



CARDIFF CITY FOOTBALL CLUB  
**FAN ENGAGEMENT PLAN**  
**2024/25**

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## **INTRODUCTION**

Welcome to the Cardiff City 2024-25 Fan Engagement Plan.

As the Director nominated by the Board, I am proud to present our vision, aims, values, and objectives for fan engagement. At Cardiff City, 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 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 and commit to hosting regular forums where fans can meet with senior officials at the football club. Minutes will be produced and displayed on our official website and distributed amongst our various Supporter Groups.

We will also implement fan feedback mechanisms that support our ethos to continuously improve the fan experience. Regular evaluation of progress will be undertaken and will enable us to 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 the expectations of anyone connected with the club but exceeds them.

Everyone at the club appreciates your continued support and dedication to our Club.

Many Thanks,

**Steve Borley**

Director

## **OUR FAN ENGAGEMENT COMMITMENT / ENGAGEMENT PLEDGE**

Cardiff City Football Club agrees to fully comply 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 the Fan Advisory Board and Supporter Liaison Officer meetings, Fan Parliaments and Social Media output.

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 Cardiff City Football Club, we have made considerable progress through supporter consultation and engaging our fanbase such as:

- The creation of a FAB at the Club.
- Consultation regarding ticket policies and listening to fan feedback on ticketing issues.
- Recognising and celebrating the important role that fans play in the success of the Club.
- Encouraging inclusivity and diversity within the fan base and actively seeking to engage with all supporters, ensuring equality for all.
- Committing to resolving any supporter grievances or concerns in a timely and respectful manner as set out in our Customer Charter.
- Continuously seeking ways to improve supporter engagement and implementing feedback from fans to enhance the fan experience.

## **KEEPING OUR SUPPORTERS ENGAGED**

The Cardiff City Football Club 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 several ways:

We meet with our various official Supporters' Club organisations regularly throughout the season. These are the Fan Advisory Board (FAB), Cardiff City Supporters Club (CCSC), Cardiff City Supporters Trust (CCST), Cardiff City Disabled Supporters Association (CCDSA), and

Travel Club representatives. A list of the recognised supporters’ groups can also be found on our website.

The various 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.

We commit to meeting throughout the course of the season and operate a multi-level engagement policy. We publish appropriate minutes from meetings and senior club officials will also provide periodical updates on our website to update interested parties on progress made against our Fan Engagement objectives.

Meetings are attended by the Nominated Board Level Member, Heads of Department as well as our Fan Experience and Liaison Leads. Our approach is very much one of inclusivity and transparency.

## **TIMELINE OF FAN ENGAGEMENT ACTIVITY**

Month	Event
June 2024	SLO meeting
August 2024	FAB meeting
September 2024	SLO meeting
October 2024	SLO meeting
November 2024	Fans Parliament (Ex-September 2024)
December 2024	FAB meeting
January 2025	SLO meeting
February 2025	FAB meeting
March 2025	SLO meeting
May 2025	FAB meeting

*Meeting definitions:*

**FAB meetings** are held with an elected group of supporters, together with representatives of the Supporters Trust, Supporters Club and Disabled Supporters Association. A Nominated Board Level Representative (NBLR) will attend as well as various Heads of Department from the club.

Discussions will focus on short, medium and long-term Club strategy and will give supporters a voice and understanding on some decision-making that will directly affect them. These meetings minutes will be displayed on the official Cardiff City website and on the FAB social media page.

**SLO meetings** are held with representatives of the Supporters Trust, Supporters Club and Disabled Supporters Association together with travel group representatives. Individual fans can attend if they contact the club SLO in advance. These meetings are chaired by the SLO, and the Head of Operations, Head of Ticketing & Head of Fan Experience attend to answer fans' questions. Occasionally a Club Director will attend and based on the agenda other senior club staff will be requested to attend. These meetings will focus on operational matters including ticketing, travel, and fan behaviour at home and away matches.

**Fans Parliament** are planned to take place following a "transfer window". One hundred randomly selected Season Ticket Holders / Club Members together with the recognised fan groups are invited to attend these "City Hall" type events giving an opportunity to speak to the Chairman, CEO and Club Fan Advisory Board Members.

## **CARDIFF CITY FAN ADVISORY BOARD (FAB)**



Cardiff City Football Club are delighted to have introduced a Fan Advisory Board (FAB) in February 2024. They are an elected body of supporters who have the Club and fans' interests at heart and represent the views of the fans. Their aim is to work closely with the Club for the benefit of all interested parties.

There have already been two FAB meetings, minutes and more information including a useful "Question & Answer" section can be found here:

<https://www.cardiffcityfc.co.uk/club/fan-advisory-board>

The board meets with Senior Club Representatives regularly over the season with the remit of engaging with the Club in respect of our long-term decision making.

Under the Terms of Reference agreed between the elected fan representatives and the Football Club. Examples of topics to be covered are:

- Competition matters
- Enhancing the fan experience
- Stadium development and projects
- Sustainability and corporate and social responsibility initiatives
- Improving fan products and services
- Football governance

## **CLUB COMMITMENT TO UPDATE FANS**

Cardiff City Football Club commits to provide regular updates to supporters regarding its fan engagement activity. We want our fans to feel involved in the process, and we therefore commit to listening to feedback and views on any aspect of this Plan.

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

The Club is open to feedback and engagement from fans on the FEP and its progress. We welcome comment across a range of our established engagement areas such as our fan forums or surveys.

## **CLUB COMMITMENT TO FAN COLLABORATION**

Cardiff City Football Club works collaboratively with its recognised supporter bodies, and we have asked them individually to endorse this plan.

We are on a journey together and therefore it is important that we align on various aspects of activity and progress while recognising the ability of those bodies to challenge the Club and also seek clarity where required.

The various mechanisms outlined in the FEP enable the above to be achieved.

## **BECOMING MORE INVOLVED**

We'd love to hear from our supporters with views on our Fan Engagement Plan. If you would like to be more involved, you should initially reach out to:

Head of Fan Experience: [amy.james@cardiffcityfc.co.uk](mailto:amy.james@cardiffcityfc.co.uk)

Supporter Liaison Officer: [slo@cardiffcityfc.co.uk](mailto:slo@cardiffcityfc.co.uk) (Paul Corkrey)

Supporters are also welcome and indeed encouraged to join the established fan groups or participate in club events and initiatives, as a way of helping shape the Fan Engagement Plan and making a positive impact on the overall fan experience.

To read more about the Club's established supporters' groups please visit:  
<https://www.cardiffcityfc.co.uk/club/supporters-clubs>.