



# NOTTINGHAM FOREST FAN ENGAGEMENT PLAN

2025-26 SEASON



# INTRODUCTION



“

AS WE EMBARK ON AN EXCITING NEW CHAPTER, WELCOMING EUROPEAN FOOTBALL BACK TO THE CITY GROUND AND PROGRESSING WITH OUR STADIUM REDEVELOPMENT - IT IS MORE IMPORTANT THAN EVER THAT OUR SUPPORTERS REMAIN AT THE HEART OF EVERYTHING WE DO. THE PASSION, LOYALTY, AND VOICE OF OUR FANS ARE FUNDAMENTAL TO THE IDENTITY OF NOTTINGHAM FOREST. WE ARE COMMITTED TO ENSURING MEANINGFUL ENGAGEMENT CONTINUES TO SHAPE THE DECISIONS THAT DEFINE OUR FUTURE.”

Nicholas Randall KC  
Chairman

”



# INTRODUCTION



Nottingham Forest Football Club is proud to publish our Fan Engagement Plan for the 2025-26 season - a campaign that sees the return of European football to the City Ground. This document outlines our ongoing commitment to strengthening relationships with our supporters, ensuring meaningful engagement across all areas of the club. The introduction of the Fan Engagement Standard (FES) continues to provide an important framework, and we remain fully committed to embracing it by listening, responding, and acting transparently on the issues that matter most to you. As we prepare for a landmark season both on and off the pitch, including plans to redevelop our historic home, this Fan Engagement Plan sets out how we will place your voice at the heart of our decision-making and enhance your experience every step of the way.



# FAN ENGAGEMENT STATEMENT



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**OUR COMMITMENT IS TO PLACE OUR FANS AT THE HEART OF EVERYTHING WE DO, THROUGH TRANSPARENT COMMUNICATION AND MEANINGFUL INTERACTIONS, ENSURING OUR SUPPORTERS HELP INFORM AND HAVE A ROLE IN DECISIONS MADE ACROSS THE CLUB.**

”



# 2024/2025 FAN ENGAGEMENT ACHIEVEMENTS

1

## MATCHDAY PRESENCE & ACCESSIBILITY

Ensured consistent fan support with the attendance of either the Supporter Liaison Officer or Head of Fan Engagement at every away fixture across all competitions. Strengthened inclusivity with the appointment of a dedicated Disability Access Officer and the formation of our matchday welfare team.

2

## IMPROVED FAN COMMUNICATIONS

Enhanced matchday experience through the introduction of detailed supporter guides for both home and away fans at the City Ground, along with the proactive circulation of away ground guides to ticket holders ahead of Premier League fixtures.

3

## TIFO DISPLAYS & ATMOSPHERE

Delivered six large-scale tifo displays in collaboration with Forza Garibald - more than any other Premier League club - creating a vibrant and engaging home atmosphere that elevated the supporter experience.

4

## SUPPORT FOR GARIBALDI GIRLS

Honoured the 2024/25 Fan Engagement Plan pledge to support the growth of Garibaldi Girls, now officially recognised as the club's women's supporters' group and the second-largest female-only fan group in the country.

5

## 'HOME FOR CHRISTMAS' CAMPAIGN

Launched the club's first-ever 'Home for Christmas' campaign, which brought the Forest family together to make a meaningful difference in the local community. The Fan Zone was transformed into Nottingham's largest food and multi-bank collection point, raising an incredible 4,259kg of essential items, which was then matched by a donation from owner Evangelos Marinakis. The campaign also included a Christmas party for over 100 deserving local children, heartfelt visits from first-team players to the children's ward at Queen's Medical Centre, and a warm open house coffee morning hosted at the City Ground to bring supporters together during the festive period.

6

## RED THREAD INITIATIVE

Worked alongside the Nottingham Forest Community Trust to distribute 2,000 official kits to primary schools across Nottinghamshire, helping nurture the next generation of Forest supporters, and providing support to those schools with new kit.

7

## FRIENDSHIP WITH WARRIORS UNITED

Formed a special bond with Warriors United, a local team for children with Down Syndrome and other learning difficulties, who became stars after a heartwarming press conference with Nuno Espírito Santo. Now cherished friends of the club, they were welcomed to the open training session, served as mascots at a Forest Women's match, and received 10 season cards from Evangelos Marinakis.

8

## PLAYER-FAN CONNECTIONS

We hosted several events at the City Ground that brought the players and fans closer together, including an open training session, Nuno's Manager of the Month presentation, and the 'Home For Christmas' photoshoot which further deepened the connection between the players and fanbase.

