



WE ARE DERBY



DERBY
COUNTY
COMMUNITY
TRUST

2026 / 27

FAN ENGAGEMENT PLAN

FOLLOWING THE RAMS

A Message from Our Chief Operating Officer and Board Level Official

It is a pleasure to introduce Derby County's 2026/27 Fan Engagement Plan, which reflects our ongoing commitment to ensuring our supporters remain at the heart of everything we do.

Looking back on the 2025/26 season, we can be proud of the progress made across our Fan Engagement activities. Through regular dialogue, meaningful consultation and close collaboration with supporters, we continued to strengthen the foundations established in previous seasons and delivered against the commitments set out in our Fan Engagement Plan.

This progress was recognised through the club receiving the EFL Family Excellence Gold Award, acknowledging our continued efforts to create a welcoming, inclusive and engaging matchday experience for supporters of all ages.

As we look ahead to the 2026/27 season, we are committed to building on this momentum. The feedback, experiences and lessons from previous campaigns will continue to shape our approach as we focus on three key priorities:

1. Keeping You Informed
2. Community Pride and Collaboration
3. Fan Events and Initiatives

Alongside these priorities, our commitment to supporter welfare remains unwavering. We are dedicated to ensuring every supporter feels valued and can enjoy following Derby County in a positive environment.

For us, Fan Engagement is about creating meaningful, lasting connections with our supporters and building genuine loyalty that extends beyond the 90 minutes on the pitch. We are committed to delivering experiences, opportunities and moments that strengthen the relationship between the club and its supporters.

These connections are built over time, shared among families and passed from one generation to the next. This deep sense of belonging is what makes Derby County special, and it underpins our ambitions for the future.



Simon Carnall, Chief Operating Officer and
Board Level Official

Derby County Football Club



OUR ESTABLISHED FRAMEWORK

The table below outlines our established Fan Engagement Framework, setting out each pillar alongside its key areas of focus, intended supporter outcomes and the rationale behind each. Together, these three pillars provide the foundation for our approach to Fan Engagement and the context for the priorities that underpin our 2026/27 Fan Engagement Plan.



KEEPING YOU INFORMED

Examples of Output:

- Official Club Website
Important announcements and updates
- Email
Newsletters, targeted content and matchday information
- Social Media Coverage
Live updates
- Fans' Forums
- Young Rams Fans' Forums
- Formal and Ad-hoc Meetings

Result

Supporters feel informed, connected and confident in understanding the club's decisions, as well as updates.

The Why

This pillar ensures clarity, consistency and transparency across everything we do.

COMMUNITY PRIDE AND COLLABORATION

Examples of Output:

- Derby County Community Trust programmes and initiatives, including player appearances
- Partner Activations
'Kit 4 Kids'
- Celebrating club anniversaries and key milestones
- Annual hospital visits with the Men's First Team and Derby County Women

Result

Supporters feel a strong sense of pride, belonging, and connection to the club and its role in the community.

The Why

This pillar ensures meaningful engagement that strengthens our ties between the club and the community.

FAN EVENTS AND INITIATIVES

Examples of Output:

- Open Training Sessions
- Player Signing Sessions
- Stadium Tours and Behind-the-Scenes Experiences
- Seasonal Events
- Golden Rams Meetups
- Matchday Activities
Fans' Park and Themed Home League Fixtures

Result

Supporters feel more connected to players, staff, and the club through accessible and memorable experiences.

The Why

This pillar ensures the supporter experience is engaging, inclusive and enjoyable throughout the season.

Equality, Diversity and Inclusion (EDI) is a key consideration across all areas of our Fan Engagement Framework. We strive to ensure our communications, events and engagement opportunities are accessible, welcoming and representative.



2026/27 PRIORITIES

Utilising our established Fan Engagement framework, we have identified six priorities for the 2026/27 season.

As demonstrated in our 2025/26 Fan Engagement Report, implementing priorities provide a clear and consistent focus for our work while helping us measure, evidence and report on the progress we have made throughout the season.

**CONTINUE TO KEEP SUPPORTERS
INFORMED AND CONNECTED**

**CONTINUE TO INVEST IN THE
SUPPORTER EXPERIENCE**

**CONTINUE TO COLLABORATE AND
WORK TOGETHER ON INITIATIVES**

**CONTINUE TO INSPIRE AND ENGAGE
THE NEXT GENERATION**

**CONTINUE TO PRESERVE AND CELEBRATE
OUR CLUB HERITAGE AND HISTORY**

**CONTINUE TO STRENGTHEN OUR
COMMITMENT TO EQUALITY,
DIVERSITY AND INCLUSION**

The following sections demonstrate how these priorities are delivered through the key areas of focus within our established Fan Engagement Framework.

