



CAMBRIDGE UNITED FC

FAN ENGAGEMENT PLAN 25-26



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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 for the 2025/26 Season.

At Cambridge United, fan engagement has long been at the heart of what we do and your unwavering support, exemplified in the toughest of times, is what drives us to succeed both on and off the pitch.

The fan experience, both on matchdays and beyond, is key to our vision and finding new and meaningful ways to engage with existing and potential fans remains at the forefront of our priorities.

Our values of teamwork, hard work and humility guide all 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 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.

ALEX TUNBRIDGE
CEO



FAN ENGAGEMENT ACHIEVEMENTS IN 24/25

CAMBRIDGE UNITED UNDERTOOK A REVIEW OF ITS FAN ENGAGEMENT PLAN TO ASSESS THE EFFECTIVENESS OF OBJECTIVES, INITIATIVES AND PLANNED ACTIVITY WE SET OUT TO ACHIEVE IN 2024/25.

This process was key in identifying opportunities for improvement.

Key strengths include successfully maintaining records of regular meetings with Fan Advisory Groups and sharing and implementing feedback from the results of our Crest Consultation with fans. We also consulted with fans on the identification of a new female furry mascot for the 2025/26 season and ongoing improvements to facilities at the stadium as a response to fan feedback.

Areas for improvement have also been identified by the club and via a range of fan feedback mechanisms. As a result, the club has taken on board suggested recommendations in areas such

as stewarding, catering and accessibility.

Running two Supporter Surveys throughout the season has proved incredibly valuable in understanding where we are in relation to the supporter experience and gives us the opportunity to receive actionable feedback.

The review highlights the importance of maintaining a two-way dialogue with fans to foster long-term loyalty and support and has helped the club to develop some exciting new measures to further strengthen our Fan Engagement Plan for the coming 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.

Alex Tunbridge,
CEO





FAN ADVISORY BOARDS

CAMBRIDGE UNITED IS DELIGHTED TO HAVE FAN ADVISORY BOARD (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 in line 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 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):

CUSP: The club's matchday experience, ticket policies and procedures and stadium facilities

Shadow Board: The club's vision for the future, its work regarding supporter engagement in relation to equality, diversity, inclusion and accessibility, how the club communicates and our traditions and heritage.

Minutes from all meetings will be published on the club's official website.



SURVEYS

DURING THE 2024/25 SEASON, THE CLUB CONDUCTED TWO OPEN SURVEYS, ONE AT THE HALF-WAY POINT OF THE SEASON AND ONE FOLLOWING THE CONCLUSION OF THE SEASON.

The surveys were concerned with a range of off-the-pitch topics in relation to supporter experience.

The information and feedback received in these surveys has been vital in providing the club with actionable improvements, for example working with caterers to make improvements to matchday speed of service and quality of product in concessions.

The club was pleased to receive largely positive responses, especially regarding supporter sentiment about the future of the club, communications and feeling of safety at the stadium.

The club commits to continuing to issue two open surveys for supporters for the 2025/26 season.





FAN FORUMS AND EVENTS

THE CLUB COMMITS TO HOLDING ONE FAN EVENT PER SEASON – THIS COULD TAKE THE SHAPE OF A OPEN DAY, Q AND A STYLE SESSION OR OTHER BEFITTING FORMATS.

Details of all activities will be provided in advance via the club's Official Website.

This is to allow and encourage healthy two-way communication between the club and fans.

CLUB COMMUNICATION

THE CLUB PRIDES ITSELF ON STRONG COMMUNICATION TO SUPPORTERS AND COMMITS TO REGULAR CEO UPDATES, EMAIL AND SOCIAL MEDIA UPDATES AND PREVIOUSLY MENTIONED FAN EVENTS.

This range of communication channels allows supporters to hear from a range of voices at the club and allows for open dialogue both ways.



CLUB CONTACTS

General Queries

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