



QUEENS PARK RANGERS FOOTBALL CLUB

FAN ENGAGEMENT PLAN

2026/27

Welcome to this season's Fan Engagement Plan



Here at Queens Park Rangers, we believe our loyal, devoted supporters are a fundamental part of everything we do. Your dedication and backing play a huge part in driving the club forward, both on and off the pitch.

The aim is always to foster a truly inclusive and collaborative supporter experience, bringing people together and strengthening the sense of community and belonging that makes QPR so special. We want nothing more than for every supporter to feel welcome, valued and listened to, while continuing to provide memorable experiences for every part of the fanbase.

We are fully committed to building strong relationships based on trust and transparency. We are so extremely thankful for the unwavering support of our incredible fanbase, and we look forward to what lies ahead in the 2026/27 season and beyond.

Come on You R's!

Euan Inglis, Commercial Director

Commitment to Regulation 129



- **QPR agree to fully comply with EFL Regulation 129 and its requirement regarding supporter engagement.**

The club is always seeking to improve and provide opportunities to be involved, and over recent seasons we have continued to enhance the way we set out to achieve this.

In addition, the club is committed to growing their off-pitch supporter relations team, with the introduction of a brand-new Supporter Liaison Officer for the 2026/27 season, in order to continue to enhance our supporter relations offering.

The 2025/26 season saw the launch of the QPR Supporter Advisory Board, which enables the club to strive to be stronger in the field of supporter engagement. This level of consultation and collaboration is something that the club consider to be of utmost importance, and we are excited as we head into our second season with our QPR SAB.

At QPR, we've already achieved so much by listening to, and working alongside, our supporters, and we're committed to continue to build on that together.

Keeping Supporters Engaged



- Continuing to develop and evolve our fan engagement strategies remains a top priority, as we continuously work to improve dialogue with supporters, and strive to build even stronger relationships and maintain meaningful channels of communication.
- We commit to meeting with supporters over the course of the season, with this consisting of smaller meetings with groups, and larger supporter meetings. Groups met with over the course of the season include, but are not limited to: QPR SAB focus groups, QPR DSA, Rainbow Rangers, Fan Media Representatives and QPR 1st Supporters' Trust.
- The club also consults with supporters through at least one Fans' Forum, which is attended by QPR staff and directors, with supporters across the fanbase having the opportunity to submit questions and/or attend. Fans' Forum attendees are made up of:
 - 50% of supporters with the top loyalty points
 - 40% of season ticket holders and members (selected at random from those who register their interest)
 - 10% of fan media and supporter groups.

QPR Supporter Advisory Board



- Engagement will continue with QPR SAB during the 2026/27 season, and we're excited to enter our second year of working with an established Advisory Board.
- Whilst each elected member and representative of the wider supporter groups brings their own perspectives, experiences and responsibilities, the Board works collaboratively to take part in constructive and organised dialogue on key matters affecting both the club and the wider fanbase.



From the QPR SAB...



The Supporter Advisory Board (SAB) was established in September 2025, and continued to develop throughout 2026.

Following an initial period, during which the Club and the SAB agreed the Board's structure, Terms of Reference and shared expectations, the SAB increasingly focused on practical engagement with the wider supporter base. This included establishing its own social media channels, communicating updates on its work, and providing opportunities for supporters to raise questions, concerns and suggestions.

While it was initially anticipated that the Club and the SAB would meet formally three or four times each year, experience showed that a combination of formal meetings and more frequent issue-specific discussions was more effective. A number of matters were therefore progressed through informal meetings, held both in person and online, often in response to feedback received from supporters. For example, an SAB working group recently met with the Head of Ticketing to discuss supporter concerns and explore potential improvements for away ticketing.

The Club and the SAB agreed that these focused meetings, centred on specific topics raised by supporters, provided a more timely, responsive and productive approach than waiting for scheduled quarterly meetings.

From the QPR SAB...



Throughout this period, the Club and the SAB have worked closely with the Football Supporters' Association (FSA), whose guidance and support has helped strengthen the effectiveness of the Club-SAB partnership and its approach to supporter engagement.

Through the FSA, the SAB has also become part of the EFL Fans Advisory Board Network, enabling it to engage with other Supporter and Fan Advisory Boards across the EFL to share experiences, ideas and best practice.

The SAB currently comprises 11 members. Six members are independently elected by supporters, while the remaining five represent established supporter organisations: the QPR Disabled Association, QPR Loyal Supporters Association, Rainbow Rangers, QPR Fan Media and the QPR 1st Supporters' Trust.

Timeline of Activity (non-exhaustive)

MONTH	EVENT	MATCHDAY THEMES
AUGUST 2026	First Team Open Training at MATRADE Loftus Road. QPR & QPR Women	
SEPTEMBER 2026	Supporter Advisory Board Meeting	Cancer Has No Colours
OCTOBER 2026	Junior Hoops Halloween Event 10 Years of the Forever R's Club	Breast Cancer Awareness Month EFL Play Safe Together Against Racism
NOVEMBER 2026		Poppy Shirts/Remembrance fixture EFL Week of Action Prostate Cancer UK, Prostate United
DECEMBER 2026	Junior Hoops Christmas Event Supporter Advisory Board Meeting	Christmas Crisis/Foodbank Festive player appearances
JANUARY 2027		Memorial video fixture EFL Community Heroes/QPR Community Heroes
FEBRUARY 2027	First Team men's and women's player signing event Football v Homophobia Month of Action	EFL Rainbow Ball
MARCH 2027	Junior Hoops Takeover Day	International Women's Day Level Playing Field's Unite for Access
APRIL 2027	Junior Hoops Easter Event Supporter Advisory Board Meeting	Easter QPR in the Community Trust Day
MAY 2027		End of Season Awards