KEY ROLES AND RESPONSIBILITIES

Our Fan Engagement work is supported by a clear internal structure that helps ensure supporter feedback is captured, shared and considered across the club.

The Fan Engagement Team brings together feedback from supporters and works with colleagues across the organisation to make sure their views help shape improvements and inform decisions.

We are committed to meeting regularly with key departments throughout the season to review supporter feedback, share updates and track progress against the commitments set out in the Fan Engagement Plan.



Simon Carnall
Chief Operating Officer
and Board Level Official

Responsible for:
Strategic Oversight
of All Fan Engagement
Activity and Dedicated
Representative for
Derby County Women.



Sophie Roddie
Matchday and Fan
Engagement Lead

Responsible for:
Leads Delivery of All
Fan Engagement Activity,
including the Matchday
Experience and Event
Operations.



Sarah Wade
Supporter Liaison Officer

Responsible for:
Acts as the Direct Link
between the Supporters
and the Club.



Emma Drury
Disability Access Officer

Responsible for:
Ensures Accessibility and
Inclusion are Integrated
across All Fan Engagement
and Matchday Activity.



Sharon Dale
Head of Projects and
Development (DCCT)

Responsible for:
Ensures Alignment between
Community Programmes
and Fan Engagement
Activity across the Club
and the Trust



Katherine Williams
Head of HR and EDI Lead

Responsible for:
Ensures Equality,
Diversity and Inclusion
are Consistently
Considered across all
Fan Activity.

CLUB HERITAGE AND ASSETS

Our identity is a defining part of the club's history and its relationship with supporters, shaping how we present ourselves both on and off the pitch, and we remain committed to protecting and celebrating our heritage.

At present, there are no plans to make changes to the club's key identity assets for the 2026/27 season. Should this position change in the future, supporters will be kept informed through clear and timely communication.

APPEARANCES
BETWEEN
THE STICKS

An ever-present in Derby County's Division One winning seasons

**DERBY
COUNTY
FOOTBALL
CLUB** EST. 1884

R:136, G:176, B:154
557 C
#85b09A

Founders' Green

R:0, G:48, B:84
281 C
#003057

Victory Blue

R:255, G:191, B:63
134 C
#FFBF3F

Centenary Gold

R:101, G:29, B:50
7421 C
#651032

Premier Burgundy

R:227, G:28, B:121
213 C
#E31C79

Community Pink

R:105, G:179, B:231
292 C
#6983E7

Timeless Blue



Derby County 4-1 Charlton Athletic

**KEVIN
HECTOR**

RECORD APPEARANCE HOLDER

**1985/86
BACK TO
PROMOTION
1986**

326

IN THE
BASEBALL
GROUND

DERBY COUNTY 5
0 TOTTENHAM HOTSPUR
20TH SEPTEMBER
1969

PAULO WANCHOPE VS MANCHESTER UNITED

GOES INTO THE BOX, SHOOTS! AND IT'S IN! WHISTLE!

STARTING XI

DERBY	MANCHESTER UNITED
G. Powell	P. Schuster
C. Taylor	C. Powell
A. Lawrence	R. Whelan
	A. Kariyil
	G. Hargreaves
	R. B. Blackford
	S. Collins
	C. Palmer
	D. Whitely
	D. Blackburn

INSIDE OUR FAN ENGAGEMENT PLAN

Exploring the Key Areas of Focus of Our Established Framework

PILLAR 1 - KEEPING YOU INFORMED

Supporter Dialogue

Consultation, representation and feedback. This includes formal meetings, targeted discussions and Fans' Forums

Connected by the Ram

Club communications, updates and online engagement

Listening and Responding

Measuring progress and reporting back to supporters

PILLAR 2 - COMMUNITY PRIDE AND COLLABORATION

Community at Our Core

Derby County Community Trust, Derby County Women, the Academy and Equality, Diversity and Inclusion (EDI)
This includes our wider network, including the Royal School for the Deaf Derby and Royal Derby Hospital.

