

Shadow Board minutes – 1 February 2025

What is the driver for change in the structure of the fan's groups? What do the club expect from it?

The change has been suggested by the club. The aim is not to take control of the fan's groups. It will create a more effective use of club time. Officially recognised groups will have a clearly defined communication chain to and from club officials.

What are the financial implications of relegation to League 2?

Relegation would bring a 45% reduction in central funding. Turnover would be expected to drop by 25% overall. There is relegation clauses built into contracts. Everybody at the club is striving to make sure relegation doesn't happen. There are business plans for League 1 and 2.

Is there any reduction of attendances or matchday income since the launch of the Sky TV deal, particularly with evening matches?

There is a small reduction in evening match day income. This is far outweighed by the Sky TV money. The club are happy with the current arrangement which runs for another 2 seasons after this.

Are there any indications how the new Family Stand initiative is going?

Early indications are good with a average use of South Stand up from 407 last season to 529 this season. About 15% are free tickets.

It was suggested the new investor(s) were on the horizon. Is this still the case?

Nothing is imminent at present. The owners would want to be certain any new investors would be doing it for the right reasons and are a right fit for Cambridge United.

The Supporters Club are concerned the club haven't consulted with them over the new premises?

There will be dialogue between the club and Supporters Club within the next few weeks.

Can the details of the Shadow Board and the minutes from our meetings with the club be in a more prominent position on the website and maybe add them to their SM feeds?

The media team will be asked to action this.

The next meeting has been scheduled for 19th April.

It is hoped to have an extraordinary meeting the end of February to be updated on the stadium redevelopment plans or early March this will be by Zoom.