or sections applicable to them, such as the Accessibility Hub.

At the end of the season, the club will aim to hold an additional meeting with members of the Supporters' Charter Group and the Supporters' Board to prepare an assessment report. This report will provide an overview of the club's accomplishments during the season and identify any proposed changes for the following season.

In addition to the above, the club will commit to staging at least two Fans' Forums per season.

We will also continue to conduct various fan surveys throughout the season to gauge satisfaction.

Supporters' Charter Group

"The Derby County Supporters' Charter Group is pleased to see the club taking a proactive approach with its detailed Fan Engagement Plan. When the plan was unveiled in 2024, it was highlighted that the club had a vision to create an inclusive and fan experience that fosters a strong sense of community and belonging among its supporters, as well as meaningful ways to engage with the fanbase and provide unique and memorable experiences beyond matchdays. The club is making good progress in this regard, and we look forward to seeing more positive steps in the future and playing an integral part in its growth."

Supporters' Board

"The Derby County Supporters' Board's purpose is to help ensure that the club is run in the long-term interests of the fans, focusing on financial compliance and sustainability, governance processes, and the overall club strategy. We are encouraged by the progress the club have achieved with fan engagement over the past year. The detailed strategy outlines the club's commitment to improving engagement, and we look forward to further plans to enhance this. The Supporters' Board will closely monitor its progress and provide support where possible."

Contact details for the Supporters' Charter Group and the Supporters' Board are published on the club's website.

COMMUNITY PRIDE AND COLLABORATION

We recognise that Derby County Football Club is an intrinsic part of the local community, identified in one of our core values: we are the heartbeat of our community.

We acknowledge the Community Trust's contribution to the club's success and their role in engaging with fans and representing their views, and that by working together we will be better placed to foster a positive club atmosphere and deliver best practices.

For 2025/26, the club's key priorities will be:

- To continue working with the Community Trust to build our network and cultivate deeper connections, by collaborating on projects and activities.
- To focus on the ways in which we can make our approach towards club campaigns and initiatives more dynamic, interactive and relevant.
- To ensure activities we plan to implement across the season align with the club's values, resonate with our supporters and have a lasting positive impact.



FAN EVENTS AND INITIATIVES

Our focus for this season is to continue to create experiences, stage events and to consider what the club can offer to further enhance the matchday experience.

We have compiled an array of ideas for the new campaign, including:

To offer age tailored, accessible and themed Stadium Tours	To reintroduce the Open Training session	To invest in matchday initiatives, such as Young Rams opportunities and in-stadium subtitling
To involve supporters in our decision-making – select your favourite song for the pre-match build-up	To continue to build on the achievements from 2024/25 - Junior Fans' Forum and Golden Rams and Friends Christmas Lunch	To stage a Young Rams Christmas Party
To target club content for different age preferences - social competitions and fans' galleries	To improve the accessibility resources and facilities for matchdays – at seat services and equipment adaptations	To continue to enhance key campaigns with the implementation of events and matchday activations

Please note that the above are subject to change – these are a set of activities we would like/hope to achieve by the end of the season.

HOW TO GET INVOLVED

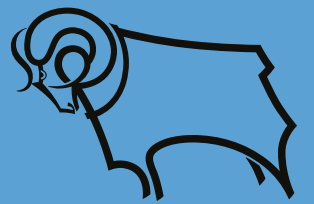
We would love to hear from our supporters on the 2025/26 Fan Engagement Plan.

To provide suggestions, ideas and feedback, please contact the club via slo@dcfc.co.uk

The Supporters' Charter Group and the Supporters' Board are also interested in hearing fans' views and you can find their contact details by visiting the club website.

Communication with our supporters is essential to our operation. The club will aim to maintain awareness and deliver clear updates on any work being undertaken through the season using core communication channels and consultations.

Our supporters can also keep up to date with all the latest news, behind-the-scenes content and much more by downloading the official Derby County app.



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