Future Rams

Inspiring and engaging the next generation

Celebrating Our Roots

Club heritage and history

PILLAR 3 - FAN EVENTS AND INITIATIVES

The Pride Park Experience

Matchday activities and supporter experience

Together Beyond Matchday

Non-matchday events, experiences, awareness campaigns and key calendar dates



KEEPING YOU INFORMED

Consultation, Representation and Feedback

We are committed to maintaining open, meaningful and transparent dialogue with supporters, providing regular opportunities for fans to share their views and contribute to the club's ongoing development. Through established engagement channels, we ensure supporter feedback is listened to, considered and, where appropriate, helps inform decision-making.

This takes place through a range of structured opportunities, including two established groups. While each has a different focus, together they provide a clear framework for supporter engagement with the club. Both groups also operate in line with the EFL Fan Engagement Standard.

We will also continue to seek feedback from a diverse range of supporters to help ensure different experiences and perspectives are reflected in our planning and decision-making.

SUPPORTERS' CHARTER GROUP

The Supporters' Charter Group brings supporters and the club together to discuss key aspects of the matchday experience, including ticketing, operations, food and drink, accessibility, retail and communications, alongside selected non-matchday activities.

The group provides a structured forum for supporters to raise issues, share ideas and help shape improvements, while enabling the club to provide updates, gather feedback and respond to supporter views.

As part of our commitment for the 2026/27 season, and in line with the approach taken for the Supporters' Board through the introduction of new members, we will review how the Supporters' Charter Group can continue to develop. This will include considering whether additional supporter groups could further strengthen engagement across the club, with Equality, Diversity and Inclusion remaining a central priority throughout this work.

Alongside members of the Supporters' Charter Group, independent fan representatives will continue to be invited to attend formal meetings.

Her Game Too

We also aim to engage external groups more regularly through formal meetings and wider club discussions, including Her Game Too, which works to challenge sexism in football and promote greater inclusion for women and girls.

As part of our Fan Engagement objectives for 2026/27, we will focus on better aligning targeted discussions with these meetings to ensure a shared understanding across all areas of engagement.



Supporters' Charter Group



Rams Trust



Rainbow Rams



The Derby County Collection



Derby County Disabled Supporters' Club



Black and White Together



Punjabi Rams



Derby County Supporters' Club



Rams Active



SUPPORTERS' BOARD

The Supporters' Board is the club's key supporter advisory group, established to ensure supporter views are represented at a strategic level. Its role is to facilitate open and constructive dialogue between supporters and senior club leadership on key matters affecting Derby County, including the club's direction, governance and heritage. This ensures supporter perspectives are considered as part of wider discussions and decision-making.

Members may also be invited to represent the group at Fans' Forums during the 2026/27 season, with details communicated through the club's official channels once event information is confirmed.

Supporters' Board



Craig Flindall



Jas Gidda



Hilary Leam



Alex Leyland



Steve Wilson



Jon Perkins



Daniel Walls

FORMAL MEETINGS, TARGETED DISCUSSIONS AND FANS' FORUMS

The 2026/27 season will include a structured programme of formal meetings, targeted discussions and supporter events, including:

- 2 Supporters' Charter Group Meetings
- Supporters' Board Meetings (schedule to be confirmed)
- 2 Fans' Forums
- 1 Young Rams Fans' Forum
- 1 Pre-Season Meeting and End-of-Season Review

The pre-season meeting with the Supporters' Charter Group took place in June 2026, ahead of the submission of this Fan Engagement Plan. It provided an opportunity for supporters to share views and help shape priorities for the season ahead.

As referenced in our 2025/26 Fan Engagement Report, we will also introduce a mid-season review and touchpoint with both the Supporters' Charter Group and Supporters' Board during the 2026/27 season. This will be delivered via email, allowing us to provide updates, gather feedback and maintain dialogue between formal meetings.

Minutes from Supporters' Charter Group meetings, Supporters' Board meetings and Fans' Forums will continue to be published on dcfc.co.uk under the 'Supporters' section, ensuring fans can access key discussion points and club updates.

Alongside this, we will continue to deliver targeted discussions and regular internal working group meetings to support consistency across our engagement activity. These discussions may be scheduled around key awareness and campaign dates, including International Women's Day, Rainbow Ball and Level Playing Field's Unite for Access campaign.

Building on the targeted discussions held throughout 2025/26, we will continue engaging with our wider network, including the Royal School for the Deaf Derby, to maintain ongoing dialogue and collaboratively shape our plans for 2026/27.

We will also continue to meet regularly with the Disabled Supporters' Club to listen, share feedback and maintain open communication.

In addition, the internal working group will regularly bring together the core Fan Engagement Team and relevant colleagues from across the club with subject matter expertise, building on an approach that proved effective during the 2025/26 season.



