

TOOLKIT DOCUMENT TK9

Document description: Establishing structures in the fan base

Document type: Action plan/checklist

Handbook section: SLO tasks, page 32

UEFA comments

Not every club has established structures (e.g. a network of supporters clubs) within its fan base. At many clubs in Europe there is no or only very little supporter organisation. Establishing such structures can serve to develop fixed lines of communication between clubs and their supporters and thus improve the dialogue between the two sides. Organised structures also help clubs to better manage supporter issues when they arise or prevent them from occurring in the first place.

Where no such structures exist, one of the first tasks of the SLO will be to encourage and assist in the formation of organised supporter groups. The attached action plan can help SLOs survey the fan base as part of this task and develop the structures over time.

Reference	Description	Handbook Section
TK9	Establishing structures in the fan base	SLO tasks, Page 32

Surveying, organising and developing the fan base at clubs

Ten-point action plan for establishing structures within the fan base

1. The supporter liaison officer has to deal with all organised groups of supporters. If there are no such groups, the task is to create the necessary structures. Do not, however, neglect unorganised supporters!
2. If there are no organised groups, start your survey of the supporter base with the season-ticket holders. Ask them who they are and then try to put the puzzle together. There may well be loose groups of fans with whom you can engage.
3. Where established groups exist, establish contact with them. Speak to fan clubs and attend their meetings. This will help you become recognised as the SLO.
4. Encourage fans to organise themselves in order to gain greater recognition.
5. Clubs should make it attractive and worthwhile for fans to organise themselves, e.g. by setting up a round table to discuss fan-related issues and inviting the most committed or active supporters to attend. This also helps to establish clear lines of communication.
6. Give fan clubs the title of official supporters club, complete with a certificate. Encourage them to sign up to a code of conduct to gain official recognition.
7. Start with the larger fan clubs and work your way down.
8. If the club has lots of supporters clubs, encourage them to form an umbrella organisation. The SLO can assume responsibility for organising supporter clubs or merely help to bring them together.
9. Clubs should inform their fans about the SLO and the role they play on their website and encourage them to make contact.
10. Organise visits to fan clubs by players, coaches and officials or hold regular meetings to encourage the development of organised structures.