

Fulham Supporters' Trust

Supporting Fulham females



Areas we asked about



**Matchday
experience - home
and away**



**Online behaviour
and use of
community
platforms**



**Knowledge of the
FFC Women's team
and setup**

Common themes

Across four sessions:

- Safety & behaviour
- Stewarding
- Encouraging more females
- Social media behaviour
- Following FFC Women
- AOB

Safety

Things feel less safe recently

- Don't want to stop people enjoying themselves, but a noticeable change in atmosphere
- Want to be able to use the loos and other facilities without other fans getting in the way of that
- Have felt scared, some have been injured, some considering taking younger members
- Worry about taking younger family members
- When it's jovial and not angry, love the more vocal support

"Makes us think about how to do what we want
- we go early, we don't go down at half-time"

"Yes have your fun but not
to the detriment of other peoples safety"

"We all felt there was quite
a palpable atmosphere and
any trouble could kick off,
quite all of a sudden"

Safety

Ideas:

- Social media campaign around looking out for the Fulham family
- Promote the FulStop Campaign number to contact outside of match day - use during the game, and that it is for ALL anti-social behaviour
- By-stander training - in collaboration with Fulham For All
- Downstairs concourse safety / blockages - review

Job needs more from those doing it

- They look scared - and that's understandable
- There doesn't seem to be a plan for what to do if a situation arises
- Few are properly qualified stewards, seem more like 'helpers'
- Not fair for someone on that sort of wage/role to be responsible for what is clearly an important role to manage
- Different people, no consistency and no familiarity
- It's a matter of priority right now

"I would never want anyone I know to do that role"

"Some clubs, it's excellent, tell you where to sit, others just turn their backs and let the chaos happen"

"Needs to be clear what supporters should do, and where they should be reporting"

Ideas:

- Overview of current training - what, if any, are the possibilities?
- Sign posting roles and responsibilities so it is clear to fans
- Make clear to supporters what they can do, and what the different levels of security can do
- Away games - can there be a familiar face for away days to act as supporter liaison? Someone to act as a middle ground before police are involved, working with Tony Delamo, but works for the Club

More females

It's the first visit that matters

- Most have gone since young, usually taken by a male friend
- Going as a group of females or solo is much rarer
- Probably not sure of 'how' - not just buying a ticket but feeling secure and knowing what to do on the day
- Need to show that door is open - could you invite people that haven't been before, a set fixture or week plan

If you have dependents, always have to consider the added cost. It does make it more expensive

A match set aside that wasn't going to sell out, promote it as an area safe for women, somewhere where you can experience it, group tickets to encourage groups of women to go

You need a way in, and if you haven't had that, you're not likely to, unless you have a boyfriend

**More
females**

Ideas

- **Encourage supporters to share their experience on social media - TikTok/YT/Reels. Could be a paid Influencer campaign. Have a space on the website that shows those experiences in one place.**
- **Create a video that lives on the website in the 'Matchday at the Cottage' section**
- **Work with the Trust for an annual event to invite new fans to the cottage.**
- **Grow the ways to support the Club outside of matchday - open training sessions stay with young fans forever, builds a real sense of familiarity.**

Online

It holds me back from posting

- It's never a difference of opinion
- Gets worse around the school holidays
- Perhaps a space where female Fulham fans could speak could be a way of engaging those fans that would like to, but are scared
- Many used to, but no longer do, or have private accounts
- Some found real friends through it - particularly Europa League season

Whenever there was a difference of opinion,
there were messages in my inbox

If we had administrators, perhaps we
could set up a group for women on facebook

I don't comment because people always
take it the wrong way and you just
get loads of abuse, it's just not worth it

Online

Ideas

- **Trust and Club - could there be a Women's Supporter Group - in-person and online initiative. Space for people to join, could be a meeting point pre/post match for safe walking or at the Riverside when fully open for socials**
- **Perhaps reminders of good online behaviour/ reasons not to troll need to be activated around school holidays**
- **Fulham for All online safe training - a wider roll out campaign?**
- **Website - visibility of females**

I still don't hear that much about it

- Mixed on how much known, many asking for more visibility - on social channels (main twitter RT'ing women's twitter more for eg)
- Need the stories - need an emotional connection to caring about it
- Craven Cottage obvious first way to begin this
- More familiarity with the old women's team than the current one
- Understanding what the experience is like more will help - food options, how to get tickets etc

**How invested in it
are the Club?**

I think that's a good sign about Huw Jennings, that shows from the Club, we're looking at it as a whole - he is really well-regarded shows enthusiasm from the Club for it. Weren't aware that his role did cover Women's team though

Needs to be where I receive my mens team news - the post-match newsletter, the @FulhamFC twitter feed should be directing people towards the women's team

Follow FFCW

Ideas

- Talking about the two teams under one umbrella - Lewes FC. A training session together?
- It's happening, but more wherever possible! Can post-match report emails review both games on a Monday?
- Sharing the Twitter feeds to widen reach - Fulham FC & Fulham FC Women regularly. CTA to encourage those following one to follow the other
- Sunday games - how can people attend both? Will FFCW be affected?
- Could loyalty points be attached to supporting FFCW?
- Talk about the history of FFCW, stories, match reports - whose role is this?
- If no food options, encourage picnics
- Match/es at Craven Cottage

Some other points of note

- Understanding about bags being searched over pockets
- Are girls promoted enough as ball girls? Asked by a young female fan!
#HerGameToo match was all female, are there other ways to actively encourage the girls to participate - can parents of females be targeted by email to ask if their children would like to participate?
- Clappers collection point
- Toilets - is there anything that can be done?

**Thanks
&
next
steps**

Thank you

- **Could we thank participants with an a ticket to a future FFCW match?**
- **Next steps - feedback and discuss at next Trust & Club meet**