SURVEYS AND FEEDBACK FORMS

Across the 2026/27 season, we will continue to improve how we gather, use and communicate supporter feedback. While surveys and feedback forms provide valuable insight, we also want to do more to demonstrate how supporter views are considered and how they help shape discussions across the club.

The below sets out the methods we will use to gather feedback and the outcomes we aim to achieve.

Matchday Feedback (Post-Match Surveys)

To continue to use post-match surveys on a match-by-match basis to capture supporter experiences and identify areas for consideration ahead of future fixtures.

Non-Matchday Events

To continue to provide targeted feedback opportunities linked to individual events and activities. This should help us understand what supporters value most from these initiatives and informs how future events are delivered.

Mid-Season Check-Ins

To continue creating opportunities, particularly for Young Rams members to provide feedback during the season. This should support ongoing engagement, help ensure members are aware of their benefits, and allow them to indicate interest in planned second-half activities.

EFL Requirements

To continue to meet all external requirements, including the completion of surveys associated with the EFL Code of Practice and other relevant frameworks. This will also allow us to compare our data with other organisations, identify trends more effectively and gain insights into approaches that may be achieving higher response rates, helping to inform the design and framing of our own surveys going forward.

All feedback gathered through surveys and feedback forms will be treated as anonymous wherever appropriate, helping to ensure supporters can share their views openly and confidently.

Feedback collected through these methods provides valuable insight into the experiences of our wider supporter base, including how different groups engage with the club and whether any barriers may affect attendance, participation or access. This supports our ongoing commitment to Equality, Diversity and Inclusion by helping us better understand supporter needs and make informed decisions around accessibility, inclusion and support.

By listening to supporter feedback and using these insights to guide our approach, we can continue to learn, adapt and improve our activities, ensuring all supporters have the opportunity to engage with the club in a way that works for them.

In addition to this, the 2026 Access Audit, alongside matchday feedback and incident reporting, will help identify future improvements. This includes considering the needs of supporters from different backgrounds and with different lived experiences, helping to ensure activities are welcoming, accessible and inclusive for all.

CONNECTED BY THE RAIN

Club Communications, Updates and Online Engagement

We will continue to utilise our official club channels, including the website, app, email communications and social media platforms, to share key news and developments. By delivering clear, consistent and timely communications, we aim to make it as easy as possible for supporters to stay connected. We will also continue to present information in accessible and inclusive formats wherever reasonably possible.

Providing a positive matchday experience remains a key priority, particularly for First Time Fans. We will continue to maintain and develop the online Matchday Hub, giving supporters access to everything they need before arriving at the stadium. The match-by-match Fans' Guide via the website will also continue to provide essential travel information, stadium guidance and other matchday updates.

Where additional clarification is needed, we will publish dedicated website articles to explain procedures, reinforce key messages and respond to supporter feedback, demonstrating that we are listening and responding where appropriate.

Traditional channels such as the matchday programme and in-stadium posters will also continue to play an important role in ensuring information reaches supporters before and during fixtures.

In addition to providing timely news and updates, our online channels are also used to celebrate achievements, promote campaigns, support awareness initiatives and share stories from across the club.

The metrics below provide a snapshot of reach and engagement across our channels, alongside our overall social media following. They demonstrate how meaningful campaigns, combined with storytelling that brings club voices to the forefront, help extend the reach of key messages, encourage supporter interaction and raise awareness of issues that matter to both the club and the wider community.



SOCIAL MEDIA PLATFORMS - OUR FOLLOWING



605K



442K



396.8K



82.2K



36.6K

CAMPAIGN HIGHLIGHTS FROM 2025/26

INTERNATIONAL WOMEN'S DAY – HER FIRST GAME

Dedicated Home League Fixture - Sheffield Wednesday

105k views across platforms



WORLD CANCER DAY ACTIVITIES

Dedicated Home League Fixture - Ipswich Town

75k views across platforms

Please note that these figures are approximate and subject to change, as online engagement is dynamic and metrics naturally fluctuate over time rather than representing a fixed snapshot.

We will also ensure clear and accessible information is available across all club communications and matchday channels. This will be supported by regular updates to the online Accessibility Hub, which remains the central source of accessibility information.

Supporting disabled supporters remains a priority, with the club managing reasonable adjustment applications, responding to accessibility related queries and resolving matchday issues as quickly and effectively as possible.



