



Cambridge United FC Fan Engagement Plan





Contents

- Opening Statement
- Commitment to Regulation 128
- Fan Engagement Approach
- Timeline of Fan Engagement Activity
- Fan Advisory Board (FAB)
- Commitment to Heritage items
- Commitment to Update Fans
- Supportive Fan Group Statement
- How Fans Can Get Involved
- Contact Details



Welcome to our Fan Engagement Plan

Welcome to Cambridge United Football Club's Fan Engagement Plan.

As the CEO of our Club, I am proud to present our vision, aims, values, and objectives for fan engagement. At Cambridge United, we believe that our fans are at the heart of everything we do and their unwavering support is what drives us to succeed both on and off the pitch.

Our overarching vision is to create a truly inclusive and interactive fan experience that fosters a strong sense of community and belonging among our supporters. We aim to engage with our fans in meaningful ways and provide them with unique and memorable experiences that go beyond matchdays.

Our values of integrity, passion, and respect guide all of our interactions with fans, and we are committed to building strong relationships with our supporters based on trust and transparency. We strive to create a welcoming

and inclusive environment where all fans feel valued and heard.

In terms of our objectives, we have set measurable goals for fan engagement, including monthly activities and regular meetings with supporter groups, as well as implementing fan feedback mechanisms to continuously improve the fan experience. We will regularly evaluate our progress and report back to the League on our activities and achievements at the end of the season.

I am confident that by working together with our fans, we can create a fan engagement strategy that not only meets their expectations but exceeds them. Thank you for your continued support and dedication to our Club.

Yours Sincerely,

Alex Tunbridge
CEO



Our Fan Engagement Commitment

Cambridge United agrees to comply in full with EFL Regulation 128 and its requirements regarding Supporter Engagement.

Regular meaningful communication with supporters is important, and we will continue to do this through various channels such as official supporters groups meetings, working group sessions, social media, newsletters, and fan forums.

The Club also pledges to discuss any Heritage Items that may be in scope for consultation, such as any matter linked to the Club's name, badge, stadium and other areas of our history.

The Club is always seeking to improve and provide

opportunities for fans to be involved, and over recent seasons we have continued to enhance the way we set out to achieve this.

At Cambridge United we have already achieved so much as a result of consulting and engaging our fanbase, such as; redesigning the Club Crest, improving matchday experience through regular supporter feedback, regular meetings with fan groups and the establishment of the Shadow Board.

As we move forwards, we aim to increase our levels of inclusivity and diversity within the supporter base, as well as continue to improve the communication and feedback channels available to supporters.





Fan Engagement Approach

Cambridge United's Fan Engagement approach seeks to continually improve dialogue with supporters and ensure that their voices are heard and considered in decision-making processes. We value the input of our fans and are committed to creating a strong and positive relationship with them.

To achieve that goal, the Club works to engage supporters in a number of ways.

We meet with our official Supporter's Groups (Cambridge Fans United, Cambridge United Supporter's Panel, Cambridge United Supporter's Club, Amber Belles, 100 Years of Coconuts and CUFC Lottery) regularly throughout the season, hold fan forums, focus sessions and working group meetings. All these measures ensure we can listen and learn from supporters on what areas matter to them.

The structure of our engagement activity is set out in the timeline below (page 5).

We commit to meeting throughout the course of the season and operate a multi-level engagement policy whereby over and above our fan group meetings we also hold fan forums and focus sessions to allow all those interested in attending to listen, contribute and engage with a number of Club personnel.

We publish agendas and minutes of our meetings on the club website to ensure all supporters are aware of the activity taking place. Our CEO will also provide periodical updates for all our fans on the progress made against our Fan Engagement objectives.

All our meetings are attended by senior staff including the CEO, Supporter Engagement Officer, Head of Operations, Head of Retail and Ticketing, Head of Communications, Safety Officer (when required), Supporter Liaison Officer and Disability Supporter Liaison Officer and our approach is one of inclusivity and transparency.



