

Timeframe	Season 2024-25 - Period Jan 2024 to Sep 2024								
Project	Supporter Collective Actions								
Status	This document is updated between Supporter Collective meetings, to show recent updates and identify the next steps for each action ahead of the next meeting.								
Area	Action Item	Area	Priority	Date Started	Proposed Completion Date	Status	Owner(s)	Scope & Progress of Work including Next Steps	
Admin	Continuous working dialogue between the club and supporter groups to ensure productive engagement and actions. The below are recent focus areas.								
	Establish Working Sub-Groups	Fan Engagement	High	18/01/2024	01/07/2024 Completed	Closed	SAFC + SC	<p>Scope: Agreed working groups to be established with SC Establish terms of reference and working agendas for groups with SC</p> <p>Progress: Ticketing sub-group in place. Three meetings to take place this season. A new Youth Focus Group will start in November, this will cover matchday experience for younger fans Stadium working group in place. Three meetings to take place this season.</p> <p>Next Steps: Findings from the working groups will be reported in the Fan Engagement Plan.</p>	
	Dates set for Working Sub-Groups	Fan Engagement	High	17/10/2024	31/10/2024	On-going	SAFC	<p>Scope: Set dates for the working groups for the 2024-25 season. Ticket, Stadium and Young Fan working groups will have 3 meetings inbetween Collective meetings through the season.</p> <p>Next Steps: Set dates with the Supporter Collective at the October meeting.</p>	
	Roadshows and Talk-Ins	Fan Engagement	Medium	18/01/2024	01/07/2024 Talk-Ins in Quinn's have began 11/11/24 Schedule for Roadshow Talk-ins will be confirmed	On-going	SAFC	<p>Scope: Create more points of contact with fans, focus on those outside the immediate Sunderland area Understand best format for delivery</p> <p>Progress: Quinn's Talk In's - Regis Le Bris and Kristjaan Speakman took place in July, New signing talk-in took place in September</p> <p>Next Steps: On the road schedule to be confirmed and promoted on safc.com</p>	
	Academy Update Forum	Fan Engagement	High	09/05/2024	01/07/2024 Completed	Closed	SAFC	<p>Scope: A revised format for football-related engagement.</p> <p>Progress: SAFC and the Collective have agreed that it would be more beneficial for engagement relating to football matters, including mens team, womens team and Academy, to be undertaken in a revised format outside of the the Collective meetings moving forward. The Club will discuss these plans with the Collective this summer and an update will be provided ahead of the new season.</p> <p>Next Steps: Talk in with Kristjaan Speakman took place in July. An open forum with KS is planned for May 2025.</p>	

Fan Engagement								
On-going ways that the club and fans can work together to improve among many things the fan experience and representation around the club, with the aim of being one of the countries most Fan Centric Clubs. The below are recent focus areas.								
	This is Wearside Flag Group	Fan Engagement	High	01/05/2024	01/08/2024 Completed	Closed	SAFC + TIW	<p>Scope:</p> <p>This is Wearside and Sunderland AFC will work alongside to create more flag displays at games for Sunderland and Sunderland Women for the 2024/25 season</p> <p>Progress:</p> <p>TIW now established and met with club staff in July. They have done multiple displays for games at the Stadium of Light. They are gaining volunteers and have raised funds for a Heroes Week display.</p>
	Fan Charter / Fan Engagement Plan	Fan Engagement	High	18/01/2024	01/08/2024 FEP Complete 01/01/25 Fan Charter deadline	On-going	SAFC + SC	<p>Scope:</p> <p>Publish a new Sunderland AFC fans charter This charter will outline the responsibilities and expectations of SAFC and our supporters. This will include ticket policies, fan behaviour guidelines, communication, accessibility and customer service standards.</p> <p>Progress:</p> <p>EFL has introduced a Fan Engagement Plan requirement for all clubs this season. During the Summer, the club and Supporter Collective worked together to complete this ready for the new campaign. This is now live on safc.com. Following the completion of the new Fan Engagement Plan, the new charter is set to be launched this season.</p> <p>Next Steps:</p> <p>Agree on a promotion schedule on the Fan Engagement Plan, to share this with our fanbase. Complete the charter ready to launch for the 2024/25 season</p>
	EDI - FSA Fans for Diversity	Fan Engagement	Medium	18/01/2024	01/05/2024 Missed original deadline 01/12/24 Revised completion date, working with SRtrc	On-going	SAFC + SC + FSA Fans for Diversity	<p>Scope:</p> <p>Work alongside the FSA Fans for Diversity project to encourage new supporters to attend games at the Stadium of Light.</p> <p>Progress:</p> <p>Dedicated matchdays for the season have been planned to invite new supporters from communities across the North East to experience home games at the Stadium of Light this season.</p> <p>Next Steps:</p> <p>Continue to liaise with the Foundation of Light to invite community organisations and new supporters to the home fixtures at the Stadium of Light this season.</p>
Retail								
The retail offering for fans, including physical and online store and range of consumer products that are made available to fans. The below are recent focus areas.								
	Retail Improvements - Available merch, more broadly and sooner	Retail	High	18/01/2024	15/04/2024 Completed	Closed	SAFC	<p>Scope:</p> <p>Improvements required to retail availability, merchandise options and service following supporter feedback</p> <p>Progress:</p> <p>Hummel and Fanatics launch has been hugely successful New retail location at Black Cat House now open</p> <p>Next Steps:</p> <p>Plan for 25/26 - build in learnings from season so far</p>