LISTENING AND RESPONDING

As referenced in our 2025/26 Fan Engagement Report, the new 'You Asked, We Answered' initiative will support our overarching theme of 'Keeping You Informed' by highlighting key points raised by supporters and providing updates on how the club

is responding. While not every individual submission will be published, all feedback will be reviewed and considered as part of the club's ongoing decision-making process and in line with the club's best interests.



Supporters gave feedback asking for more pre-match and half-time entertainment.



'YOU ASKED'

'WE ANSWERED'

Understanding the different needs, experiences and expectations of our supporters is central to how we approach engagement. We recognise that communication is not always straightforward, and we will continue to look at how we can make it easier and more accessible for different groups of fans to share their views and take part.

While feedback forms sent through email provide a useful way to gather insight, we understand they may not always be the most suitable option for everyone. We want supporters to feel able to contact us through methods that work best for them and ensure a range of voices are represented in our engagement activity.



As part of a trial during the final three home league games of the 2025/26 season, Fans' Park was expanded to give supporters a dedicated outdoor space with live entertainment, food and drink options, and activities for younger fans before kick-off.

Inside the stadium, a range of interactive features have also been introduced for pre-match and half-time, including a Matchday Quiz, Predictions, Head-to-Head Stats, Fan Photos and a Young Rams' Gallery, with supporters also helping to shape the Matchday Playlist with their own submissions, which is an initiative that we have maintained for two successive seasons.

The learning from this will help us improve how we engage with our community and better understand how inclusive our communications, engagement activity and matchday experience are, building on previous areas of focus including Player Signing Sessions.

COMMUNITY PRIDE AND COLLABORATION

Collaboration remains a key driver of our Fan Engagement activity, as we achieve the greatest impact when we work collectively. This section outlines our key areas of focus for 2026/27, demonstrating how we will continue to collaborate with Derby County Community Trust, Derby County Women, the Academy and our wider network to strengthen relationships, enhance supporter experiences and deliver shared ambitions throughout the season.

OUR COMMITMENT

EQUALITY, DIVERSITY AND INCLUSION

Continue to consider Equality, Diversity and Inclusion across all engagement activity, ensuring our approach remains aligned with the EFL Equality Code of Practice.

As part of our objectives for the 2026/27 season, the club will officially launch its Accessibility Toolkit. Developed as part of our wider commitment to creating a more accessible and inclusive matchday experience, the toolkit brings together digital and physical resources tailored to individual supporter needs. These include the Matchday Accessibility Guide and Matchday Checklist, which help supporters plan, prepare and know what to expect on matchday, alongside physical support items such as ear defenders, fidget toys and communication cards. The toolkit forms part of the club's ongoing work to remove barriers, improve accessibility and enhance the matchday experience for supporters.

DERBY COUNTY ACADEMY

Continue to bring supporters closer to the Academy pathway, showcasing player development from youth levels through to the First Team and Women's Team, and strengthening connections with the next generation of players through initiatives such as the Young Rams Fans' Forum. This event continues to deliver strong engagement and highlights the clear pathway across the Academy, Men's and Women's First Teams, providing visible role models for young supporters.

We will also explore opportunities for the Academy to play a greater role in community engagement activity, utilising the existing relationships and networks across the club and wider community to identify areas where the Academy can contribute.

DERBY COUNTY WOMEN

Continue to grow engagement with Derby County Women by extending the free ticket initiative as part of the 2026/27 Young Rams Club, helping to build early connections with young supporters and increase attendances.

Continue to dedicate a Men's home league fixture to International Women's Day, providing a platform to celebrate the Female Talent Pathway, highlighting the work of Derby County Community Trust, and maintaining visibility of progression across the women's game.

We are also committing to bringing a Women's First Team home game back to Pride Park Stadium during the 2026/27 season.

DERBY COUNTY COMMUNITY TRUST

Continue to strengthen collaboration across the Derby County family, working closely with Derby County Community Trust to create meaningful supporter experiences and long-term relationships. Build on successful joint delivery, including activity with the club's official charity partner Macmillan Cancer Support, and identify further opportunities to maximise impact in 2026/27.

OUR WIDER NETWORK

Continue to develop collaboration across our wider network, including Royal School for the Deaf Derby and Her Game Too, focusing on improving how supporters experience and engage across the season. As part of this, we will review how activity is planned across the calendar to ensure it is better distributed throughout the year, rather than concentrated around single dates.

