



PORT VALE
FOOTBALL CLUB

VALE PARK, HAMIL ROAD,
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Supporter Advisory Board (SAB)

Meeting Notes and Agreed Actions

Thursday 21 May 2026

Thank you to all members for attending and contributing to a positive and constructive discussion regarding the future development of the Supporter Advisory Board.

1. SAB Effectiveness Review

The group reviewed the findings from the recent 12-month effectiveness survey.

Key themes identified included:

What is working well

- Positive and respectful relationship between the Club and SAB members.
- Good levels of openness and transparency from the Club.
- SAB has helped improve supporter engagement and communication.
- Members feel their views are listened to and considered

Areas for development

- Greater involvement earlier in decision-making processes where possible.
- Clearer communication around outcomes and actions resulting from SAB discussions.
- Review of the current working group structure and effectiveness.
- Consideration of broader supporter representation

2. Terms of Reference and Membership

The group discussed future membership arrangements and agreed the need to maintain continuity whilst ensuring fresh perspectives can be introduced.

Discussion points included:

- Re-introduction of rolling two-year terms for SAB members. SAB members were asked to confirm whether they wish to remain on the Board for the next two seasons.
- Reviewing supporter representation across different supporter groups.
- Exploring opportunities to strengthen youth representation and engagement with younger supporters.



- Ensuring the SAB continues to reflect a broad cross-section of the supporter base

3. Working Groups Review

A detailed discussion took place regarding the effectiveness of the current working group structure.

Key feedback included:

- Some working groups have been more active than others.
- There is a need to ensure activity remains focused on delivering meaningful outcomes.
- Consideration should be given to whether the current number of working groups remains necessary.

The Club will review the current structure and bring forward recommendations for 2026/27. The general consensus was that we should meet as a full group more regularly, every 4-6 weeks, with specific topics for discussion. SAB members are then asked to contribute more but can also opt out of certain meetings should they wish to do so.

Potential future focus areas discussed included:

- Matchday Experience
- Supporter Communications
- Club Culture and History
- Retail and Ticketing
- EDI and Accessibility

4. SAB Structure and Future Activity

Members agreed the importance of ensuring the SAB remains proactive and focused on strategic supporter matters.

Proposals discussed included:

- More whole-group sessions rather than relying on working groups.
- Greater visibility of SAB activity and outcomes.
- Development of a SAB annual plan and activity programme.
- Increased use of supporter feedback to shape discussion topics

5. Meeting Frequency and Format

The group agreed to move towards a more structured programme of meetings.

Proposed approach:



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Meetings every 4-6 weeks.

- Clear actions and ownership following each meeting.
- Standing review of supporter and stakeholder feedback.
- Regular updates on progress against agreed actions.

A consistent meeting format was also discussed:

- Review of previous actions.
- Key topic discussion.
- Agreed actions and next steps

6. Supporter Communication

Members discussed opportunities to improve visibility and understanding of the SAB's role.

Suggestions included:

- Increased promotion of SAB activity.
- Short video updates following meetings where appropriate.
- Clearer communication of topics discussed and actions agreed.
- Better signposting for supporters wishing to raise issues or suggestions.

7. Club Update

The Club provided updates across:

- Football operations
- Business performance
- Community and Foundation activity
- Stadium and facilities developments

The Club also shared its ongoing commitment to ensuring supporters remain at the heart of decision-making and engagement activity.

Agreed Actions

- Review and update SAB Terms of Reference.
- Develop proposals for future membership and representation.
- Consider options for youth supporter representation.
- Review the effectiveness of existing working groups and recommend a future structure.
- Produce a SAB annual plan and activity calendar for 2026/27.
- Introduce a more structured meeting framework and action tracking process.
- Explore enhanced communication methods including supporter updates and video summaries.
- Continue work on the Supporter Engagement Plan and Supporter Charter.



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The meeting concluded with a positive discussion about how the SAB can continue to evolve and strengthen its role in supporting constructive dialogue between the Club and supporters.