

OXFORD UNITED
2025/26
FAN ENGAGEMENT
PLAN





Oxford United Football Club have been at the heart of the Oxfordshire community since 1893, with a passionate & loyal fanbase that spans generations.

This Fan Engagement Plan outlines Oxford United's strategic approach to strengthening and deepening relationships with fans across all demographics, ensuring that every supporter feels valued, heard, and included. The plan builds on the Club's history and strong local ties, while embracing modern tools and platforms to introduce greater interaction, transparency, and shared experiences.

Whether it be on matchdays at the Kassam Stadium, through digital channels, or via community initiatives, Oxford United are committed to creating meaningful, two-way engagement. By placing supporters at the centre of its vision, Oxford United aims not only to enhance the fan experience but also to build a more sustainable and united future, on and off the pitch.



PLANET IT MANAGED

COME ON YOU YELLOWS!!!

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As we embark on the 2025/26 season, we remain committed to further strengthening the bond between the Club and our supporters. The Fan Engagement Plan reflects our belief that football is more than just a game – it's a relationship built on trust, passion, and a sense of belonging.

We've listened, we've learnt, and now we're acting. From launching a Fan Advisory Board, to matchday experiences and digital innovation, this plan is designed to ensure every fan feels valued and heard. Together, we'll continue to grow Oxford United—not just as a football club, but as a proud and united community.

TIM WILLIAMS,
CHIEF EXECUTIVE OFFICER

OUR COMMITMENT TO THE FANS

The Club are fully committed to complying with EFL Regulation 128, which sets out the standards for supporter engagement across all EFL member clubs. This regulation requires clubs to hold at least two meetings per season with a representative group of supporters to ensure meaningful dialogue on key matters.

In line with this, the Club will provide opportunities to discuss a range of topics including strategic direction, operational matchday and non-matchday issues, and significant off-field developments. Importantly, we will also ensure that any decisions relating to the heritage items, such as changes to the Club name, crest, colours or stadium, are brought to these discussions in a transparent and respectful manner. By doing so, we aim to maintain a strong and open relationship with our supporters, built around regular structured communication.

01. WE COMMIT TO LISTENING

We will create open and accessible channels to hear directly from our supporters. Whether it's through digital platforms, matchday feedback, or the Fan Advisory Board, your voice will shape the direction of our Club.

02. WE COMMIT TO SHARED EXPERIENCES

We pledge to create meaningful and memorable experiences both on and off the pitch that strengthen the bond between the Club and our supporters.

03. WE COMMIT TO INCLUSION & BELONGING

Every fan deserves to feel part of our Club. We will actively develop an inclusive culture that reflects and respects the diversity of our community and global fanbase.



FAN ADVISORY BOARD

As part of Oxford United Football Club’s ongoing commitment to transparency, accountability, and fan involvement, we recently launched the Fan Advisory Board (FAB), a new initiative designed to strengthen the voice of supporters in the Club’s decision-making processes.

“The FAB is a natural evolution of the work the Oxford United Supporters’ Panel have been doing to improve communication and consultation between the Club and our supporters over the last four years. We’re excited to see this new structure take shape, and will continue to advocate for transparency, inclusion, and accountability across a wider range of issues including strategy and governance.” – FAB Representative, Janine Bailey.

- The board’s remit will cover a wide range of off-field topics, such as the Club’s strategic vision and objectives, proposals relating to significant changes to Club heritage assets, stadium issues and updates and plans for broader supporter engagement.
- The FAB will meet with the Club quarterly, whilst working groups will also be formed to focus on specific matters such as matchday experience, ticketing, and equality, diversity, and inclusion.
- The Club will be represented at quarterly FAB meetings by Chief Commercial & Marketing Officer, Adam Benson, and Supporter Liaison Officer, Aaron Kightley. Other senior members of Club staff will attend selected meetings, with the Club CEO and/or Chair attending at least once per season.

[CLICK HERE FOR MORE INFORMATION](#)



SUPPORTERS GROUPS

In addition to the FAB, the Club will continue to work closely with the Oxford United Supporters' Trust (OxVox), the Yellow Army and Proud Yellows throughout the season. We will also support, where appropriate, the formation of other Supporter Groups.

As part of Oxford United's commitment to structured dialogue and meaningful supporter engagement, we are proud to recognise the important role of OxVox, the Oxford United Supporters' Trust. OxVox is an independent, non-profit organisation run by supporters, for supporters. Since its formation in 2002, the trust has been a respected and proactive voice for Oxford United fans, working to represent their views on key issues affecting the Club and its future.

