



FAN ENGAGEMENT PLAN (FEP)

Watford Football Club
Season 2025/26



Watford FC's FEP Pillars

Supporter Representation

As mentioned in our first FEP, the club have worked collaboratively with the Watford Supporters Trust to establish a Supporters' Board with a written constitution to define its functions, led by the Watford Supporters Trust in conjunction with the Football Supporters Association (FSA).

The Supporters' Board constitution is available to view [HERE](#).

The club helped facilitate the application process for supporters who wished to apply to join the Supporters' Board. Applications were shortlisted by the FSA and an independent group of established Watford supporters.

To ensure the continued independence of the Supporters' Board, the FSA will be leading on interviews with candidates whose applications scored highest. The FSA interview panel will also contain supporters so that the best candidates progress to voting, which the club will help facilitate once interviews have concluded.

We anticipate the Supporters' Board forming early this season and once in place we will continue to provide support and help via club infrastructure, as we are fully committed to ensure the Supporters' Board is a success and as a result will enhance representation, accountability and meaningful dialogue between Watford Football Club and its supporters.



Supporter Feedback

Watford FC enjoys hearing directly from its supporters on a day-to-day level via the Supporter Services team. They can be contacted directly on 01923 223023 by phone, or via supporters@watfordfc.com for those who prefer email.

The club continues to listen to concerns and provides personalised responses whenever it is practical to do so.

Innovation, Agility & Transparency

Watford FC will remain unafraid to try new and innovative ways to improve supporter experiences – especially in relation to home matchdays – yet retain the agility to adapt and develop based on fan feedback and we will be as transparent as possible with the reason behind changes that will effect supporters.

The club continues to strengthen its work with existing regulatory bodies, positioning itself at the forefront of the constantly changing industry landscape.



Commitment to EFL Regulation 128



EFL Regulation 128 encompasses Supporter Engagement. Watford FC will publish our annual FEP (Fan Engagement Plan) by July 31 each season.

Within this, Regulation 128.1 requires clubs to hold at least two meetings / fan forums per season to which its supporters are to be invited, with the club represented by senior officials.

Regulations 128.2 and 128.3 are specifically related to the club's obligation to publish an FEP, including the nomination of a senior official to

oversee the activity related to its delivery and to provide the EFL an annual summary of work carried to achieve FEP objectives by June 30th each season.

Watford Football Club is committed to upholding EFL Regulation 128 and will fully comply with its requirements.

Engagement Leads



Club Nominated FEP Lead:

Paul O'Brien – Commercial Director (Reports directly to Chairman & CEO on delivery of the club's FEP)

Dave Newman – Head of Ticketing and Supporter Services

Kevin Affleck – Head of Communications

Dave Messenger – EDI Lead

supporters@watfordfc.com (inbox monitored by the Supporter Services team)

firstname.surname@watfordfc.com (direct email contact with individuals)

01923 223023 – Supporter Services telephone number

Visit: Watford FC's Ticketing & Supporter Services Office at Vicarage Road Stadium will be open on Monday, Wednesday, and Friday 10am to 4pm.

(Supporters can still contact the Ticketing & Supporter Services Office on a Tuesday or Thursday by contacting supporters@watfordfc.com. The Ticketing and Supporters Services Office will be open four hours prior to kick-off for all home matches at Vicarage Road. A remote on-call service operates for away matchdays).



Fan engagement approach



'At Our / Your Place' Events

The ever popular 'At Our / Your Place' events will continue to provide the opportunity for supporters to ask questions of senior club officials in an informal environment with no fixed agenda other than meetings being assigned to areas of the club's operation.

The provision of Zoom/Teams video calls for ex-pat supporters to chat with senior club officials will continue.

The format and process might change following a discussion/consultation with the Supporters' Board once in post.



Supporter Focus Groups

In order to utilise supporters' experience and ideas to improve both matchday and supporter engagement, we will host supporter focus groups to discuss complex and/or emotive topics where it is difficult to have detailed or constructive discussions with up to 80 people present.

