

# TOOLKIT DOCUMENT TK4

**Document description:** Supporter liaison tasks at FC Ingolstadt 04

**Document type:** Case study/checklist

**Handbook section:** SLO Handbook, pages 32-35

## UEFA comments

Section 6 of the SLO Handbook includes a list of tasks that could be performed by a club SLO. This toolkit document provides a specific example of the work done at a lower league club in Germany, FC Ingolstadt 04.

### Case study - FC Ingolstadt 04

- Founded from a merger of two clubs in 2004
- In catchment area of much larger clubs (Bayern Munich, 1860 Munich, FC Nürnberg)
- Started supporter liaison work in 2006 as a fourth division club
- Three-pillar supporter liaison strategy
  - Link between fans and club
  - Link between fans and other fans (supporters clubs)
  - Matchdays – link between fans and those responsible for security and organisation
- Focus on younger generation

### Development of attendances

Season	Average attendance	League (Tier)	Average attendance (league)
2004-05	573	BL (IV)	425
2005-06	815	BL (IV)	396
2006-07	1,418	RL (III)	2,255
2007-08	3,132	RL (III)	2,535
2008-09	5,530	2	15,734
2009-10	3,520	3	5,130
2010-11	8,078	2	14,794

### Number of supporters clubs

2006-07	1
2010-11	25 (15 official, 10 unofficial)

### Number of SLOs

2006-07	1 volunteer
2010-11	8 (1 full-time SLO, 2 volunteer SLOs, 2 volunteer DLOs <sup>1</sup> , 1 volunteer second team SLO/DLO, 2 commentators for the visually impaired)

The club now has approximately 700 members.

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<sup>1</sup> Disability liaison officer

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## Supporter liaison tasks at FC Ingolstadt (Second Division, Germany)

### Matchdays and matchday preparations

#### Home match preparations

- Contact the supporter liaison officer (SLO) of the visiting team
- Update and send out the info sheet for visiting fans
- Liaise with the access (disability) officer
- Attend the pre-match security meeting
- Register fan material to be used by home and away fans
- Assess the risk situation
- Communicate with local and federal police

#### Home matches

- Welcome and look after visiting SLOs
- Liaise with the stadium announcer about announcements and messages
- Process fan material (flags, drums, etc.) at turnstiles and in supporters room
- Chair and participate in the concourse meeting<sup>2</sup> 30 minutes before kick-off
- Look after fans taking part in the half-time competition
- Mediate if problem situations arise

#### Away match preparations

- Contact the SLO of the home club
- Register fan material and supporter coaches
- Advertise supporter coaches (club website, newsletter, match programme, etc.)
- Allocate tickets if participating in ticket exchange scheme with other clubs (under-16/under-18 trips)
- Organise allocations when restrictions are placed on fan material<sup>3</sup>
- Liaise with the access (disability) officer
- Communicate with local and federal police
- Hand out fan material outside the stadium before departure

#### Away matches

- Accompany fans on outward and inward journey, if necessary
- Attend away games in person and liaise with stewards
- Oversee access to the stadium (visitors section)
- Mediate if problem situations arise
- Complete FA/League matchday reporting form

<sup>2</sup> The concourse meeting is attended by the respective SLOs and representatives from the police and stewards, for example, to discuss any last-minute issues.

<sup>3</sup> Restrictions are sometimes placed on what fan material can be taken inside the ground (number of large flags, banners, etc.)

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### **Support services for fans and supporters clubs**

- Administer e-mail distribution list
- Communicate/forward club and other information to fans and supporters clubs via e-mail distribution list, newsletter, message boards, match programme and stadium announcements
- Hold regular meetings with branch secretaries
- Organise regular meetings with supporters
- Mediate when problems arise among supporters
- Organise and process flag passes with the ticketing department
- Provide support and information in conjunction with stadium bans
- Organise meetings between supporters and the police
- Hold regular meetings with club representatives
- Respond to supporter enquiries and complaints
- Manage access to the supporters room
- Organise and stage subsidised away trips with sponsors
- Organise and stage the supporters club tournament

### **Training and other events**

- Attend SLO meetings organised by the German Football League/German Football Association
- Attend regional conferences
- Attend training courses (e.g. communication skills, de-escalation training, etc.)
- Attendance other meetings organised by the German Football Association/German Football League (e.g. fans and security)
- Attend league symposiums
- Attend meetings organised by the police
- Attend other supporter-related events and meetings

### **Media and internet**

- Manage content in the fan section on the club website
- Manage content on the supporter liaison Facebook page
- Provide content for the fan newsletter
- Contribute material of relevance to fans for the match programme
- Act as admin on the club message board
- Oversee FC Ingolstadt groups on relevant community websites
- Respond to media enquiries in consultation with the media officer