

Timeframe	Season 2023-24 - Period Jan to Mar
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	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.						
	Set Dates for Future Collective Meeting(s)	High	18/01/2024	09/05/2024	Closed	SAFC + SC	Scope: Set meetings for the rest of the season Build 24/25 calendar to ensure both SAFC and the Supporter Collective have a set schedule for the season. SC meetings to land after board meetings so key topics can be addressed, and set at least 8 weeks in advance. A total of 4 meetings per season will be held Progress: Meetings scheduled for March 12th and May 9th to close out season Next Steps: Agree the 2024/25 schedule with SC at 9th May meeting
	Establish Working Sub-Groups	High	18/01/2024	01/07/2024	On-going	SAFC + SC	Scope: Agreed working groups to be established with SC Establish terms of reference and working agendas for groups with SC Progress: Started ticketing sub-group and have hosted a number of meetings with stakeholders, goal to evolve into Supporter Experiences & Engagement. Club to start a Fan Behaviour group (this will link into a Youth focused working group) Supporter Experience group to have a meeting to look at the stadium in early April Next Steps: April & May meetings in place with working sub-groups on ticketing, fan behaviour and stadium
	Roadshows and Talk-Ins	Low	18/01/2024	01/07/2024	On-going	SAFC	Scope: Create more points of contact with fans, focus on those outside the immediate Sunderland area Understand best format for delivery Progress: Working with internal stakeholders on taking a club focused talk show on the road from July '24 Next Steps: Confirm season schedule and share this with the fanbase on safc.com
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.						
	Spirit of 37 Debrief	High	18/01/2024	01/08/2024	On-going	SAFC + Flag Group	Scope: Discuss the future of flag displays with Spirit of 37 at debrief Identify more fixtures for the displays and future calendar alignment Progress: SO37 have decided to close their group and will not continue. A new flag group has formed and will officially launch at the Stadium of Light for the 2024/25 season. In the interim, this flag group has been organising flag displays at Sunderland Women fixtures, more information will be shared from July '24 Next Steps: New group to meet relevant SAFC staff that will work alongside Schedule displays for the new season when the fixtures are released in June Both club and group to work together to help encourage new volunteers to support displays
	LGBTQ+ Supporter Group	Medium	18/01/2024	01/05/2024	On-going	SAFC + Pride of Wearside	Scope: Establish a new supporter group to represent the LGBTQ+ community Group to align to a number of key calendar moments to support the groups goals. Progress: New group called Pride of Wearside established. The group leaders attended and activated at the fanzone at Sunderland vs Swansea City and gained 25 new members. Next Steps: Fan group to connect with new members and start planning future events

	Fan Charter	High	18/01/2024	01/08/2024	On-going	SAFC + SC	<p>Scope: 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: Working alongside the Supporter Collective, the new charter is set to be launched for the start of the new season.</p> <p>Next Steps: Regular dialogue with the Supporter Collective during the close season Complete the charter ready to launch for the 2024/25 season</p>
	EDI - FSA Fans for Diversity	Medium	18/01/2024	01/05/2024	On-going	SAFC + SC + 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: 24/01 - Meeting held with Fans for Diversity to start this project Initial plans set to work with the Bangladesh Community Centre and Young Asian Voices to invite new supporters to games.</p> <p>Next Steps: Invite new supporters to a home fixture at the Stadium of Light and set up regular interaction with them going forward.</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	High	18/01/2024	15/04/2024	On-going	SAFC	<p>Scope: Improvements required to retail availability, merchandise options and service following supporter feedback</p> <p>Progress: Fans should expect to see extensive improvements in this area very soon. Merchandise will be more widely available, a new retail operation partner will be world leading and work is being done to identify suitable outlets. The Club want to ensure the kit is available to fans as soon as possible and the new partnerships commencing in 2024 will give SAFC greater control over this</p> <p>Next Steps: Announcement on 15th April Continue to engage with SC on improvements and gather supporter feedback on new retail changes.</p>
Stadium	Work on optimising and improving the SoL, includes experiences and engagement. The below are recent focus areas.						
	Share Stadium Development and Improvement Plan	High	18/01/2024	09/05/2024	Next meeting	SAFC	<p>Scope: Share the Stadium Development and Improvement Plan with the Supporter Collective and working group going forward.</p> <p>Progress: There has been an internal review of requirements. Recommendations for highest priority improvements have been sent to the board for approval.</p> <p>Next Steps: Await board approval and implement changes.</p>
	Away Team Fan Location	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. Safe standing means at the current time we will host away fans in the North stand upper tier.</p> <p>Next Steps: Club open to further engagement on the subject.</p>
	Investment in Rail Seating	Medium	18/01/2024	01/08/2024	On-going	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: The club are installing rail seating for the 24/25 season, recent conversations with the council and previous discussions with fans have been considered. 2k will be installed in North stand and 1k in the South for away fans.</p> <p>Next Steps: During implementation and throughout the 24/25 season engage in dialogue with fans and monitor usage patterns to determine next steps on safety management and future installation.</p>
Ticketing	Topics directly impacting the selling and servicing of tickets. The below are recent focus areas.						
	Broad Service Improvements Plan Update	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: Proposals have been communicated to the Board.</p> <p>Next Steps: Updates are required after feedback on how service can flow initially through ticket office but impact the entire organisation.</p>

	Investigation into £5 paper tickets for FA Cup game	Low	18/01/2024	01/06/2024	On-going	SAFC	Scope: Raised by the SC, supporters with a plastic season card that had to relocate from their season ticket seat for the FA Cup fixture had to pay a £5 fee for a paper ticket A number of fans from North stand were hit with a move and the need to print tickets. Progress: The £5 fee for printed paper tickets for cup games has been in place all season. Early round cup fixtures are East Stand only sales Next Steps: Club will make a final decision on whether this admin fee will continue and inform SC at May meeting.
	Reason for Digital Tickets - blame the EFL	Low	18/01/2024	09/05/2024	Closed	SAFC	Scope: Raised by the SC, on visiting the ticket office staff were informing supporters that the EFL made the decision for tickets to be digital. Progress: The ticket office staff have been informed that the digital ticket roll out was an SAFC decision, not EFL. Next Steps: On-going training with staff will ensure this is clear.
General	Other areas of discussion that do not fall in any of the above . The below are recent focus areas.						
	Internal Investigation Report	High	18/01/2024	12/03/2024	Closed	SAFC	Scope: Review of the Internal Investigation Report to be shared with the Supporter Collective following conclusion. Progress: Shared KLD statement on Internal Investigation outcome into the Black Cats Bar signage at the Sunderland vs Newcastle United fixture with the Collective on 12th March.
	Supporter Collective Report for Board Meetings	High	18/01/2024	12/03/2024	On-going	SAFC	Scope: Supporters' collective report submitted to board to ensure full awareness of concerns and sentiment. Progress: First report was shared with the board at their meeting on 14th March. Next Steps: This process will continue for all meetings going forward.
	Key Info on Website - Personnel & Service Level	Medium	18/01/2024	01/06/2024	On-going	SAFC	Scope: To share key information that is not currently shared on club website, e.g. personnel and service levels. Progress: New website will enable us to add additional info and better serve to fans. Key personnel and service levels will be part of relaunched site. Next Steps: The new website will launch summer 2024.
	Organisational Chart for Sunderland AFC	Medium	18/01/2024	09/05/2024	Next meeting	SAFC	Scope: SC has requested an organisational chart of the football club to review the current set up Progress: Agreed that this will be presented at the final meeting of the season. Next Steps: Agenda item to discuss the organisational chart at the 9th May meeting