FUTURE RAMS

We will continue to invest in the next generation of supporters by creating meaningful experiences throughout 2026/27 that build lasting relationships with the club. Our aim is to create memorable opportunities for young supporters to learn more about the people, history and values that make us who we are, while strengthening their connection to the club through both matchday and non-matchday activities.

We will continue to review and develop the experiences available to our Future Rams, including initiatives such as Player Signing Sessions and Open Training Sessions. By listening to supporter feedback and evaluating engagement, we can better understand what resonates with young supporters and identify opportunities to enhance these experiences.

The introduction of the new Young Rams Club, an updated and improved version of the previous membership scheme, provides another opportunity to enhance the experience for younger supporters. We have taken on board feedback and will continue to refine the programme, from the activities included to how we communicate with members, ensuring it remains engaging, relevant and aligned with what young supporters want.

Building on the success of our family matchday experience will also remain a priority. Achieving Gold in the EFL Family Excellence accreditation recognises the hard work already taking place and reflects our commitment to creating a welcoming and enjoyable environment for families.

We are committed to ensuring every Future Ram understands that everyone has a place within our club. Regardless of background, identity or circumstance, every supporter should feel welcome, included and valued. We will continue to consider the differing needs of children and young people to help ensure activities are accessible and enjoyable for everyone.

These principles will continue to shape our approach, helping us create positive memories, inspire young people and encourage the next generation of Rams fans to develop a lifelong connection with Derby County.



CELEBRATING OUR ROOTS

CLUB HERITAGE AND HISTORY

Celebrating the history and heritage of our football club remains an important way of connecting supporters with our past and recognising the people who have helped shape Derby County.

As part of our plans for the 2026/27 season, we will build on established initiatives including the Walk of Fame, Legacy Numbers, the Memorabilia Exhibit in Harrison's Hub, and former player involvement in matchdays and events. These initiatives have strengthened supporters' connection with the club's heritage and created more opportunities to celebrate it.

We will continue to explore opportunities to link key events, such as Golden Rams, with our wider heritage activity, while using significant dates throughout the calendar to recognise important moments in the club's history.

Looking ahead, we are beginning to consider plans for the 30th anniversary of Pride Park Stadium in July 2027. While this milestone falls at the start of the 2027/28 season, the 2026/27 season provides an opportunity to begin building momentum and engaging supporters in the celebrations.

Alongside this, we are working with Derby Civic Society to install an official 'blue plaque' as part of the Brian Clough and Peter Taylor statue, marking the 60th anniversary of the dynamic duo taking charge of the Rams falling in June 2027.

The season will also commemorate the 40th anniversary of Arthur Cox's back-to-back promotions in the late 1980s. This achievement will be celebrated through a range of activity, including a dedicated exhibition in Harrison's Hub and a themed 80s matchday, building on the success of the 90s promotion anniversary celebrations during the 2025/26 season.

Finally, we are also exploring how our heritage work can be further integrated into Future Rams activity, particularly through matchday experiences and resources such as the First Time Rams activity book.

**1995/96 EXCLUSIVE
KIT LAUNCH IN 2025/26**

**GENERATED 1.2 MILLION
IMPRESSIONS ACROSS PLATFORMS**



**90S THEMED MATCHDAY IN 2025/26
AGAINST OXFORD UNITED**

**GENERATED 2.9 MILLION
IMPRESSIONS ACROSS PLATFORMS**



FAN EVENTS AND INITIATIVES

THE PRIDE PARK EXPERIENCE

The matchday experience remains a huge part of what makes Derby County special. It is where supporters come together, enjoy the football and create memories that last beyond the 90 minutes.

CREATE AN ENJOYABLE SUPPORTER EXPERIENCE

The club remains committed to continually improving the fan experience, ensuring supporters have the information they need ahead of attending matches while enhancing the atmosphere and engagement opportunities on matchdays.

The success of Fans' Park across the final three home league fixtures of the 2025/26 season demonstrated the appetite for a dedicated external Fans' Zone. Building on this positive feedback, we will explore opportunities to further develop and enhance this offer throughout the 2026/27 season.

We will also continue to use matchdays to celebrate the diversity of our community and recognise key cultural and awareness dates in a way that is meaningful, respectful and reflective of our supporter base throughout the year, including occasions such as Diwali and International Women's Day, helping to create an inclusive and welcoming environment for all supporters.

CREATE AN ENJOYABLE SUPPORTER EXPERIENCE

We remain committed to maintaining our EFL Family Excellence Gold Award status while continuing to listen to supporter feedback and identify opportunities to enhance the matchday experience. The 2025/26 post-match survey results, including a 98% revisit rating, demonstrate the progress being made and reinforce our ambition to build a Pride Park experience that creates lasting memories.

