



Lancashire FA Engagement Plan 2023

Your Game. Our Goal.™



ENGAGEMENT PLAN

SEPTEMBER 2023

SUMMARY



**Your
Game.
Our
Goal.™**



DEFINE AUDIENCE JANUARY MARCH 2023

Clearly identify and understand the varying audiences we wish to reach with our engagement efforts across Lancashire...and beyond.

Consider demographics, locations, habits, barriers to participation or knowledge to create a meaningful profile of each stakeholder



OVERARCHING MARCOMMS STRATEGY & OBJECTIVES OCT 2022

Strategic objectives supporting overall business plan outlined within Lancashire FA's Marketing and Communications Strategy.

With a focus on becoming more relevant and respected by the football community across Lancashire set against a changing picture in society and football.



DEVELOP KEY MESSAGES AND CORE FOCUS PER AUDIENCE 2023

Working closely with all areas of the business to identify the most important areas of communication, fostering beneficial 2-way dialogue with all groups.
Customer Service excellence

Respond to the needs and existing awareness of audience via consultation & support from industry stakeholders & through surveys and Football Advisory Boards



CONTENT PLAN ALIGNED TO RELEVANT CHANNELS APRIL-ONGOING 2023

Select the most effective channels to reach and engage our target audience.

Using a combination of online and offline platforms such as social media, email marketing, content marketing, search engine optimisation (SEO), webinars, face to face events, and more.



CREATE ENGAGING CONTENT ONGOING

Develop engaging and relevant content that resonates with our audiences, with a Lancashire tone and participants.

Various content formats such as videos, webinars, infographics, podcasts, newsletters, football show and interactive experiences, embracing creativity and digital innovation



The landscape of football in Lancashire has a wide-ranging, diverse audience and has been defined as the following key groups:

B2E

- **Internal audience** – Board of Directors, employees and casual staff, Lancashire Legends Ambassador programme – our assets, the people who work for Lancashire FA and our natural advocates. ‘Working hard to win for football’.

B2C

- **Existing football audience** – Football Advisory Boards and Youth Network, clubs and leagues, match officials, coaches, parents, carers and all other volunteers – the football community using the services of the County FA – all sub sectors clearly identified with appropriate engagement plan to deliver timely and accurate information and facilitate two-way dialogue and communication

- **The wider public**, those not currently engaged with us – the opportunity to grow the game and increase participation in football (and physical activity in general) via pro clubs, educational institutions, charities, religious groups, working in collaboration with a wide range of partners and organisations

B2B

- **Stakeholders** – organisations that are impacted by, have an interest in or share a responsibility with Lancashire FA and our work, as well as those who invest in football in our region, including local authorities, strategic and funding partners eg Football Foundation, Sported, national and local sport for development organisations, businesses, SSPs, England Football, fellow CFAs, other sport governing bodies

- **Media, Influencers, MPs & Opinion Formers** – public affairs, lobbying MPs, sharing our stories, influencing and promoting what we do to ensure recognition and achieve our goals well into the future.



● **Marketing and Communications Strategy** – a full strategy was created by Head of Marketing and Communications in October 2022 and will be reviewed and aligned during the 2023-24 season to fully reflect the business strategy for the remainder of the 2023-24 season and with planning for the 2024-2028 strategy cycle.

Key areas of the strategy included:

- Current situation
- Audiences
- What we do – the bread and butter
- What we do – the vision
- Digital
- Marketing Mix
- Youth Voice
- Equality, Diversity and Inclusion
- Sustainability



- A full stakeholder audit was carried out, grassroots surveys reviewed and consultations both from within the FA network as well as outside, such as social media forums and listening to individuals' feedback and suggestions means we will ensure:
 - Our engagement and feedback to stakeholders is timely and effective and our employees are trained in customer service for excellence in the handling of all enquiries and engagement (Customer Charter)
 - We listen, to strive to always better understand our football community, their needs and challenges – providing support and solutions
 - We adopt innovative methods of engagement which suit the demands and availability of our stakeholders eg we are responsive on social media during evenings and weekends, we set clear boundaries on response times, we signpost to support portals and FAQs
 - Ongoing dialogue with all areas of the game through our Football Advisory Boards, including the youth engagement
 - We seek best practice from wider sport and other industries to effectively foster 2-way dialogue
 - We develop a style guide for consistent tone of voice and information shared with all stakeholders
 - We adapt to the changing needs and constraints of football in Lancashire, sympathetic to cost of living and transport issues, volunteer recruitment issues
 - We consider the need for accessible material, in different languages and formats, to ensure our engagement is for ALL



- Availability and responsiveness
 - We consider the best channel to receive enquiries and to communicate certain messages, with our cross section of stakeholders – face to face meetings, phone, email, drop in sessions, roadshows, webinars, social media direct messages
 - We are regular and visible visitors to our clubs and leagues, immersing ourselves in their world to fully understand and respond to the challenges they face and objectives they set
 - We provide a blend of online and offline engagement at locations and at times which suit our vast county from Barrow to St Helens.
 - We create and share content and material with clubs and leagues to support their own activity and marketing and communication requirements, offering webinars and tips to make this easier for stakeholders
 - We host Annual Award events, engaging workshops (Adults in Junior Football, Affiliation, Disciplinary, Club Accreditation, Marketing and Communications, CPD events for coaches, health and wellbeing awareness events, networking opportunities for volunteers), business networking opportunities and end of season festivals to encourage mass engagement with stakeholders and celebration of Lancashire Football
 - We develop improved media relations to reinforce our communication and widen our audiences through a wide-spectrum of media outlets



- We will create and amplify engaging content which:
 - Celebrates the achievements and dedication of our volunteer workforce and supporters of all levels of football
 - Is RELEVANT and RELATABLE to our Lancashire audience – we recreate content if needed to ensure it lands well with our stakeholders
 - Is developed in collaboration with local partners and educational organisations to gain expertise and benefit from young, student input to create bigger and better products to communicate our messages and opportunities (Lancashire Football Show, Podcast)
 - Incorporates creative innovation to appeal and attract a wider audience (drone footage)
 - Features high profile influencers to communicate to new audiences (Lancashire Legends programme)
 - Positions us closely alongside our partners and sponsors to add value and incentivise/reward the work of everyone involved in the game
 - Is topical and reflects key events or campaigns within and beyond Lancashire, raising awareness around important issues, developments and trends in sport, wellbeing, safeguarding, education and social issues.
 - Has synergies with the output of pro clubs, other sport clubs and stakeholders to ensure our message is included alongside that of other sport, leisure and educational entities to widen our exposure



Thank you

Your Game. Our Goal.™