

Fulham Supporters' Trust

Supporting Fulham females



Common themes

Across four sessions:

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

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**

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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

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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.

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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**

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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

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What else can be achieved

- **Internal female working group**
- **Eleanor Rowland - female on the FFC board**

- **Female merchandise development**
- **The FFCW matchday experience**
- **Under 5s attending matches - review & Club discussion**
- **Block booking for an away fixture**
- **Lillies & Club - fixed meetings & support for Lillies initiatives**
- **End of season**

Thank you