SUPPORT THE DIGITAL MATCHDAY JOURNEY

We recognise the importance of digital engagement as part of the matchday journey and will continue to utilise our official club channels to provide key information and build excitement ahead of fixtures.

CONTINUE TO DELIVER MAGICAL MOMENTS ON MATCHDAYS

We will continue to deliver memorable experiences for our Future Rams, including Rammie's Special Guests, Dugout Experiences and Mascot Opportunities.

INCLUSIVE BY DESIGN

We will seek to ensure supporter engagement activities are planned to use an inclusive-by-design approach. This means considering accessibility, communication, affordability, timing, location and other practical considerations during the planning process to help reduce barriers to participation and ensure opportunities are open to as many supporters as reasonably possible.

FAN BEHAVIOUR

The safety, security and wellbeing of all supporters attending Pride Park remains a priority for Derby County. We are committed to providing an inclusive, respectful and welcoming matchday environment where everyone can feel safe, valued and able to enjoy supporting the Rams.

We have a zero-tolerance approach to discrimination, abuse and unacceptable behaviour. We will continue to communicate clearly with supporters about expected standards, including unacceptable language and conduct, while ensuring supporters know how to report any concerns and access the appropriate support.



TOGETHER BEYOND MATCHDAY

We will continue to recognise key dates throughout the year, including cultural and religious observances, while delivering non-matchday events that create opportunities for supporters to connect with the club.

When planning supporter engagement activity, we will seek to identify and reduce barriers to participation wherever reasonably possible. This includes considering accessibility, communication, timing and other practical considerations to help ensure opportunities are open to the widest possible range of supporters.

Following a standout 2025/26 season, our focus for 2026/27 is to build on this momentum. We aim to maximise engagement through matchdays and other key moments, making the most of strong home attendances to connect with supporters in person.

Through these initiatives, we aim to strengthen relationships between supporters, the teams and the wider club, including colleagues working behind-the-scenes, reinforcing our shared identity.

Please refer to the calendar on the following page for an overview of the key dates, cultural and religious observances, and non-matchday events we plan to recognise, alongside opportunities to engage with supporters throughout the 2026/27 season.

The club will continue to share key dates, activities and engagement opportunities through its official channels, including additional events not yet reflected in the calendar. Further information on individual activations, including timings, locations and booking details where required, will be shared in due course.

Please note that the calendar is subject to change. Some cultural and religious observances are based on confirmed dates and community observance and may therefore be amended where appropriate.



OUR 2026/27 FAN ENGAGEMENT CALENDAR

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

CLUB EVENTS

• OPEN TRAINING SESSION

• GOLDEN RAMS
• MACMILLAN COFFEE MORNING

• SIGNING SESSION
• HALLOWEEN STADIUM TOUR

• GOLDEN RAMS
• FANS' FORUM

• ANNUAL HOSPITAL VISIT
• GOLDEN RAMS FESTIVE LUNCHEON
• CHRISTMAS STADIUM TOUR
• SIGNING SESSION

• GOLDEN RAMS
• YOUNG RAMS FANS' FORUM
• SIGNING SESSION

AWARENESS RAISING DATES AND INITIATIVES

• WORLD ALZHEIMER'S DAY

• PLAY SAFE WEEKEND
• WORLD MENTAL HEALTH DAY
• BLACK HISTORY MONTH
• TOGETHER AGAINST RACISM

• REMEMBRANCE SUNDAY
• RAMS REMEMBER
• EFL WEEK OF ACTION
• MEN'S HEALTH MONTH

• INTERNATIONAL DAY OF PERSONS WITH DISABILITIES
• EFL CHRISTMAS IN THE COMMUNITY

• WORLD CANCER DAY
• RAINBOW BALL

RELIGIOUS OBSERVANCES

• ROSH HASHANAH (JUDAISM)
• YOM KIPPUR (JUDAISM)

• DIWALI (HINDUISM / SIKHISM)

• HANUKKAH (JUDAISM)
• CHRISTMAS (CHRISTIANITY)

• RAMADAN (ISLAM)
• LUNAR NEW YEAR (BUDDHISM)

