

Q1) How many meetings do the Fan Advisory Board have per year?

We hold weekly FAB meetings, with quarterly meetings in person with the club. Occasionally, there are monthly meetings on Microsoft Team which includes member from the club to discuss specific topics when they arise.

Q2) How interactive are the Fan Advisory Board with fans on a match day?

We haven't been involved with matchday activities, other than the introduction of a De Zerbi fan flag and hosted a pre-match meet-and-greet with the fans in the club museum which we're keen to introduce more regularly. It was great to get their insight and feedback on the current matchday experience.

Q3) How do the Fan Advisory Board gather feedback?

Through our meetings with official supporters' clubs, social media and emails.

Q4) How does the Fan Advisory Board deal with any negative comments?

All comments that can be perceived as negative can be used as constructive criticism for us to use to advise the club.

Q5) How are any changes communicated to the wider fanbase?

All the meeting minutes are made available on the club website, with a designated FAB website currently being built. Otherwise, there have been articles in fanzines and appearances on podcasts.

Q6) How is equal representation ensured?

The first election resulted in a reasonable cross section of people except for age. We are trying to ensure we address age in the second FAB election by having a separate category for younger people.

The club intended for there to be equal representation in the initial poll. It was not entirely successful due to lack of candidates/votes. This time we have deliberately weighted in favour of a younger age group in the shortlisting.

Q7) How strong a voice would we have?

We are here to advise the club, both in current matters and areas for improvement.

Q8) Would recommendations be acted upon?

If appropriate, yes and in some cases very swiftly.

Q9) How is it constituted?

Jenny Gower, head of supporter services, heads up the fan advisory board, attending all club involved FAB meetings. The FAB will be made up of a diverse ten fan representatives made up of men's and women's season ticket holders, 1901 Club and MyAlbion+ members, and is chaired by Gillian Martin.

Weekly, monthly and/or quarterly meetings involve some of the club's most senior executives, including a yearly meeting with the main board of directors, to provide feedback on various fan issues.

Q10) What is the Fan Advisory Board? What would I be doing?

As a member of the fan advisory board, you'll be meeting with fans to discuss current issues to advise the club on how best to overcome them. Depending on your skills, knowledge, and experience, you may be given one area to focus on.

Q11) How does it address issues bearing in mind I've been a season ticket holder all season I didn't know it existed?

We are trying to raise awareness but as this has been the first year there has been lots of admin to get it going. It has been discussed on the Albion website, social media channels and numerous fan podcasts.

We're always looking for ways to improve our communication through media used by fans, so any feedback on how to do this in future is always appreciated.

Q12) Are head stewards from home matches in attendance at meetings?

No, but the head of security, who oversees stewarding, was at our third formal meeting with the club. If repeated issues of the fanbase were raised, then further meetings with the head of security would be called.

Q13) The Fan Advisory Board's proudest achievement as a team?

In the last twelve months, the FAB have achieved on many levels, from meeting with the senior executives with the club, improving stadium facilities and generating fan involved matchday activations.

Q14) To what extent does the Fan Advisory Board liaise with similar groups operating at other clubs in England and abroad?

We are members of the Football Supporters Association and attend meetings with other fan advisory board meetings.

Q15) Whether there is an option to stand for more than two-years?

Currently, fan advisory board members will represent for a set two-year term. It's currently being discussed with the club as to whether this should be extended.

Q16) Is this a worthwhile project to be involved in? What are our aims and SMART objectives?

There are certain short-term projects we get involved with, but ultimately this is a commitment of your time. We find it very worthwhile and fulfilling to have knowledge we are helping to improve the club's operations and facilities. With the FAB now established, we'll be able to create SMART objectives going forward.

Q17) Would I need to have a certificate or qualification?

No, the fan advisory board is open to every supporter regardless of qualifications.

Q18) How is the Fan Advisory Board funded and what resources would be provided to get the best out of the fan advisory team?

All activities that the fan advisory board organise are crowd funded. There have been occasions where the club has helped fund materials, but ultimately there is no budget we have access to.

Q19) Where does the club see it best making a positive contribution? And how can it be made sustainable for the long term?

BHAFC were one of the first Premier League clubs to implement a fan advisory board, and have since taken onboard our feedback, specifically where we have been revising the accessibility of the stadium. All advice is taken and actioned by the club, and we have seen a positive first year as a fan advisory board.

Q20) Nervous about online meetings - would there be an opportunity to meet socially as part of the new members introduction the other Fan Advisory Board members?

When new members are elected, we will review our current processes and meeting arrangements to suit everyone.

Q21) What access to information that could improve the fan experience would we have?

The club have provided us lots of results and reports when requested, which we use to review and construct feedback.

Q22) Will the club have more of a say regarding the selection process, as I am concerned that the previous an online vote, turned into a popularity contest via social media?

We have selected the shortlist for the upcoming election, the club's involvement was purely on a code of conduct basis where any fans with previous bans were removed from the selection. Once the shortlist is selected, the voting is completed online, and it's each candidate's responsibility to campaign for votes however they can.

Q23) How does the Fan Advisory Board monitor whether all fans feel comfortable raising their concerns or ideas?

We have a designated email address (fanadvisoryboard@brightonandhovealbion.com) and we encourage all fans to get in touch with us.

Q24) I note there are 5 members currently and you are looking for 5 more, what benefits or challenges do you think will come from having more on the board.

Bringing in more experience and knowledge into the fan advisory board can only have it's benefits. There are a lot of ideas and information coming in from the fanbase, so it will be good to have more members to start implementing these.

Q25) What is the average lead time for any suggestions that are implemented - from time of discussion to implementation at the club? Understand it depends on matter in question, but could it be immediate or wait until following season?

Although the club takes on our feedback, the suggestions we give them are on top of their current workloads and priorities, so they implement our feedback when they can.

Q26) Are there any confidentially arrangements in place for members of the Fan Advisory Board?

As stated in the Code of Conduct for the fan advisory board, all confidential information must be treated sensitively.

Q27) When is the first meeting due to take place?

By mutual arrangement soon after the voting process is concluded.

Q28) Are you regularly in contact with the global areas of the fanbase (like Stateside Seagulls, Seagulls Over Spain) about what the Fan Advisory Board could do for them?

We are in touch with the club's official support groups and discuss all areas of feedback with them through social media.