These will be attended by the relevant club official with responsibility for that topic and the relevant Supporters' Board with portfolio.

These focus groups will be a maximum of 10 supporters on specific topics.



Buzz Rewards

It is still the club's intention to launch Buzz Rewards as soon as practically possible to recognise our supporter's loyalty.

Once the complexities of amalgamating several different software and systems into a single back-end development for the rewards app has been achieved we will be in a position for further announcements.



EDI /We Allies group/ We Campaign

We are proud to be one of only two clubs to hold the Advanced Health check level of the Premier League EDI Standard and the Gold Standard of the EFL EDI Code of Practice concurrently and have consistently demonstrated our passion for remaining at the forefront of the work being done across the game to improve equality.

Our 'We Allies' group, where ideas are shared and open discussions undertaken around Watford's EDI work, ensures these standards are met by the club with full input from our supporters. More information relating to We Allies and full details of the club's commitment to Equality, Diversity and Inclusion can be found [HERE](#).

We continue to encourage all incidents to be reported to us, preferably in real-time, please text **We**, followed by seat numbers and details, to 66777 straight away. The team will investigate and take action accordingly.

Junior Hornets

The free-to-join Junior Hornets scheme is currently approaching 6,000 young supporters. It is an ideal representation of 'The Original Family Club' that there are so many young people connected to Watford FC in this way.

The club commits to continuing to provide opportunities to engage with its playing & coaching staff, providing special experiences that cement the Junior Hornets' membership base as life-long supporters of Watford FC.

The club's aim is that all experiences are provided free-of-charge, making them as accessible as possible, although on occasion a small contribution towards costs may be requested. Home matchdays continue to be a key focus for the Junior Hornets delivery team with the Family Stand and free-of-charge mascot experiences for Junior Hornets members aged between 7-11 chosen by ballot.

Away Matches

Watford FC commits to continue the provision of official subsidised club coach travel to away fixtures.

We will continue to send a regular team of away stewards who will continue to travel on club coaches, providing a reassuring presence to those using the service - including offering a familiar face to help deal with any supporter concerns arising during away matchdays.

Supporter-Oriented Organisations

A club official will continue to attend conferences put on by Level Playing Field, Kick it Out and the Football Supporters Association.

We'll work proactively to contribute, lead and promote campaigns that improve supporters experience, such as last season with the Unite for Access campaign which encourages all sports stadiums to create Sensory Rooms to allow neurodivergent supporters to experience live sport in a controlled environment.

Watford FC will continue to work pro-actively to contribute, lead and promote campaigns that improve supporters' experiences or raise awareness for campaigns that impact supporters.





Gather & Gather

The Gather & Gather team at Vicarage Road have been working with the club’s commercial team to improve the matchday experience for every fan that visits the Vic on a matchday since we started at the beginning of last season.

We’re thrilled to announce a new beer sponsor, **Molson Coors**. You’ll be able to enjoy popular choices like Pravha, Madri, Alpacalypse IPA, and Aspall’s cider across the entire stadium!

We will have brand-new container bars in the Sir Elton John Stand, Graham Taylor Upper Stand, and Rookery Stand, all stocked with a great selection of cold beers.

And we are introducing an early bird price for draught beer under a **FIVERSSS** up to an hour before kick-off.

Pukka Pies have become our new and exclusive pie provider with favourites such as Steak and Ale, Chicken Balti and a Cheese, Leek and Potato, along with new seasonal specials available in select kiosks.

New food offerings such as the Hornets Stack Burger will be available in the lower concourse in the Graham Taylor stand, the Vicarage Dog around the stadium and new to the food lineup this year joining the Pizza and Chicken offers are Brick lane bagels all available in select locations. For those with a sweet tooth, keep an eye out for popcorn and sweet carts on selected matchdays!

Horizons Bar will remain open after full time and is the perfect spot to discuss all the moments from the game over a cold beer after the game finishes.

Thanks for your patience and feedback during last season, we can’t wait to welcome you back to the Vic for an unforgettable season!