FORMAL MEETINGS

• SUPPORTERS' CHARTER GROUP

MARCH

APRIL

MAY

JUNE

CLUB EVENTS

- | | | |
|--|---|---|
| <ul style="list-style-type: none"> • FANS' FORUM • EASTER STADIUM TOUR | <ul style="list-style-type: none"> • SIGNING SESSION • GOLDEN RAMS • END OF SEASON AWARDS DINNER | <ul style="list-style-type: none"> • PLAY ON THE PITCH |
|--|---|---|

AWARENESS RAISING DATES AND INITIATIVES

- | | | | |
|---|---|---|--|
| <ul style="list-style-type: none"> • INTERNATIONAL WOMEN'S DAY • LEVEL PLAYING FIELD • UNITE FOR ACCESS • WORLD DOWN SYNDROME DAY • MOTHER'S DAY | <ul style="list-style-type: none"> • PARKINSON'S AWARENESS MONTH | <ul style="list-style-type: none"> • DEAF AWARENESS WEEK • MENTAL HEALTH AWARENESS WEEK • DEMENTIA ACTION AWARENESS WEEK | <ul style="list-style-type: none"> • PRIDE MONTH • FATHER'S DAY • LONELINESS AWARENESS WEEK |
|---|---|---|--|

RELIGIOUS OBSERVANCES

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> • EID-AL-FITR (ISLAM) • HOLI (HINDUISM) • GOOD FRIDAY AND EASTER SUNDAY (CHRISTIANITY) | <ul style="list-style-type: none"> • VAISAKHI (SIKHISM) • PASSOVER (JUDAISM) | <ul style="list-style-type: none"> • EID-AL-ADHA (ISLAM) |
|--|--|---|

FORMAL MEETINGS

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> • SUPPORTERS' CHARTER GROUP | | |
|---|--|--|



GET IN TOUCH

We want to make it as easy as possible for supporters to contact us. To help ensure your message reaches the right team, we provide a range of dedicated communication channels.

CLUB TELEPHONE NUMBER

0871 472 1884*

TICKET OFFICE

TELEPHONE: 0871 472 1884* (OPTION 1)

EMAIL: TICKET.OFFICE@DCFC.CO.UK

HOSPITALITY

TELEPHONE: 0871 472 1884* (OPTION 3)

EMAIL: HOSPITALITY@DCFC.CO.UK

DISABILITY ACCESS OFFICER

TELEPHONE: 01332 667544

EMAIL: ACCESSIBILITY@DCFC.CO.UK

ACCESSIBLE TICKETING AND ENQUIRIES

TELEPHONE: 01332 667528**

** THE ACCESSIBLE TICKETING AND ENQUIRIES LINE IS A DEDICATED SERVICE DESIGNED TO ASSIST SUPPORTERS WITH ACCESS REQUIREMENTS, INCLUDING PURCHASING TICKETS AND ARRANGING MATCHDAY ACCOMMODATIONS

SUPPORTER LIAISON OFFICER

EMAIL: SLO@DCFC.CO.UK

DERBY COUNTY COMMUNITY TRUST

TELEPHONE: 0871 472 1884* (OPTION 5)

EMAIL: COMMUNITY@DCCT.CO.UK

WEB: DERBYCOUNTYCOMMUNITYTRUST.COM

EDI LEAD

EMAIL: INCLUSION@DCFC.CO.UK

SAFEGUARDING

EMAIL: SAFEGUARDING@DCFC.CO.UK

RAMSTV STREAMING SUPPORT

EMAIL: RAMSTVSUPPORT@DCFC.CO.UK

REPORTING AN INCIDENT OR CONCERN

TO REPORT AN INCIDENT, CONCERN, OR MAKE A COMPLAINT, INCLUDING DISCRIMINATORY LANGUAGE, ANTI-SOCIAL BEHAVIOUR, OR ANY HEALTH AND SAFETY ISSUES, YOU CAN CONTACT US IN THE FOLLOWING WAYS:

EMAIL: SLO@DCFC.CO.UK

WRITE TO:

SUPPORTER LIAISON OFFICER
DERBY COUNTY FOOTBALL CLUB
PRIDE PARK STADIUM
PRIDE PARK
DERBY
DE24 8XL

*0871 NUMBERS ARE CHARGED AT 13P PER MINUTE PLUS YOUR PHONE COMPANY'S ACCESS CHARGE.

SUPPORTERS CAN ALSO STAY UP TO DATE WITH THE LATEST NEWS, BEHIND-THE-SCENES CONTENT, AND MUCH MORE BY DOWNLOADING THE OFFICIAL DERBY COUNTY APP.



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COUNTY
COMMUNITY
TRUST