

WEYMOUTH FOOTBALL CLUB

# FAN INSIGHT PROJECT





# YOUR VOICE IS IMPORTANT, NOW MORE THAN EVER.

Dear Terra's supporters,

Weymouth Football Club has always been more than a football team. As the club looks ahead, we believe it is important to take time to listen properly to those who care most.

The **Fan Insight Project** has been created to help the club better understand how you experience Weymouth FC today. We want to hear what you enjoy, what frustrates you, what makes you proud, and what could be improved. This isn't about team selection or tactics. It's about the matchday experience, communication, and connection to the club.

We want to hear from a wide range of you: regular supporters, occasional visitors, families, young fans, those who follow from afar, and those who may have drifted away in recent years. If you care about Weymouth FC, your views matter, whether you're at every game or only able to attend from time to time.

The aim is simple but important: to use supporter feedback to help guide future decisions, improve how the club communicates and operates, and strengthen the connection between Weymouth FC and its community. Listening properly now will help the club make more informed, supporter-led choices in the future.

Feedback will be gathered through a number of in-person discussion sessions and online surveys, so as many people as possible have the chance to take part. These sessions will be focused on listening and understanding, and supporters will be able to share their views openly and respectfully.

Over the coming weeks, we invite you to get involved and have your say. Whether by survey or attending one of the in-person sessions, your voice will help shape the future of Weymouth Football Club. Further details on how to take part will be shared soon, we truly hope you'll join the conversation.

**Ben Miller - Head of Media and Marketing**



# FOCUS AREAS

The project focuses on a number of key areas that shape how supporters experience Weymouth FC. These areas reflect the moments, interactions, and connections that matter most.

1

## THE MATCH DAY EXPERIENCE

How does it feel to attend a Weymouth FC match?

2

## COMMUNICATION

How does the club communicate with supporters?

3

## THE WFC BRAND

What does Weymouth FC mean?

4

## OUR COMMUNITY

How connected is the club to the town?

# HAVE YOUR SAY!

Weymouth Football Club belongs to its supporters. The Fan Insight Project is about making sure your voice helps shape how the club grows, communicates, and connects with the people who care most.

Your insight will help us:

- Improve the matchday experience.
- Strengthen communication and transparency.
- Create a welcoming environment for all generations of fans.
- Understand what makes you proud to support Weymouth FC.
- Identify areas where we can do better.

## How to Take Part

Attend an in-person discussion:

Thursday 26<sup>th</sup> March 2026: 18:30 - 19:30 - The Bob Lucas Stadium

Saturday 28<sup>th</sup> March 2026: 12:30 - 13:30 - The Bob Lucas Stadium

Thursday 16<sup>th</sup> April 2026: 18:30 - 19:30 - The Bob Lucas Stadium

Saturday 18<sup>th</sup> April 2026: 12:30 - 13:30 - The Bob Lucas Stadium

[BOOK HERE](#)

Complete a survey:

[THE MATCHDAY EXPERIENCE:](#)

[COMMUNICATION](#)

[THE WFC BRAND](#)

[OUR COMMUNITY](#)