Mass Participation

Trust Events

Watford FC's Community Sports and Education Trust will engage with supporter groups and the wider fanbase for a series of events throughout the 2025/26 season, and are always looking for more support. These include:



Cross the finish line at Vicarage Road Stadium in this charity walk around Watford and surrounding areas, in honour of the man who started it all.



MENTAL HEALTH
W O R L D C U P

Experience the thrill of playing on the pitch at The Vic whilst helping us raise awareness around mental health and suicide prevention.

Gala
DINNER

Celebration evening with canapes and prosecco, a three-course meal, Trust Champion Awards, live entertainment and dancing.

Dreams United:
Stadium
Sleep Out

In partnership with One YMCA, Dens, HYH and NewHope, to raise awareness of the number of people facing homelessness in Watford and the surrounding districts.

TOY DRIVE

Help spread some joy this Christmas to those who have had a particularly tough year.

THE WATFORD FC
COMMUNITY
QUIZ NIGHT



Bringing teams of Watford FC fans together for a night of trivia and healthy competition, all in aid of charity.

Plus more to be announced ...

Project Overviews

Our official registered charity has been proudly supporting people and communities for over thirty years, as originally established by Graham Taylor OBE and Sir Elton John. They continue this legacy today by engaging people of all ages and backgrounds through high-quality community-based initiatives and services. These include a diverse range of projects, activities, and events accessible to Watford FC fans who may require their support:

	 <p>Helping primary school children develop their physical, cognitive, and social skills.</p>	 <p>Samuel Ryder Football Academy Post-16 football & education scheme in partnership with Samuel Ryder Academy.</p>
 <p>Whitmore High School Post-16 football & education scheme in partnership with Whitmore High School.</p>	 <p>Westfield Football Academy Post-16 football & education scheme in partnership with Westfield Football Academy.</p>	 <p>A small-group mentoring programme, with Primary and Secondary schools, helping high-risk young people develop essential skills.</p>
 <p>Primary school programme combining classroom and practical-based sessions focused on mental health.</p>	 <p>A social prescribing service linking children and young people to relevant non-clinical provisions.</p>	 <p>Wellbeing programme for children aged 9-12, using physical activity and Cognitive Behavioural Therapy.</p>
 <p>A programme aimed at diverting young people from anti-social behaviour and building stronger communities.</p>	 <p>Using Watford FC to educate in schools, across PE, reading, PSHE, and maths.</p>	 <p>A curriculum-based programme aimed at young people who are at risk of not fulfilling their potential.</p>
<p>Matchday Packages Football coaching and ticket packages for Watford FC matches.</p>	<p>Falls Prevention Classes to improve strength, balance and confidence.</p>	<p>Feel Good Fitness Getting inactive women active, looking after their health, having fun and making friends.</p>



A wellbeing session for men aged 18–65, using physical activity and workshops.



Adult weight management project encouraging behaviour change and sustainable weight loss in localities in Hertfordshire and Harrow.



For people aged 55+. Designed to improve members' social, physical, and emotional wellbeing.



Player Development Pathway

Additional training for 'advanced' football players. Includes Skills Centres, PDC, FA Talent Hub, ETC, and JPL.

Drug and Alcohol Awareness Programme

Workshops educating young people on the risks of drugs and alcohol, and empowering them to make safe choices.



Football Camps

Seasonal activities during the school holidays. We also deliver free Holiday Activity & Food camps.



Hornets Together connects Watford FC fans to free monthly face-to-face mental and physical health workshops.



A reminiscence programme for those with mild/moderate dementia, using the history of Watford FC.



Free fitness sessions for West Herts Teaching Hospitals' staff.

The Trust also operates two community hubs, in which Watford FC supporters are always welcome. With a range of sports facilities, meeting spaces, and gyms, there's something for everyone. For more information about any of the activities please contact community@watfordfc.com

Cedars Youth and Community Centre

Chicheley Road, Harrow Weald, Middlesex, HA3 6QH

0208 4214676

cedarsreception@watfordfc.com

Meriden Community Centre

Garsmouth Way, Watford WD25 9ET

01923 894862

meridenreception@watfordfc.com

