



CARDIFF CITY FOOTBALL CLUB 2025/26 FAN ENGAGEMENT PLAN

Contents

<i>Introduction</i>	3
<i>Our Fan Engagement Commitment / Engagement Pledge</i>	4
<i>Keeping Our Supporters Engaged</i>	4
Timeline of Fan Engagement Activity	5
<i>Cardiff City Fan Advisory Board (FAB)</i>	6
<i>Club Commitment to Update Fans</i>	6
<i>Club Commitment to Fan Collaboration</i>	7
<i>Summary of season 2024-25</i>	7
<i>Becoming More Involved</i>	7

Introduction

Fan engagement plan 2025-26

As the Nominated Board-Level Representative (NBLR), I'm proud to present our vision, values, and objectives for fan engagement at Cardiff City.

We believe our fans are at the heart of everything we do. Your continued support is vital to success both on and off the pitch.

While we share the disappointment of relegation, our vision remains clear: to create an inclusive, interactive fan experience that strengthens our sense of community and belonging.

We aim to engage meaningfully with our supporters and provide experiences that go beyond matchdays.

Our core values—integrity, passion, and respect—guide every interaction. We are committed to building strong, transparent relationships with our fans and ensuring everyone feels welcome, valued, and heard.

To achieve this, we've set measurable goals that go beyond league requirements. These include:

- Host Regular forums with senior club officials
- Publish meeting minutes on our website and distribute them to supporter groups.
- Implement robust feedback systems to enhance the fan experience.

Regular evaluations will help us track progress and report back to the League at season's end.

I'm confident that together, we can exceed expectations and shape a fan engagement strategy that truly reflects the passion and pride of our club. Our shared goal is to return to the Championship—and unity will be key to achieving it.

Thank you for your continued support and dedication.

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

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
SLO meeting Manager Q & A DSA meeting	FAB meeting	Fan Parliament	SLO meeting DSA meeting	FAB meeting	Christmas party Players/fans
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
SLO meeting DSA meeting	FAB meeting		SLO meeting DSA meeting	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.

DSA meetings

Cardiff City Disabled supporter's organisation organises their board meetings at the football club, and they will always be joined by the club Disabled Access Officer (DAO) and the SLO when available. These meetings offer the chance for the DSA board to feedback to the club. They are a member organisation with constitution and work on behalf of their 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 six 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.

Summary of season 2024-25

The most significant change was achieved following consultation between the club and the fans, when an updated MOU and TOR was produced, the most significant change was the makeup of the Fan Advisory board (FAB)

1. FAB becoming a fan-only body, giving it more independence.
2. Creation of the Fan Engagement Panel (FEP) comprised of club staff, to meet with FAB.

The new structure allowed for clearer communication and collaboration. Board members attended key meetings, including the FAB, Fans Parliament, and Supporters Trust, demonstrating increased fan engagement.

The new MOU and TOR were signed at the February 2025 FAB meeting with the new FEP.

The club were relegated at the end of April and the final FAB/FEP meeting took place on May 14th 2025. This meeting was not only attended by the NBLR but also The CEO and Chairman of the football club.

To summarised, we achieved our target of fan engagement in terms of meetings with the fans. The SLO meetings were not attended by Board members, but heads of departments were present. The FAB and fans parliament were attended by board members, and an addition meeting was held with the Supporters trust that was also attended by the chairman and CEO.

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

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

Disabled Access officer (DAO) dao@cardiffcityfc.co.uk (Billy Gregory)

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>.