



# CAMBRIDGE UNITED FC

## FAN ENGAGEMENT PLAN 2026-27





# CONTENTS

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- Welcome
- Fan Engagement Achievements - 2025/26 Season
- Fan Advisory Board
- Supporters Group
- Fans Forums
- Surveys
- Fan Engagement Commitments - 2026/27 Season
- Independent Football Regulator
- Club Communication
- Here to Help
- Club Contacts



# WELCOME TO OUR FAN ENGAGEMENT PLAN

## WELCOME TO CAMBRIDGE UNITED FOOTBALL CLUB'S FAN ENGAGEMENT PLAN.

As CEO of our Club, I am pleased to present our vision, aims, values, and objectives for fan engagement for the season ahead. At Cambridge United, our fans remain at the heart of everything we do. Your loyalty, passion, and commitment continue to inspire us and play a vital role in driving the Club forward both on and off the pitch.

Enhancing the fan experience remains a key priority for the Club. Whether on matchdays at the Cleddara Abbey Stadium or through our wider community and digital engagement activities, we are committed to creating meaningful opportunities for supporters to connect with the Club. We will continue to explore new ways to engage with existing fans while welcoming new fans of all backgrounds into the Cambridge United family.

Our values of teamwork, hard work, and humility continue to guide our approach to fan engagement. We are committed to maintaining open and honest communication with fans and fostering relationships built on trust, transparency, and mutual respect. We strive to provide a welcoming, inclusive, and accessible environment where every supporter feels valued, listened to, and represented.

For the 2026/27 season, we will continue to deliver a programme of regular fan engagement activities, including structured dialogue with supporter groups, opportunities for fan consultation, and a range of initiatives designed to enhance the supporter experience. We will maintain clear channels for feedback, ensuring supporter views help inform decision-making across the Club.

We remain committed to monitoring and evaluating our fan engagement activities throughout the season and will continue to report on our progress and achievements in accordance with league requirements. By working together with our supporters, we aim to strengthen the bond between the Club and its fans and ensure Cambridge United remains a Club that its community can be proud of.

Thank you for your continued support, and we look forward to sharing the 2026/27 season with you.

**ALEX TUNBRIDGE**  
CEO



# FAN ENGAGEMENT ACHIEVEMENTS IN 2025/26

**THE 2025/26 SEASON MARKED THE SECOND YEAR OF THE CLUB'S FAN ENGAGEMENT PLAN, DURING WHICH THE CLUB CONTINUED TO REVIEW ITS FAN ENGAGEMENT OBJECTIVES, INITIATIVES AND METHODS OF COMMUNICATION WITH SUPPORTERS, ASSESSING THEIR EFFECTIVENESS AND IDENTIFYING OPPORTUNITIES FOR FURTHER IMPROVEMENT.**

The Club is pleased to have maintained regular meetings and ongoing dialogue with the Shadow Board throughout the season. Discussions have covered a wide range of topics, including stadium developments, ownership, governance, finance, ticketing and other matters of importance to supporters. Minutes from these meetings continue to be published on the Club's website to ensure transparency and accountability.

The 2025/26 season also saw the successful introduction of the Club's new identity, including a new crest, which was selected following an extensive fan consultation process. The adoption of the new identity has been extremely well received, with record-breaking retail sales and overwhelmingly positive feedback from supporters. The rebrand consultation project was further recognised at the Football Business Awards in May 2026, where the Club received the award for Best Fan Engagement by a Club – Non-Premier League or Championship.

The EFL's annual Family Excellence Scheme, which includes

two mystery visits to every EFL club each season, assesses the family matchday experience and awards clubs a Bronze, Silver or Gold rating across a range of criteria. Having achieved Silver status in each of the previous two seasons, the Club was delighted to be awarded Gold for the first time in 2025/26. This achievement reflects the dedication and hard work of staff across the Club who contribute to creating a welcoming, inclusive and enjoyable matchday environment at Cledara Abbey.

The Club continues to identify areas for improvement through a variety of supporter feedback channels. As a result, several recommendations from fans have been implemented, including enhancements to catering provision, toilet facilities and accessibility.

As in previous seasons, the Club also conducted two supporter surveys during the year. These surveys have proved invaluable in gathering feedback on the matchday experience and have directly informed a number of initiatives planned for the 2026/27 season.

Fan engagement remains at the heart of the Club's strategy. The Club remains committed to finding new and innovative ways to enhance the supporter experience, both on matchdays and beyond, while ensuring that fans continue to play a meaningful role in shaping the future direction of the Club.





# FAN ADVISORY BOARDS

**CAMBRIDGE UNITED ARE PROUD TO WORK CLOSELY WITH ITS FAN ADVISORY BOARD (FAB), COMMONLY REFERRED TO AS THE SHADOW BOARD, TO ENSURE THAT SUPPORTER VOICES REMAIN CENTRAL TO THE CLUB'S DECISION-MAKING PROCESS.**

In previous seasons, the Club also met regularly with CUSP (Cambridge United Supporters' Panel). Following an internal review, CUSP has chosen to discontinue operating as a standalone organisation and will now form part of Cambridge Fans United (CFU), helping to further strengthen supporter representation and engagement.

The Club's Shadow Board was established in accordance with the recommendations of the Government's Fan-Led Review and the EFL's supporter engagement requirements. The Board meets quarterly with senior Club representatives and directors, providing valuable input on strategic matters and acting as a critical friend and sounding board on key decisions affecting the Club.

Each Official Supporters' Group is represented by two elected members on the Shadow Board, with elections held every four years. To promote transparency and accountability, minutes from all meetings are published on the Club's official website, and representatives provide feedback to their respective supporter groups following each meeting.