9

## UNFORGETTABLE FAN EXPERIENCES

Delivered numerous memorable moments for supporters from all backgrounds, including training ground visits for fans with life-limiting conditions, mascot and pitchside experiences for younger supporters, and unparalleled behind-the-scenes access for international fans visiting the City Ground for the first time.

10

## LAUNCH OF NEW INITIATIVES

Introduced two forward-looking campaigns for 2025/26:

- Forest Firsts – enabling young supporters to attend their first-ever match at the City Ground.
- International Reds – creating a dedicated membership programme for overseas fans to support the club's growing global following.



# FAN ENGAGEMENT GOALS FOR 2025/2026

1

## **DELIVER FOREST FIRST & INTERNATIONAL REDS**

Successfully oversee the inaugural season of Forest First and International Reds, ensuring that an ever-growing number of young and international supporters have the opportunity to attend a men's first-team fixture at the City Ground for the very first time.

2

## **ESTABLISH AN INTERNATIONAL SUPPORTERS GROUP PROGRAMME**

Develop and implement a structured programme to unite and support independent Forest fan groups across the globe, creating an umbrella body that represents the club's international fanbase and strengthens global connectivity.

3

## **ENHANCE FAN ZONE ACTIVATION**

Maximise the use of the Fan Zone on matchdays by providing space for official supporters' groups, community initiatives, and club-led campaigns - building on the success of last season.

4

## **STRENGTHEN FAB OPERATIONS DURING A LANDMARK SEASON**

Maintain and improve the regular functioning of the Fan Advisory Board as the club embarks on its first European campaign since 1995/96 and progresses with key stadium redevelopment plans, ensuring supporter voices remain central throughout.

5

## **SUPPORT TRAVELLING FANS IN EUROPE**

Provide high-quality, detailed guidance for travelling supporters throughout the UEFA Europa Conference League campaign, including city and stadium-specific travel and accessibility information. Club staff will conduct advance visits to assist in planning and ensure a safe, well-informed, and memorable experience for all fans.

6

## **CONTINUE PARTNERSHIP WITH FORZA GARIBALDI**

Work closely with Forza Garibaldi to deliver further large-scale visual displays at the City Ground during both Premier League and European fixtures, maintaining the club's reputation for supporter-led matchday spectacle.

7

## **ELEVATE MATCHDAY EXPERIENCE AT FOREST WOMEN FIXTURES**

Improve the matchday experience at Nottingham Forest Women's fixtures through the introduction of a dedicated team mascot, expanded mascot and flag waver programmes, and the launch of a new 'Matchday Ambassadors' initiative to provide a friendly and helpful presence for all attendees.

8

## **HOST CHAIRMAN Q&A'S WITH THE FANBASE**

Facilitate and publish 2 Q&A sessions with the Club Chairman during the season, coordinated by the Fan Advisory Board and shaped by questions and discussion topics submitted by the wider supporter base.

9

## **LAUNCH TEENAGE CANCER TRUST PARTNERSHIP**

Begin a meaningful partnership with Teenage Cancer Trust, offering teenage cancer patients across Nottingham the opportunity to take part in a range of unforgettable, money-can't-buy experiences - bringing moments of joy, warmth, and connection during challenging times.

10

## **INTRODUCE 'MAGICAL MOMENTS' PROGRAMME**

Launch Magical Moments, a new initiative providing 20 complimentary tickets for every home game to deserving local charities and community groups. Recipients will not only attend the match but also enjoy exclusive behind-the-scenes access, offering memories to last a lifetime.

# FAB FOR 2025/2026 SEASON

The FAB will commit to four meetings per season with at least one Nominated Board Level Official (NBLO) present. This will be any one or both of Nicholas Randall KC (Chairman) and Wendy Taylor (Chief Communications and Business)

Additionally, to maintain momentum, there will be monthly FAB meetings with both Will D'Hooghe (Head of Fan Engagement) and Alex Tatner (Fan Engagement Officer) present.