Fan Engagement Calendar

AUGUST

- Supporter Open Day with first team and club staff

SEPTEMBER

- CUSP Meeting
- CEO Update

OCTOBER

- Shadow Board Meeting

NOVEMBER

- CUSP Meeting

DECEMBER

- CEO Update

FEBRUARY

- Shadow Board Meeting
- CEO Update

MARCH

- CUSP Meeting
- CFU Meeting AGM (Q&A with CEO, manager and director)
- 100 Years of Coconuts Annual Review Meeting

APRIL

- Junior Supporter's Club Open Day with first team and club staff

MAY

- CUSP Meeting
- Shadow Board Meeting
- End of Season Survey
- CEO Update
- CUFC Lottery Annual Review
- Amber Belles Annual Review

Timeline subject to change





Fan Advisory Boards

Cambridge United is delighted to have Fan Advisory Boards (FABs), also known as CUSP (Cambridge United Supporters Panel) and the Shadow Board.

CUSP meets with senior Club representatives regularly over the season either in person or online and its remit is to engage the Club in respect of the match day experience and general supporter matters. Public election takes place every two years, with minutes of all meetings published on the club's official website. Two weeks in advance of each meeting an agenda is set using contributions from the wider supporter base through their website and social media.

Whilst the Club's Shadow Board which was established in line with the recommendations of the Government's Fan Led Review (set up inline with sunrise regulations) meets with senior club representatives and Directors each quarter and assists with strategy, whilst being a sounding board for the club on key decisions. Each Official Supporter Group holds two seats (with the exception of CUFC Lottery and 100 Years of Coconuts who hold one seat) on the Shadow Board, with elections every four years. Minutes from each meeting are published

on the club's official website and supporter group representatives feedback to their respective groups after each meeting.

Some examples of the topics which are discussed by both groups are as follows (non-exhaustive);

Cambridge United Supporters Panel

- The Club's matchday experience (home and away)
- The Club's ticket policies and procedures
- Stadium facilities

Shadow Board

- The Club's vision and aspirations for the future
- Its work regarding supporter engagement
- Work in relation to equality, diversity, inclusion and accessibility
- How the Club communicates
- The Club's traditions and heritage





Our Commitment to You

Cambridge United is delighted to have Fan Advisory Boards (FABs), also known as CUSP (Cambridge United Supporters Panel) and the Shadow Board.

Should there be any changes or updates to the Club's FEP we will communicate these clearly and promptly to fans, explaining the reasons behind the changes and how they align with the Club's objectives.

As previously outlined, transparency and accountability are key, so the Club is open to feedback and

engagement from fans on the FEP and its progress.

The Club's CEO will provide regular updates on the performance of the FEP, including any successes or challenges faced, and how these are being addressed.

We welcome any feedback across a range of our established engagement areas such as our fan forums or surveys. To read about the Club's ongoing Supporter Engagement activity please visit our official website [HERE](#) for more.

www.cambridgeunited.com/fans/fan-engagement

Our Commitment to Fan Collaboration

Cambridge United's Shadow Board, on behalf of all Supporter Groups, is fully supportive of the Club's new Fan Engagement Plan. It is a great stride forward in formalising the structure of meaningful engagement with our fanbase and it's a positive commitment from all concerned.

We reiterate the Club's views that we are on a journey together and it's important that we align

on various aspects of activity and progress. It's also imperative that we are also allowed to challenge and seek clarity from the Club on issues of importance, and through the mechanisms outlined in the FEP, we believe there is opportunity for us all to continue to work together to achieve our goals, and keep supporters at the heart of decisions affecting our Club"

Nigel Browne
Chair of the Shadow Board



How to Get Involved

We'd love to hear back from our supporters on this FEP.

Supporters can get involved in Cambridge United's Fan Engagement Plan by reaching out to our designated contact person or senior staff member responsible for fan engagement. The Club will provide opportunity for feedback, suggestions, and ideas on how together we can improve the fan experience across the multiple areas of engagement detailed across this FEP.

Supporters can also join established fan groups or participate in club events and initiatives, to help shape the Fan Engagement Plan and make a positive impact on the overall fan experience.

To read more about the Club's established supporters' groups please [click here](#).

To see contact details for relevant staff please [click here](#).