Commitment to update supporters



- The club wants supporters to feel involved and engaged, and we therefore commit to listening to feedback and views. QPR commits to providing regular updates to supporters regarding its supporter engagement activity.
- Feedback mechanisms for supporters include, but are non-exhaustive of:
 - Fans' Forums
 - Supporter Advisory Board members
 - Via their social media platforms, or via their Google form by clicking [HERE](#).
 - Supporter relations email address – supporterservices@qpr.co.uk
 - Supporter relations phone number – 020 8740 2613

The 2024/25 Fan Engagement Plan Seasonal Activity



- The 2024/25 campaign saw a season of change and excitement in the realm of fan engagement, with a wide range of events occurring, and positive work being undertaken in the consultation space. QPR undertook a review of last season's Fan Engagement Plan to assess its effectiveness and work together to discuss the planned activity for the season ahead.
- Queens Park Rangers are keen to provide a Timeline of Activity, as we feel it allows supporters an insight into events and engagement pieces to look forward to over the course of the season. Last season's Timeline of Activity saw a Fans' Forum, two supporter group meetings (SCC), three innovative Virtual Fan Engagement events, an inaugural men's and women's first team signing session (which was attended by over 500 supporters), Junior Hoops events (attended by first-team players) and an Open Training Session at MATRADE Loftus Road. QPR are proud of the events on offer last year and the engagement it allowed, with magic moments created and memories made.
- 2024/25 also saw the launch of the QPR Supporter Advisory Board (explained in a previous slide), which we are incredibly excited to be moving forwards with.
- Several internal departments, notably Marketing, Commercial, Supporter Relations and Media, alongside the help of dedicated QPR in the Community Trust staff members, deserve recognition for their tireless work in delivery state-of-the-art fan engagement off the pitch to supporters of all ages.
- QPR are continuing to strive to be fan engagement innovators, and we have identified areas for improvement, and ways we can do even better in various areas. We believe our newly formed Supporter Advisory Board will be able to assist us in the area and work together with the club to create even more pioneering fan engagement opportunities.

The 2025/26 Fan Engagement Plan Seasonal Activity



- The 2025/26 season saw excitement and growth off the pitch, with the first full season of QPR SAB. We were proud to launch the Advisory Board during the 2024/25 season, and have thoroughly enjoyed the journey the club and the Board have been on over the course of the last 12 months. A season of learning, growth and adaption makes for an exciting second full campaign for the group.
- A highlight of the season saw the club travel to New York City in the United States, and alongside the EFL, put on a weekend of activations to bring together supporters in the USA, giving them an opportunity to engage directly with the club and the EFL. Club legend Charlie Austin joined us overseas, as we collectively brought together more than 125 supporters in the heart of NYC, to bring the club directly to supporters from across the pond.
- Alongside this, last seasons 'timeline of activity' saw several themed matchdays supporting charities and league wide initiatives, parties for our Junior Hoops, and their own dedicated Junior Hoops Takeover matchday, the second year of our first team (men's and women's) signing sessions and the launch of 2026/27 season tickets, which sees club records broken.
- It's important to outline the incredible work undertaken by internal departments over the course of the season, notably Marketing, Commercial, Media, Ticketing and Retail, alongside the help of dedicated QPR in the Community Trust staff members. They deserve recognition for their tireless work in delivery state-of-the-art fan engagement off the pitch to supporters of all ages.
- QPR is committed to being a leader in supporter engagement, and while we've made progress, we know there's always room to improve. We want to continue to raise the standard of the supporter experience, and we're excited for the season ahead.

2026/27 – Priority Areas



Continuing to grow
community and
supporter outreach

Strengthening
communication and
consultation

EFL Family
Excellence Gold
Award Status

Celebrating the
diversity of our
fanbase

Commitment to heritage items



QPR's rich history is something to be incredibly proud of.

- We aim to celebrate our heritage items with supporters, and if assets of a historical importance are being considered for change, then the club will engage with supporters in relation to any proposal to amend such properties.
- A structured dialogue meeting with our Supporter Advisory Board will be held as a minimum, with wider consultation explored as necessary.
- QPR consider the below as heritage assets:
 - The club's name
 - The club crest
 - The name of the stadium
 - Blue and white hoops

Our commitment to engage with supporters on any relevant matter is incredibly important to QPR.

Contact us:



Supporters can reach QPR in several different ways.

The club are always encouraging feedback, suggestions and ideas on how together we can improve the supporter experience.

Supporter Relations	Box Office	Operations
supporterservices@qpr.co.uk	boxoffice@qpr.co.uk	operations@qpr.co.uk
020 8740 2613	020 8740 2613	
Safeguarding	Stadium Superstore	Loftus Road Stadium
safeguarding@qpr.co.uk	clubshop@qpr.co.uk	Main Switchboard
	020 8740 6862	020 8740 0262



THANK YOU

for your continued incredible support.

YOU R's!