



Supporter Advisory Board

Meeting Minutes – 24th November 2025

1. Actions from the Previous Meeting

- Final Supporter Engagement Plan circulated and signed off
- Working Groups moved early ideas into formal proposals
- Club talk-through on ground improvement priorities
- Accessibility seating plan progressing in line with Regulation 35.7.16
- Allocated seating review to be confirmed with consultation
- Safe standing early costing and feasibility ongoing

2. Welcome and Introductions

- Chair welcomed members
- Purpose of the meeting outlined focusing on supporter engagement and infrastructure priorities

3. Working Group Progress Updates

- Matchday Experience and Engagement – focus on atmosphere and arrival experience. Really good feedback around lots of the activity that is happening. We are currently awaiting Family Excellence feedback and Supporter Survey feedback. Group looking at ways in which to bring more noise into the ground. Drum is currently a no but other instruments and ways of connecting stands were discussed. Using the anniversary as a pilot.

- Supporter Communications – improving clarity and consistency. Ensuring this is linked and used where appropriate for wider supporter comms around ticketing, club messaging.

- Club Culture and History – heritage and 150th anniversary links. 91 teams Vale have beaten image looks fantastic and will be used. Community project around female mascot to be picked up with Will T. Pop-up museum, Hall of Fame and anniversary game all key elements. The community mural is something all fans should be proud of.

- Retail and Ticketing – accessibility, choice and supporter value. Group to be involved around further initiatives and Reading and Peterborough games good examples of feedback. Retro range to be launched soon and supporter-voted kits on sale in December.

- EDI – alignment with wider club objectives. Some brilliant work already done around quiet rooms, accessibility, changing and toilets, Field of Vision pilot and buddy scheme.

4. Club Update

- Facilities progress update on Vale Park Campus and Bradeley
- Norton training ground update noted
- Will T to share facilities slides post meeting
- SAB to review slides and provide feedback
- 150th season plans including Hall of Fame mural and anniversary game



5. Ground Improvement and Supporter Projects

- Pitch and training pitch
 - Accessibility
 - Safe standing
 - LED screens
 - Floodlights
 - Steelwork and roof
- Supporter feedback was invited on sequencing and feasibility

6. Supporter Engagement Plan 2025/2026

- Update provided
- No major concerns raised

7. Focused Topics

- Pop-up museum – working group to be established
- SAB members to put themselves forward by 5 January

8. Dates and Planning Ahead

- Next meeting dates to be confirmed
- Discussion on communication of updates to supporters

9. Any Other Business

- None

Actions Summary

- Will T to share facilities slides and SAB to feedback – post meeting
- Will T to look at community led project around female mascot - January 2026
- Club to confirm allocated seating review – TBC
- MH to update on safe standing feasibility – ongoing
- SAB members to volunteer for pop-up museum working group – by 5 January
- Club and SAB to establish pop-up museum working group – post-5 January
- Club to confirm next meeting dates – TBC