

SUPPORTER ENGAGEMENT ANNUAL REVIEW

2025/26

This report summarises the club's supporter engagement activity for the period from June 2025 to May 2026. This has been a challenging season for a number of reasons, and as a result has been largely reactive, with planned progress on certain areas or topics having to be scaled back or deferred.

SUPPORTER ENGAGEMENT PLAN

The EFL requires each club to produce a fan engagement plan ahead of each season. The plan for the 2025/26 season can be found **here**. The club met all of the commitments set out in the plan, and will work with the Supporter Panel and Canaries Trust to refine the plan and set our priorities ahead of the new season. As committed within the plan, this annual review is now published on the club's website.



SUPPORTER PANEL

The Supporter Panel has worked alongside the club on a number of significant supporter issues this season including digital ticketing and stadium development. The Panel has also formed a working group around memberships, where it helped shape a new complimentary armed forces and veterans' membership, as well as refining the overall offering of memberships.

A number of Panel members will now step down following the end of their terms and elections will take place for members to replace them for the 2026/27 season. We thank all the departing Panel members for their work during their time on the Panel.

As per the Supporter Engagement Plan, the club's nominated Board official responsible for supporter engagement, Zoe Webber, has attended all Panel meetings, the minutes of which have been published on the club's **website**.

CANARIES TRUST

Structured dialogue meetings have occurred quarterly between the Trust's Chair, Robin Sainty, and Zoe Webber, in addition to more frequent operational meetings with relevant club staff.

The Trust has continued to work with the Foundation on the healthy fans project and the matchday Support Hub, with the Trust continuing to fundraise for the project and provide volunteers for its operation.

A permanent matchday foodbank donation point in conjunction with the club, Trust and Norwich Foodbank is now in operation at the Support Hub and has seen fan donations across the season.

Following a successful trial, a matchday mobility bus from County Hall to Carrow Road was launched this season. The bus is a collaboration between the club, Canaries Trust, Norwich Door to Door, Norfolk County Council, Age UK Norwich, Inclusive Norwich Partnership and Age Friendly Norwich. This will now be reviewed with all parties going into the new season.

The club and Trust has also worked closely on engagement with overseas supporters. This included bespoke surveys to tailor events and experiences for our international supporters. Further meetings are planned to recap the recent global canaries' weekend and build on this for next season.

The Trust held their AGM ahead of the 2025/26 season including a Q&A with the Head Coach at the time.

SUPPORTER GROUPS

The club continued to work with its supporter groups to facilitate events and initiatives, including with One City Strong and the Norwich City Fans' Social Club. All affiliated supporter groups can be viewed on the club's website here. New supporter groups for this season include, South Korean Canaries, Dutch Canaries and Serbian Canaries.

SUPPORTER FORUMS / EVENTS

The following events were open to all supporters to attend, giving supporters the opportunity to engage with the club on supporter related issues:

- Club fan forum with Liam Manning, Mark Attanassio, Zoe Webber and Ben Knapper;
- Stadium development information evening;
- AGM;
- Women's team forum;
- Accessibility forum.

CLUB ACTIVATIONS

The club once again held a number of activations from both the EFL calendar and its own, including:

- LQBTQ+ History Month;
- Celebration of Life;
- Retro Night;
- Remembrance;
- Armed Forces Day;
- Global Canaries;
- Fan of the Season.



NCFC WOMEN

The club hosted its first dedicated women's fan forum in March. This coincided with International Women's Day and involved a panel of women in football, including head of women's football Flo Allen, Eloise Hall and former Canary Kathryn Stanley. This was held in the Lion and Castle and was followed by a fan watch along of England Women's World Cup qualifier against Ukraine.

The club ran its first supporter coaches to away games at MK Dons and Dulwich Hamlet this season, to assess demand and encouraging away attendance. These coaches were subsidised via the supporter engagement budget and included concession pricing to attract families. A further supporter coach was utilised for the play off final against Moneyfields in Burton.

The club also held a bespoke stakeholder engagement evening with supporters, supporter groups, volunteers and partners. This helped shape priorities and input into the club's women's football strategy. We took away key learnings and improvements from the evening and will be implementing a number of recommendations as a result of this, including a scoreboard at women's team games at The Nest from next season

PROJECTS

Food and Beverage Working Group

The club formed a food and beverage working group which includes members of the Supporter Panel, Canaries Trust and other supporters, including representatives from all stands and those in the catering/food industries. The group has inputted on trials of new products and software, and provided recommendations to help drive forward stadium food and beverage offerings.

Accessibility Working Group

An accessibility working group has been formed and has worked on topics including ticket access, staff visibility, product and food availability, and recognition of matchday access volunteers. An accessibility forum was held alongside Level Playing Fields as part of the Unite for Access week.

Stadium/Accessibility Improvements

Following feedback from our post-match surveying, works in the summer addressed key issues such as stadium roof leaks and bird netting, with accessibility improvements made including a sensory room and changing places.

Celebration of Life/Memorial Service

We held our second annual celebration of life fixture at our first home game of 2026. The fixture and memorial service remembered fans, players and staff who sadly passed away in 2025. We worked closely with club chaplain, Jon Norman, and Norwich Soul Church for the memorial service, which was very well attended.

Family Excellence Scheme

The club was awarded silver in the EFL's Family Excellence Scheme and won the overall touchpoint award for refreshments. Club staff also attended the best practice seminar at Wigan Athletic Football Club and will work towards achieving the gold award next season.

Fan of the Season:

A new Fan of the Season trophy was commissioned this season and awarded to Judy Trivett. The trophy is named the Michelle Dack Fan of the Season and is engraved with the names of the winners of the award since its renaming in 2018. This will now be housed in the club's trophy cabinet and continue to be awarded annually.

Granicus Consultation Platform

The club is currently in the process of setting up a new engagement platform with the provider Granicus. This will be launched in the summer and be used to seek supporters' views on a variety of issues, including Carrow Road and its facilities.

Independent Football Regulator

The club has engaged with the IFR and its consultations throughout the season as its regime begins to come into force, including the aspects relating to fan engagement.

Residents' Meeting

Following meetings with local councillors and community activists, the club will now hold an annual residents' meeting. The first meeting took place on 27 May and covered topics including litter, parking/traffic, noise and stadium development. Club staff attended alongside our Dedicated Football Officer and local councillors.



The Sanctuary



Celebration of Life/Memorial Service



Fan of the Season

KEY TRENDS

As per the Supporter Engagement Plan, we have committed to highlighting key trends and issues raised by supporters throughout the season, which we will review and assess where improvements can be made.

Top complaint categories:

- Stadium development (482)
- Ticketing (103)
- Stadium incidents (72)
- Memberships (46)
- Canaries TV (27)

Key Survey Themes:

- Ticketing and stadium entry including queues
- Food and drink including price and quality
- PA and audio including clarity and playlist
- Team performance
- Seating and view including seat conditions

LOOKING FORWARD

Following the conclusion of the 2025/26 season, all survey and complaints data is being reviewed and will be shared with the relevant departments to action. We will also look to update supporters who have provided feedback throughout the season, to highlight changes made as a result of feedback and to help encourage further feedback.

Key priorities for next season include working with our historical groups to commemorate the club's 125th anniversary, building on the documentation of the women's team history, and enhancing the club's trophy cabinet and associated protocols. We will also look to make improvements to the matchday experience, family offering, themed matchdays and entertainment.

If Board members require any further information, please email Elliot.king@canaries.co.uk

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