For the 2025/26 season, OxVox will take on responsibility for organising two Club supported Fan Forums. These forums, open to all supporters, will serve as transparent, inclusive platforms for discussion, allowing fans to engage directly with Club leadership on a wide range of topics.

Website: oxvox.org.uk

Email: enquiries@oxvox.org.uk





OVERVIEW OF FAN ENGAGEMENT ACTIVITIES FOR 2025/26

With a wide range of fan engagement activities taking place during the 2025/26 season, we aim to provide the best experience for all supporters from across our diverse fanbase.

- Fan Forums with the CEO and/or Chairman, Head Coaches and members of the Club's senior management team
- 4 Fan Advisory Board meetings
- Meetings with OxVox, the Oxford United Supporters' Trust
- Meetings with FAB working groups
- Supporter surveys on fan experience
- Day-to-day dialogue and informal meetings between Club staff and fan representatives
- Bespoke communications to supporters for every home and away game
- A range of fan-focused campaigns, events and initiatives

EVENTS

Oxford United will build upon a successful series of events which ran during the 2024/25 season, with the aim of enhancing the supporter experience and community relations.

These events reflect the Club's continued commitment to engaging with fans beyond the pitch and strengthening its role in the wider Oxfordshire community.



THESE WILL INCLUDE:

- Host one fan/Season Ticket holder event such as an Open Day or dedicated matchday activation and continue to deliver a series of themed matchdays and other in-person engagement opportunities
- Three themed matchdays, including a Christmas Extravaganza and a Family Day
- A Family 'Away Day' with special travel rates and activities for younger supporters (fixture to be confirmed)
- Two player signing sessions, offering fans valuable opportunities to meet the squad
- Engagement with fans via activities and events to improve the wellbeing of our Community, such as United Run Dept., a Club-led running initiative, and the award-winning 'Can We Talk?' campaign



ADDITIONAL ENGAGEMENT

FAN FORUMS

OxVox will organise their own Fan Forums. These will be independent of, but endorsed by, Oxford United and open to all supporters.

The Club will provide at least one appropriate representative at two Fan Forum events, with one of these taking place in and around August or September and the other at some point in the first quarter of 2026.

The CEO (and Chair where possible) will attend at least one of these Fan Forums.

SURVEYS

The Club will distribute two comprehensive supporter surveys during the season to gather information regarding fan sentiment towards specific Club initiatives, issues and operational arrangements. One survey will be conducted during the closed season, with another in the first quarter of 2026. In addition, the Club will send out regular post-match surveys to selected supporter groups.

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.

MATCHDAY SLOs

The Matchday Supporter Liaison Team plays a vital role in ensuring fans have a safe, welcoming, and enjoyable experience at the stadium. Acting as a bridge between the Club and its supporters, the team is on hand before, during, and after each home fixture to assist with queries, offer directions, and provide in-person support.



THEIR RESPONSIBILITIES INCLUDE:

- Welcoming fans to the stadium and creating a positive first impression
- Assisting with wayfinding, ticketing queries, and accessibility needs
- Supporting new or nervous attendees, including families and first-time visitors
- Gathering fan feedback and reporting any concerns to relevant departments
- Promoting key Club messages and helping explain stadium policies

ALL THE WAYS TO SHARE YOUR VIEWS.



We are proud to have such a passionate fanbase, both in the UK and around the world. There are many ways for supporters to engage with the Club and to share your feedback and views.

The Fan Advisory Board provides engagement at the highest level between the Club's senior management and supporters.

You can also contact us via our Supporter Liaison Officer, share feedback and experiences via our surveys, join an Official Supporters' Club or Supporters' Association, speak with a number of different departments or follow us on socials.



AARON KNIGHTLY
SUPPORTER LIAISON OFFICER
AKICHTLEY@OUFC.CO.UK
X @OUFCSLO



TOM PHILLIPS
DISABILITY LIAISON OFFICER
TPHILLIPS@OUFC.CO.UK

CONTACT US

Transparency & Communication Channels

General Enquiries

SLO@oufc.co.uk

For general Club and supporter queries

Ticket Office

ticketoffice@oufc.co.uk

For all ticketing queries

Marketing & Fan Engagement

reply@oufc.co.uk

For any queries related to Marketing or Fan Engagement

Matchday Feedback

feedback@oufc.co.uk

To provide feedback on a recent visit to a game at the Kassam Stadium

Safeguarding

safeguarding@oufc.co.uk

For all safeguarding queries and concerns

Club Shop

01865 337535

For all retail enquiries



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