



## **Plymouth Argyle Fan Experience Assembly 2025/26** **Information Pack**

This document is designed to provide further information on the new Fan Experience Assembly for supporters who may be interested in standing for election.

It provides context on the group's purpose and objectives; explains its parameters; details each of the seats and who they represent; explains the role of FEA representatives/what is involved; and details how to apply.

If you have any questions on any aspect of the FEA, please reach out to the Visitor Experience team via [supporters@pafc.co.uk](mailto:supporters@pafc.co.uk), over the phone on 01752 562561, or by visiting us in person at Home Park.

### **Purpose & Objectives:**

The role of the FEA is to strengthen the relationship between the Club and its supporters via effective engagement and communication, providing a platform for supporters to input and provide feedback on matters which affect them across all aspects of supporter engagement, with a particular focus on the matchday experience.

Key overall objectives for the FEA are therefore as follows:

- Improve supporter engagement
- Improve the matchday supporter experience
- Enable greater levels of supporter input to supporter related matters
- Represent the wide demographic range of the supporter base
- Provide a model of transparent and effective communication between Club and the supporters

### **Parameters & Remit**

In line with the FEA's overall purpose and objective to improve supporter engagement and the supporter experience, questions/queries should therefore be related to these 2 areas. Some examples of appropriate topics for discussion, therefore, include (but are not limited to):

- Supporter engagement
- Supporter matchday experience, including:
- Club venue/stadium
- Facilities



- Ticketing
- Retail
- Accessibility
- Matchday entertainment
- The Fan Zone
- Food & Beverage concessions
- Club website & app
- Club social media channels/content
- Argyle TV
- Matchday travel to/from Home Park
- Quality of service
- Away matches
- Any other topic related to the supporter matchday experience or supporter engagement

This list is not exhaustive but demonstrates the parameters and remit for the group pertaining to supporter experience and engagement.

#### Seats:

The FEA will initially be comprised of a mixture of appointed and elected seats. Some organisations, such as the most well-established supporter groups within the supporter segment they represent who are already officially affiliated with the club, will be provided with a seat and can directly appoint an individual from their group.

The remaining seats, known as elected seats, will not have an individual directly appointed and the representative for these shall be selected via an election process.

The seats will be as follows:

#### Appointed Seats:

- Argyle Fans' Trust
- Argyle Pride
- HerGameToo
- PADSA (Plymouth Argyle Disabled Supporters Association)

#### Elected Seats:

- Argyle From Afar: International Representative
- Argyle From Afar: UK Representative
- Away Games Representative
- Devon & Cornwall Representative



- Devonport End Representative
- Evergreen Representative
- Family Experience Representative
- Lower Mayflower Stand Representative
- Lyndhurst Road Stand Representative
- Seniors (65+) Representative
- Upper Mayflower Stand Representative
- Young Fans (16-21) Representative

The FEA is designed to be inclusive and to represent as wide a demographic range of the Club's supporter base as possible. Every effort has been made to ensure the supporter representative seats on the FEA are as diverse and accessible as possible for all supporter demographics. This group of representatives have been selected to ensure the voices of as many segments of the fanbase as possible are heard, allowing them to provide meaningful feedback on their experiences of engaging with the club.

As the club grows, the fanbase may diversify further and the positions represented may need to be revised, or new seats created, to remain representative of the overall fanbase. The Club will therefore keep the list of representative seats under continual review and may create further seats in future.

### Specific Seat Information

Please see below to learn more about the remit of, and eligibility criteria for, each individual representative:

- **Argyle From Afar: International Representative**

This representative will be someone based outside of the UK, who can report on what it is like to engage with the club from afar as an international supporter, what works well and what more could be done to ensure that those based overseas still feel closely connected with the club.

- **Argyle From Afar: UK Representative**

This representative will be someone based in the UK, but outside of Devon & Cornwall. They will report back on their experiences of supporting the club from outside of the club's local area. This could be a supporter who travels to some home games, a mixture of home and away games, or follows exclusively from afar, but must be someone who can effectively report on their experiences of following Argyle as someone not based in the club's local counties.