Stadium								
	Share Stadium Development and Improvement Plan	Maintenance	High	18/01/2024	17/10/2024	Next meeting	SAFC	<p>Scope: Share the Stadium Development and Improvement Plan with the Supporter Collective and working group going forward.</p> <p>Progress: Club has provided updates throughout the Summer on stadium improvement plans. This has included the new pitch, floodlights, sound system, club store and ticket office.</p> <p>Next Steps: Continue to share stadium improvement updates with the Supporter Collective</p>
On-going	Away Team Fan Location	Security	Medium	18/01/2024	01/03/2025	On-going	SAFC + SC	<p>Scope: Review the away team fans location in the Stadium of Light, considering both upper and lower bowl options.</p> <p>Progress: 24/25 position is locked and season tickets are now on sale.</p> <p>Safe standing means at the current time we will host away fans in the North stand upper tier.</p> <p>Next Steps: Club will always be open to further engagement on the subject.</p>
	Investment in Rail Seating	Security	Medium	18/01/2024	01/08/2024 Completed	Closed	SAFC + SC	<p>Scope: Club to investigate the installation of rail seating for areas within the stadium for the 2024/25 season.</p> <p>Progress: Installation of safe standing areas were installed during the Summer. Season card holders in the Roker End were informed and given option to relocate. Feedback so far has been very positive.</p> <p>Next Steps: During October and November, the club will engage in dialogue with fans located in the safe standing area and monitor usage patterns to determine next steps on safety management and future installation.</p>
	Memorial Garden	Facilities	Medium	09/05/2024	07/08/2024 Planning Completed	On-going	SAFC + HB	<p>Scope: An extension to the memorial garden to be complete, this will facilitate the transferring of areas of the Stadium of Light pitch where supporters ashes were left by families.</p> <p>Progress: Families visited the Stadium of Light in early May to identify the areas on the pitch with the groundsman. Families have been informed of the new memorial garden that will open in the 2024/25 season. The club has liaised with the Heaven Branch and a design for the new memorial garden has been chosen. Construction work will begin in the next 4 weeks.</p> <p>Next Steps: Upon completion, families will be invited to visit an opening of the new memorial garden ahead of a home fixture in the 2024/25 season</p>
	Matchday Survey		Medium	17/10/2024	01/12/2024	On-going	RAWA	<p>Scope: RAWA to carry out a survey across the fanbase about what time they leave the ground and gather information on why supporters are leaving early.</p> <p>Next Steps: Questions to be finalised between RAWA and the club Survey to be shared with RAWA membership to gather feedback and data.</p>

Ticketing								
Topics directly impacting the selling and servicing of tickets. The below are recent focus areas.								
	Broad Service Improvements Plan Update	Ticket Office	High	18/01/2024	01/08/2024	On-going	SAFC	<p>Scope: Review areas of the club and implement a broad service improvement plan to best fulfill all supporter requirements through the season.</p> <p>Progress: ZenDesk to be introduced to the ticket office from next season.</p> <p>Next Steps: Updates on the website on Ask SAFC platform with information on how supporters can use the platform went live in the Summer. Over 7,000 cases have been answered since launch in August.</p>
	Ticket Office Phone Service Improvements	Ticket Office	High	17/10/2024	03/12/2024	On-going	SAFC	<p>Scope: Sunderland AFC have committed to improving the phone service in the ticket office.</p> <p>Next Steps: Once more staff have been recruited, more time will be allocated to answering phones, which remains a preferred contact method for some fans.</p>
General								
Other areas of discussion that do not fall in any of the above. The below are recent focus areas.								
	Supporter Collective Report for Board Meetings	Fan Engagement	High	18/01/2024	12/03/2024 Completed	Closed	SAFC	<p>Scope: Supporters' collective report submitted to board to ensure full awareness of concerns and sentiment.</p> <p>Progress: Second report will be shared following the conclusion of the first Supporter Collective meeting this season.</p> <p>Next Steps: This process will continue for all meetings going forward.</p>
	Key Info on Website - Personnel	Communications	Medium	18/01/2024	01/06/2024 Completed	Closed	SAFC	<p>Scope: To share key information that is not currently shared on club website, e.g. personnel.</p> <p>Progress: New website officially launched in the Summer. Key personnel are now listed on the website.</p>
	Key info on Website - Service Level	Communications	Medium	18/01/2024	30/11/2024	On-going	SAFC	<p>Scope: To share key information on clubs commitment to service level</p> <p>Progress: Following the introduction of AskSAFC, service level agreements are being completed and will be in place on safc.com by November</p> <p>Next Steps: Liaise with Supporter Collective on service level agreement Publish on safc.com upon completion</p>
	Organisational Chart for Sunderland AFC		Medium	18/01/2024	17/10/2024 Completed	Closed	SAFC	<p>Scope: SC has requested an organisational chart of the football club to review the current set up</p> <p>Progress: Following the recent announcement of the new Chief Business Officer appointment, the organisational chart has been reviewed.</p>