

Dialogue					
Element of Fan Engagement	Criteria	Max Points	Notes	Clarifications for 2021/2022?	
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.	30	According to the definitions of the DCMS Expert Working Group on Supporter Ownership and Engagement (2017). Definition of 'independent group' is provided by Think Fan Engagement in glossary of terms		
Structured Dialogue with wider group of representatives	Where representatives of fans of more than one group meet with the club on a regular basis	15	According to the definitions of the DCMS Expert Working Group on Supporter Ownership and Engagement (2017). Definition of 'independent group' is provided by Think Fan Engagement in glossary of terms		
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	10	According to the definitions of the DCMS Expert Working Group on Supporter Ownership and Engagement (2017). Definition of 'independent group' is provided by Think Fan Engagement in glossary of terms		
Social Media (Twitter Help Channel)	Club provides a standalone 'Help' channel, or SLO (Supporter Liaison Officer) Twitter 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. SLO channels have to be run by the SLO.	SLO and Help Twitter channels now receive full points. More definition of Help and SLO channels provided	

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 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.	
			S e c t i o n t o t a l	80	
Governance					
Element of Fan Engagement	Criteria		Max Points	Notes	Clarifications for 2021/2022?
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		25	Definition of 'independent group' is provided by Think Fan Engagement in glossary of terms	Scope of directors representing fans widened to include those elected by fans of the club in a ballot, e.g. Northampton
Customer/Supporter Charter	The customer (or supporter) charter has clear information about consultation and communication, and SLO and/or supporter services (or similar), score is (20 points); Where the charter is missing some information about consultation and communication, SLO and/or supporter		20	Customer Charters are mandated by both Premier League and EFL	
SLO is clearly a stand alone role	SLO (Supporter Liaison Officer) is clearly a stand alone role, with no other different responsibilities attached (e.g. ticketing, marketing, but excluding supporter services roles), (15 points); 2. Unclear whether SLO is a stand alone role as above, score is 5		15	All according to the best practice issued by UEFA, and overseen/written by Football Supporters Europe/SD Europe	

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 (0 points)			20	MOUs are promoted by the Football Supporters Association, and adopted by supporters' trusts	Definition clarified to include CLG football clubs or similar models of democratic ownership
			Section total	80		
Transparency						

Element of Fan Engagement	Criteria	Max Points	Notes	Clarifications for 2021/2022?
Structured dialogue meetings with supporters' trust/independent	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	15	AGM reports for fan owned clubs are scored full marks. Reports have to be regular and published	
Structured dialogue with wider group of representatives	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	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
Structured dialogue meetings with supporters' trust/independent	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
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 (0)		5 (as above)	
Club board meeting agendas	Agenda published in advance (5); No agenda (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
		S e c t i o n t o t a l	80	

General approach to Fan Engagement						
Overall Fan Transparency Rating						
*** (If only one, multiplier of 4; if two, multiplier of 2; if three, multiplier of 1.33; if four, multiplier of 1)						