

Fan Engagement Index scoring system (algorithm)

How the Index works, and how we collect the data

All of the data we collect for the Rugby League Fan Engagement Index are publicly available, via club, league and other websites and sources. It comprises only the English clubs in Super League.

It involves no surveying of fans or others. We do not contact clubs directly during the process, to as closely as possible mirror the journey of a fan attempting to find out the information themselves, and to ensure fairness to all clubs. No data has been sent to clubs.

The Rugby League Fan Engagement Index, like its football counterpart, awards up to 240 points to clubs overall based on the quality of their Fan Engagement. It comprises three categories, each offering up to 80 points. Final figures correct as of the 30th November of the end of the season concerned.

All of the data we collect for the Fan Engagement Index are publicly available

The way we research the Index mirrors the journey of a fan, trying to find out about fan engagement at their club

From the 2026 season edition, we intend to incorporate the second tier Championship in our research.

We're always interested in hearing from clubs, practitioners, fans and others about their views on fan engagement, so get in touch if you want: hello@fanengagement.net

Each club can achieve a potential total score of 240 points, with 80 points available per-section. Where scores are equal, the highest Dialogue score determines the club's final position in the table

Dialogue			
General Clarification: If a form of engagement is established during a season, the club still receives full points. However, if either the min. two meetings threshold hasn't been reached, or fewer meetings have been reported, they only receive partial score for transparency.			
Criteria are the same as for the English Men's football Fan Engagement Index, except the following: supporter charters/fan engagement plans are not scored. Instead clubs are scored if 'supporter services, fan engagement or fan experience contacts are easily found'. Rugby League clubs are not scored specifically for Supporter Liaison Officers (SLOs), which are common in football. Instead they are scored for the more general, 'is there a fan engagement department, manager of officer?'			
Element of Fan Engagement	Criteria	Max Points	Guidance notes
Structured Dialogue with supporters' trust/independent supporters group	Where the representatives or directors of fans from an independent group. e.g. supporters' trust, meets with the senior manangement/owners of the club regularly. This should be separate from any other relationship such as a fans'/supporters' parliament (an elected or chosen group of fan representatives meeting regularly to discuss matters of importance to them) This relationship can also be underpinned by either a shareholders agreement, other similar legal agreement, or Memorandum Of Understanding (MOU)	30	All defintions are according to those used by the Fan Engagement Index for English men's football, accepted best practice in Fan Engagement and by research published by Think Fan Engagement.
Structured Dialogue with wider group of representatives	Where representatives of fans of more than one group meet with the club on a regular basis. fans'/supporters' parliament (an elected or chosen group of fan representatives meeting regularly to discuss matters of importance to them).	15	All defintions are according to those used by the Fan Engagement Index for English men's football, accepted best practice in Fan Engagement and by research published by Think Fan Engagement.
Fans Forums	Where a wide group of fans as individuals (including season ticket holders, members or unaffiliated fans) meet with the club on a regular basis; If the meetings are only once a season, score is 5 points; if the meetings are restricted to a specific category of fan (Season Ticket holders, or membership schemes), even if more than one held, or charged for, score is 5 points.	10	All defintions are according to those used by the Fan Engagement Index for English men's football, accepted best practice in Fan Engagement and by research published by Think Fan Engagement. If the forum takes place in the period after 30 November of the previous season, (the year-end for Rugby League clubs), it is counted.

Social Media (Twitter Help Channel)	Club provides a standalone 'Help' channel, or SLO (Supporter Liaison Officer) Twitter/X channel, which is clearly regularly used. If it isn't regularly used for Dialogue, score is 5 points	20	Help' Channels include those run by 'supporter services' departments/teams or other, similar functions. All receive the same points.
Other Engagement/Dialogue	Additional points available for a club providing a distinctive or alternative structures or forums for fans to engage with the club. Includes regular, ongoing programmes, or be attached to a specific or discreet project (e.g.: ground redevelopment or communications strategic work)	5	Examples are clubs responding to queries via main club Twitter/X channel (or senior officials, e.g. CEO/Chair/owners doing so), or a series of focus groups, meetings or other regular forms of engagement carried out by the club.
Section total		80	

