

Timeframe	Season 2024-25				
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	Scope & Progress of Work including Next Steps	Owner(s)	Date Started	Proposed Completion Date
Admin	Continuous working dialogue between the club and supporter groups to ensure productive engagement and actions. The below are recent focus areas.				
	Roadshows and Talk-Ins	<p>Scope: Roadshow plan is on hold at this time and will be reviewed for the 24/25 season. If there are any special anniversary events arranged by fan groups this season, attendance will be considered by the club.</p> <p>Progress: Quinn's Talk In's - Three events have taken place in Quinn's during the season. These have included talk-in's with Kristiaan Speakman, Regis Le Bris, Dan Neil, Luke O'Nien, Brianna Westrup, Natasha Fenton, Kevin Ball</p> <p>Next Steps: Liaise with Sedgefield Branch about anniversary event. On the road schedule to be confirmed for the 2025/26 season to be confirmed in the Summer.</p>	SAFC	18/01/2024	01/08/2025
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.				
	EDI - FSA Fans for Diversity	<p>Scope: Work alongside the FSA Fans for Diversity project to encourage new supporters to attend games at the Stadium of Light.</p> <p>Progress: 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>Update: Pride of Wearside set up as a fan group online and have started taking membership Show Racism the Red Card - Hosted an event at Hetton which Wilson Isidor and Aji Alese attended</p> <p>Next Steps: Complete the Fans for Diversity project with the FSA in April 2025</p>	SAFC + SC + FSA Fans for Diversity	18/01/2024	30/04/2025
Stadium					
	Share Stadium Development and Improvement Plan - Stadium Working Group	<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 season stadium improvement plans.</p> <p>Next Steps: Final Stadium Working Group of the season will be in May 2025, the group will discuss stadium plans for the new season</p>	SAFC	18/01/2024	16/05/2025
	Memorial Garden	<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. The club has liaised with the Heaven Branch and a design for the new memorial garden has been chosen. Construction work will begin following planning approval.</p> <p>Next Steps: Awaiting planning permission approval before work can be completed Upon completion, families will be invited to visit an opening of the new memorial garden</p>	SAFC + HB	09/05/2024	15/12/2024 Planning permission requested 14/04/25 HB Update for members
	Fan Wall - Stadium Concourse	<p>Scope: Supporter Groups to provide a proposal for a fan wall to be displayed on the concourses of the stadium. The fan wall will display images of Sunderland AFC supporters from around the world, showing their love for the club.</p> <p>Next Steps: RAWA to submit proposal to Sunderland AFC for consideration.</p>	RAWA	26/03/2025	28/03/2025
Ticketing	Topics directly impacting the selling and servicing of tickets. The below are recent focus areas.				
	Ticket Office Phone Service Improvements	<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>	SAFC	17/10/2024	01/06/2025
General	Other areas of discussion that do not fall in any of the above. The below are recent focus areas.				
	Key info on Website - Service Level	<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</p> <p>Next Steps: Liaise with Supporter Collective on service level agreement Published on safc.com upon completion</p>	SAFC	18/01/2024	01/06/2025