- **Away Games Representative**

This representative will be someone who often travels to away games and can effectively report back on their experiences of following Argyle away from home. While it is difficult to significantly alter the experience at away games as the clubs and facilities we visit are not our own, we are still eager to learn where/how we can enhance the experience for the travelling Green Army. Whether it be on travel arrangements, ticketing or any other aspect related to the experience of following Argyle away, we value the input of someone who travels to away games regularly.



- **Devon & Cornwall Representative**

This representative will be a season ticket holder based in Devon or Cornwall, but who does not live in Plymouth. This rep will feed back on what it is like to follow the club from a "medium" distance: i.e., not someone who lives in the immediate vicinity of the club, but also not someone who is based several counties away (or further).

- **Devonport End, Lyndhurst Road Stand and Upper and Lower Mayflower Representatives**

These representatives will be season ticket holders for the relevant stands, who are able to report back on the facilities and general matchday experience for supporters in those areas specifically.

- **Evergreen Representative**

This representative will be an Evergreen member, but does not necessarily have to be a season ticket holder. They must be able to report on their experiences as an Evergreen member engaging with the club, feeding back on topics specific to members (such as the quality of member benefits, the level of engagement they receive as a member, their perception of value for money for their membership, etc).

- **Family Experience Representative**

This representative will be a season ticket holder, aged 18 or over, who attends home games with at least one child under the age of 16 (also a season ticket holder). While we appreciate families can be comprised of individuals of any age, we are keen to hear specifically from those who bring younger children and can report on what it is like engaging with the club on matchdays as part of a group containing both adults and children.

- **Seniors (65+) Representative**

This representative will be a season ticket holder aged 65 or over, who is comfortable acting as the voice of senior citizens who follow Argyle. While age does not define us, we appreciate that supporters aged 65+ may have a different perception of what makes an excellent matchday experience. We want to ensure these needs and wants are met as much as possible, so the individual holding this seat must be able to accurately feedback on where we can improve in this regard.

- **Young Fans (16-21) Representative**

The voice of our young fans is incredibly important. They are the next generation and will look after the club in the years ahead, so it is vital we cater to our younger supporters and ensure they enjoy positive matchday experiences with us, which will see them return to Home Park again and again. This representative must be a season ticket holder aged between 16-21 years of age (inclusive), who is able to confidently express the views of supporters aged 21 and under, on their experiences of engaging with the club as a young person.



### The role of a representative: what will I be doing?

- Collate supporter feedback
- Attend FEA meetings
- Drive positive change through effective dialogue with the club

The FEA will aim to meet with the club 4 times across the season. In advance of these meetings, the reps' role is to be a visible point of contact and gather feedback, questions and queries from the supporters they represent, and bring them to the meetings.

Each representative will have their own profile on a dedicated Fan Experience Assembly section of the club's website. Supporters will be able to reach out to the most appropriate Assembly rep from here, and reps should collate any feedback or queries relevant for their areas and bring them to the next meeting.

At meetings, each rep will have the opportunity to raise any queries, provide feedback to the club and ask questions to management.

Reps should attend as many meetings as possible, to enable effective communication between the club and the FEA reps.

Following meetings, reps should then feedback to any supporters who reached out with updates on their query, as and when these arise.

Ultimately, the role is to act on behalf of the supporter group you represent, and to drive improvements to the matchday experience via continued dialogue with the club. Reps should be the voice of supporters, and should not use the platform to simply give their own opinion.

Reps will serve a term of 2 seasons, after which time elections will be held for each seat. Reps are welcome to put themselves forward for re-election if they wish.

### How to apply

Please email [supporters@pafc.co.uk](mailto:supporters@pafc.co.uk) to stand for election, stating your 1<sup>st</sup> and 2<sup>nd</sup> choices for the seats you wish to represent. You must be eligible, in line with the criteria above, for any seats you wish to stand for.

Please include a bio of 200 words maximum, introducing yourself and detailing why you wish to join the FEA and how you would look to make a difference through your time in the role. This will act as your manifesto and will be read by supporters when choosing who to vote for.

Applicants will then be shortlisted and voting will open to supporters.

Deadline for applications is 9am, Wednesday 9 July.