Governance

Element of Fan Engagement	Criteria	Max Points	Guidance notes
Supporter representatives on the board of the club	An independent group of fans (e.g. supporters' trust) has the majority of the directors (25 points); 2. Where an independent group of fans (e.g. supporters' trust) has at least one full director (and up to an overall minority of directors) representing fans, or an independent director representing fans is elected, (15 points); 3. Where an independent group of fans (e.g. supporters' trust) has a representative on the board (not a full director), e.g. supporters' trust, score is (10 points)	25	Definition of 'independent group' is provided by Think Fan Engagement in glossary of terms. Include those elected by fans of the club in a ballot

Supporter services, fan engagement or fan experience contacts easily found?	There is clear information about supporter services (or similar) and how to access them: score is (20 points); Where there is limited information or it is difficult to find, score is 10 points; Where there is only a contact page and little else, score is 0 points.	20	The information must be judged to be comprehensive enough for a fan to be able to find out how to contact the club about all of its relevant functions, e.g. ticketing, merchandise, matchday services etc.
Is there a fan engagement department, manager of officer?	Club has some form of stand alone role (an engagement department, manager of officer), 15 points); 2. Contact details provided for fan concerns or 'customer' related issues, 5 points, Nothing found, 0 points.	15	This role must be relevant to fans for matchdays at a minimum.
MOU or or other legal agreement with supporters' trust or other independent group governing relationship	Club is owned by its supporters via an independent, democratic group, e.g. a supporters' trust or is itself a similar model (e.g. Company Limited by Guarantee with democratic elections) (20 points); an independent, democratic group, e.g. a supporters' trust has supporter-directors or a supporter representative with an MOU underpinning the relationship with their club (15 points); Where a such a group has an MOU or other legal agreement underpinning the relationship with their club (10 points); No MOU or legal agreement, or MOU or legal agreement relating to a different form of dialogue, e.g. between an FAB and the club (0 points)	20	MOUs are common in football fan engagement, and outline the rights and responsibilities of both the representative group and the club. They are promoted by the Football Supporters Association, and adopted by supporters' trusts. 'Golden Shares' can be included only if the agreement can be scored under the section 'MOU or or other legal agreement with supporters' trust or other independent group.' Only one agreement can be scored. Ownership can also include CLG rugby club or other, similar model of democratic ownership. 1. They do not include MOUs that establish forms of FABs or other structures of dialogue, which are entirely separate arrangements.
Section total		80	

Transparency

Element of Fan Engagement	Criteria	Max Points	Guidance notes
Structured dialogue meetings with supporters' trust/independent group reporting	Full report, minutes, video or audio of meeting (15); minimal report, e.g. short news item (10); Irregular reporting (posting fewer reports than meetings) (5); No reporting (0)	15	AGM reports for fan owned clubs are scored full marks. Reports have to be regular and published for full marks. Can be via OS or Trust/Group website.
Structured dialogue with wider group of representatives reporting	Full report, minutes, video or audio of meeting (15); minimal report, e.g. short news item (10); Irregular reporting (posting fewer reports than meetings) (5); No reporting (0)	15	(as above)
Fans Forum reporting	Full report, minutes, video or audio of meeting (15); minimal report, e.g. short news item (10); Irregular reporting (posting fewer reports than meetings) (5); No reporting (0)	15	(as above)
Club board meeting reports/minutes	Full report, minutes, video or audio of meeting (15); minimal report, e.g. short news item (10); Irregular reporting (posting fewer reports than meetings) (5); No reporting (0)	15	Club reports in full or part from its board meetings, or where a supporters' trust that owns its club, reports are issued in full or part via its own board meetings
Structured dialogue meetings with supporters' trust/independent group agenda	Agenda published in advance (5); No agenda published (0)	5	AGM agendas for fan owned clubs are scored full marks. Reports have to be regular and published for full marks. Can be via OS or Trust/Group website. Where minutes published irregularly, clubs receive 5 points
Structured dialogue with wider group of representatives agenda	Agenda published in advance (5); No agenda published (0)	5	(as above)
Fans Forum agenda	Agenda published in advance (5); No agenda published (0)	5	(as above)

Club board meeting agendas	Agenda published in advance (5); No agenda published (0)	5	Club issues agendas for its board meetings or announces them in advance; or where a supporters' trust that owns its club reports the agenda or notice of club board meetings
Section total		80	
Overall total		240	