

OXFORD UNITED  
*2026/27*  
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.

Whether it be on matchdays at the Kassam Stadium, through digital channels, or via community initiatives, the Club 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.





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Our Fan Engagement Plan reflects our belief that football is about more than just what happens on the pitch.

Since the launch of the Fan Advisory Board just over 12 months ago, together we've made significant progress in certain areas whilst also identifying opportunities for the Club to improve further. Working collaboratively with our supporters enables us to make Oxford United a stronger, more inclusive Football Club, allowing us to deliver even greater benefit for the entire community.

We will always strive to make Oxford United the very best it can be, and we'll do so alongside you. This is more than just a plan, it's our commitment to engage, to listen and to learn, with our supporters at the heart of what we do.

**ADAM BENSON,**  
**CHIEF COMMERCIAL & MARKETING OFFICER**

# OUR COMMITMENT TO THE FANS

The Club are fully committed to complying with EFL Regulation 129, 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 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.

## WE ARE COMMITTED TO:

### 01. 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. 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. 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, the Fan Advisory Board (FAB) is designed to strengthen the voice of supporters in the Club's decision-making processes.**

"The FAB has established itself as means of regular, structured communication between fans and the Club. With all members directly elected by fans or appointed by independent fan groups we put fans at the heart of all we do. We look forward to developing our role to make a real difference in areas of key importance to our supporters. FAB representatives will continue to advocate for transparency, inclusion, and accountability at all levels of the Club and across a wide range of issues including strategy and governance".

FAB Chair, Janine Bailey.

- The board's remit covers 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 meet with the Club on a quarterly basis, whilst working groups focus on specific matters such as matchday experience, ticketing, and equality, diversity and inclusion.
- The Club are represented at quarterly FAB meetings by Chief Commercial & Marketing Officer, Adam Benson, and Supporter Liaison Officer, Aaron Kightley. Other senior members of Club staff attend selected meetings, with the Club CEO attending at least twice per season.

[CLICK HERE FOR MORE INFORMATION](#)





# SUPPORTERS GROUPS

In addition to the FAB, the Club 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 2026/27 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](https://oxvox.org.uk)

**Email:** [enquiries@oxvox.org.uk](mailto:enquiries@oxvox.org.uk)









# OVERVIEW OF FAN ENGAGEMENT ACTIVITIES FOR 2026/27

With a wide range of fan engagement activities taking place during the 2026/27 season, we aim to provide the best experience for all supporters from across our diverse fanbase.

## COMMUNICATION & MEETINGS

- Four 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
- Alongside the EFL, the Club will continue to monitor developments regarding the social media ban for under 16s and explore alternative solutions to engage this demographic

# EVENTS

Oxford United will build upon a successful series of events which ran during the 2025/26 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 event
- Three themed matchdays, including a Christmas Extravaganza and a Family Day, along with other in-person engagement opportunities
- 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 during February or March.

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 mid-way through the season in December, with another towards the end of the season in April. In addition, the Club will send out regular post-match surveys to selected supporter groups.

## CLUB UPDATES

The Club will publish four 'Club Updates' across the year. These will come from a range of senior leaders such as the CEO, COO, CCMO and a Board Member. 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 feedback and views.

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

Fans 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 and follow us on socials.



**AARON KIGHTLEY**  
**SUPPORTER LIAISON OFFICER**  
**AKIGHTLEY@OUFC.CO.UK**  
**X@OUFCSLO**



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

# CONTACT US

## **General Enquiries**

[SLO@oufc.co.uk](mailto:SLO@oufc.co.uk)

For general Club and supporter queries

## **Ticket Office**

[ticketoffice@oufc.co.uk](mailto:ticketoffice@oufc.co.uk)

For all ticketing queries

## **Marketing & Fan Engagement**

[reply@oufc.co.uk](mailto:reply@oufc.co.uk)

For any queries related to Marketing or Fan Engagement

## **Matchday Feedback**

[feedback@oufc.co.uk](mailto:feedback@oufc.co.uk)

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

## **Safeguarding**

[safeguarding@oufc.co.uk](mailto:safeguarding@oufc.co.uk)

For all safeguarding queries and concerns

## **Club Shop**

01865 337 535

For all retail enquiries

## **Fan Advisory Board**

[oufcfab@gmail.com](mailto:oufcfab@gmail.com)

For general feedback where a response directly from the Club is not required



## FOLLOW OXFORD UNITED