The Shadow Board discusses a wide range of topics relating to the Club's operations and future development. Examples of matters considered during meetings include (but are not limited to):

- Club business strategy, governance and finance
- Stadium renovation and relocation strategy
- Club heritage matters e.g. crest, colours, location
- Competitions
- Core values / sponsorship principles
- Corporate social responsibility and community policies
- Equity, diversity and inclusion
- Environmental sustainability plans
- Governance and ownership
- Matchday experience
- Ticket pricing
- Safety and security



# SUPPORTERS' GROUPS

**THE CLUB IS PROUD TO WORK ALONGSIDE ITS OFFICIAL SUPPORTERS' ORGANISATION, CAMBRIDGE FANS UNITED (CFU)...**

CFU is an independent, membership-based organisation that is open to all supporters. It exists to represent and advocate for the interests of Cambridge United fans, while helping to safeguard the Club's long-term future and sustainability. Through constructive engagement with both supporters and the Club, CFU plays an important role in ensuring that fan perspectives are heard and considered on matters affecting the Club and its community.

While the Club works closely with CFU on a range of supporter-related matters, CFU operates independently from the Club.





# FAN FORUMS AND EVENTS

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**THE CLUB RECOGNISES FAN EVENTS AS AN IMPORTANT OPPORTUNITY TO FOSTER MEANINGFUL TWO-WAY COMMUNICATION WITH SUPPORTERS AND REMAINS COMMITTED TO HOSTING AT LEAST TWO FAN ENGAGEMENT EVENTS EACH SEASON.**

This includes two Fans' Forum aimed at adult supporters, providing an open platform for dialogue with senior Club representatives on a wide range of Club-related matters. These events enable supporters to ask questions, share feedback and gain greater insight into the Club's activities, plans and decision-making processes.

The Club also hosts a dedicated event for junior supporters as part of its Junior Open Day. This provides young fans with the opportunity to have their voices heard and engage directly with Club representatives. The event also allows the Club to gather valuable in-person feedback from younger supporters on specific topics, initiatives and ideas, helping to ensure that the views of fans of all ages are considered in the Club's future planning.

# SURVEYS

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**DURING THE 2025/26 SEASON, THE CLUB CONDUCTED TWO OPEN SUPPORTER SURVEYS, ONE AT THE MIDWAY POINT OF THE SEASON AND A SECOND FOLLOWING ITS CONCLUSION.**

These surveys covered a broad range of off-the-pitch topics relating to the supporter experience and provided fans with an opportunity to share their views and feedback directly with the Club.

The insights gathered through these surveys have proved invaluable in identifying areas for improvement and informing future decision-making. For example, feedback regarding catering provision and increasing demand within the Family Stand has contributed to the decision to introduce a new food unit in the South Stand ahead of the 2026/27 season.

The Club was pleased to receive largely positive responses across a number of key areas, particularly in relation to supporter confidence in the future of the Club, the effectiveness of Club communications and feelings of safety and security at the Cledara Abbey Stadium.

The Club remains committed to listening to supporter feedback and will continue to conduct two open supporter surveys during the 2026/27 season to ensure that fans have regular opportunities to influence and shape the supporter experience.



# OUR FAN ENGAGEMENT COMMITMENTS FOR 2026/27

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- **2 FAN SURVEYS**
- **2 FANS' FORUMS**
- **1 JUNIOR SUPPORTER EVENT**
- **4 FAB MEETINGS**
- **2 PLAYER SIGNING EVENTS**
- **4 CEO VIDEO UPDATES**





# INDEPENDENT FOOTBALL REGULATOR

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**THE INDEPENDENT FOOTBALL REGULATOR (IFR) IS A NEW STATUTORY BODY BEING ESTABLISHED BY THE UK GOVERNMENT TO OVERSEE THE FINANCIAL SUSTAINABILITY AND GOVERNANCE OF MEN'S PROFESSIONAL FOOTBALL IN ENGLAND.**

Created through the Football Governance Bill, the regulator is intended to provide independent oversight of clubs across the top five tiers of the English football pyramid.

Its key responsibilities include monitoring club finances, ensuring owners and directors meet suitability tests, protecting important club heritage assets such as names, badges and stadiums, and helping prevent financial mismanagement that could threaten clubs' long-term viability.

The IFR was proposed following concerns about club failures and the attempted European Super League, with the aim of strengthening accountability, safeguarding supporters' interests, and promoting the stability of English football.

The Club met with the IFR multiple times during the 2025/26 season to consult on future policy and over the course of 2026/27 season will apply for an operational license required for the start of 2027/28 season.

# CLUB COMMUNICATION

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**THE CLUB PRIDES ITSELF ON MAINTAINING OPEN, TRANSPARENT AND REGULAR COMMUNICATION WITH SUPPORTERS.**

To support this commitment, the Club will continue to provide regular CEO video updates, email communications, social media content and fan engagement events throughout the season.

Utilising a range of communication channels ensures that supporters can hear directly from a variety of voices across the Club, while also providing multiple opportunities for fans to share feedback, ask questions and engage in meaningful dialogue.

The Club recognises the importance of two-way communication and remains committed to ensuring that supporters are informed, listened to and actively involved in conversations about the Club's future.



# HERE TO HELP

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**THE CLUB WELCOME FEEDBACK AND ARE AVAILABLE TO HELP WITH ANY QUERIES YOU MAY HAVE REGARDING THE FAN ENGAGEMENT PLAN.**

General Queries – [info@cambridgeunited.com](mailto:info@cambridgeunited.com)

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