**The Fan Advisory Board are committed to meeting at least 3 times for the 2025/26 season and will consist of:**

**DAN REEVES**

FAB Chair & Independent  
[dan.reeves@nffcfab.co.uk](mailto:dan.reeves@nffcfab.co.uk)

**KEITH MATHER**

Nottingham Forest Supporters Club  
[keith.mather@nffcfab.co.uk](mailto:keith.mather@nffcfab.co.uk)

**MATT OLDROYD**

Forza Garibaldi  
[matt.oldroyd@nffcfab.co.uk](mailto:matt.oldroyd@nffcfab.co.uk)

**LINDSAY KNOTT**

Nottingham Forest Disabled Supporters' Assoc  
[lindsay.knott@nffcfab.co.uk](mailto:lindsay.knott@nffcfab.co.uk)

**ANDY CADDELL**

Nottingham Forest Supporters' Trust  
[andy.caddell@nffcfab.co.uk](mailto:andy.caddell@nffcfab.co.uk)

**VICTOR MAHAL**

Punjabi Forest  
[victor.mahal@nffcfab.co.uk](mailto:victor.mahal@nffcfab.co.uk)

**KARL HUDSON**

NFFC North America  
[karl.hudson@nffcfab.co.uk](mailto:karl.hudson@nffcfab.co.uk)

**MARTIN HYLAND**

Proud Forest  
[martin.hyland@nffcfab.co.uk](mailto:martin.hyland@nffcfab.co.uk)

**HANNAH UNWIN**

Independent  
[hannah.unwin@nffcfab.co.uk](mailto:hannah.unwin@nffcfab.co.uk)

## CLUB OFFICIALS

**NICHOLAS RANDALL KC**

Chairman

**WENDY TAYLOR**

Chief Communications and  
Public Affairs Officer

**WILL D'HOOGE**

Head of Fan Engagement

**ALEX TATNER**

Fan Engagement Officer



# GETTING IN TOUCH

## SAFE TEXT SERVICE

To ensure our home is a safe environment for everyone we need your help. The Club has a free of charge Safe Text service where you can report any form of abuse, harassment, discrimination, or anti-social behaviour when visiting the City Ground.

In line with our zero-tolerance approach; If you witness any inappropriate behaviour of any kind, please make a nearby steward aware or you can report it on our free of charge Safe Text number '80800' by starting the message with 'FOREST'.



**NOTTINGHAM FOREST  
HAVE ZERO TOLERANCE  
FOR ALL FORMS  
OF ABUSE, HARASSMENT  
& DISCRIMINATION.**

**IF YOU SEE OR HEAR ANY FORM OF ABUSE, PLEASE REPORT  
IT TO OUR NEW TEXT FREE NUMBER 80800 AND START  
YOUR MESSAGE WITH 'FOREST'.**

**FORESTFOREVERYONE** EDITABLE. ACCESSIBLE. TOGETHER.  
#FORESTFOREVERYONE

## WELFARE TEAM

Our specially trained team of Welfare Stewards will be present on matchdays to assist you with enquires, accessibility needs or more urgent matters.

They can be located across the stadium and wear pink high visibility jackets.



## HERE TO HELP SQUAD

On a matchday, our Here to Help team are located around the perimeter of the stadium to answer general queries, support with wayfinding and any ticketing issues that may arise.

### ALEX TATNER

Fan Engagement Officer and SLO  
[alex.tatner@nottinghamforest.co.uk](mailto:alex.tatner@nottinghamforest.co.uk)

### EQUALITY, DIVERSITY, AND INCLUSION

[Ericka.williams@nottinghamforest.co.uk](mailto:Ericka.williams@nottinghamforest.co.uk)

### REPORT POST-MATCH CONCERNS

[besafe@nottinghamforest.co.uk](mailto:besafe@nottinghamforest.co.uk)

### PROVIDE FEEDBACK TO THE CLUB

[feedback@nottinghamforest.co.uk](mailto:feedback@nottinghamforest.co.uk)

### DISABLED SUPPORTERS

[accessibility@nottinghamforest.co.uk](mailto:accessibility@nottinghamforest.co.uk)

### TICKETING

[ticketoffice@nottinghamforest.co.uk](mailto:ticketoffice@nottinghamforest.co.uk)

### MUSEUM

[museum@nottinghamforest.co.uk](mailto:museum@nottinghamforest.co.uk)



# HERITAGE ASSETS



In line with the FES, Nottingham Forest would like to place on record that the below assets are considered Club Heritage Assets:

- Club name
- Club Crest
- Home Kit Colours

Club heritage assets cannot be amended without prior fan consultation.





# CASE STUDIES 2024/2025



- Home For Christmas Children's Party



- Warriors United Press Conference with Nuno



- Taku's visit to the City Ground



- Multibank Donation & Foodbank Service



