



Nottingham Forest Football Club
The City Ground, Nottingham, NG2 5FJ
Tel: 0115 982 4444 Fax: 0115 982 4455
nottinghamforest.co.uk
f officialnffc @officialnffc @officialnffc @nffc

Friday 28 July 2017- Nicholas Randall Q.C. Open letter

Dear Supporter

On behalf of everyone at Nottingham Forest I want to thank you for the tremendous support that you have shown us since the recent takeover. Our gratitude is not only for the incredible record breaking season card sales which have followed but also for the warmth and support that we have received from all parts of the Nottingham community.

My open letter to supporters, which was published in June, detailed a series of initiatives that we want to introduce at the Club. At the heart of these proposals are plans to consult and interact with the fan base and to set up a Youth Council. I would like to take this opportunity to set out the progress that we have made on these issues in the weeks since the takeover.

As explained in the open letter we want to establish an Advisory Board which provides a formal structure through which the Club is linked with its supporters and its community. This is not to be confused with a Parliament. There will be no threshold vote for an idea to be considered. The role of the Advisory Board is not to suppress ideas but, where possible, to develop and improve on them through collective dialogue. It will then be for the Club to consider the idea and give reasons if it does not proceed with it.





Nottingham Forest Football Club
The City Ground, Nottingham, NG2 5FJ
Tel: 0115 982 4444 Fax: 0115 982 4455
nottinghamforest.co.uk

 officialnffc  officialnffc  officialnffc  @nffc

We also indicated that where we did not have time to produce a perfect solution this would not be a reason for delay and that we would take steps as quickly as we could to put in place realistic structures to begin the dialogue between the Club and its fans and community. Accordingly, I am happy to announce that we have established the first phase of development of the structures to have this shared dialogue. We have already taken part in discussions with official and unofficial supporters' groups. We have, of course, had discussions with the representatives of the Official Nottingham Forest Supporters Club ('ONFSC'). The ONFSC is the official supporters' group and does fantastic work and we would encourage all supporters to participate in its activities along with all groups that have the interests of the Club at heart. We have also had fruitful discussions with the Nottingham Forest Supporters Trust ('NFST'). These discussions have already led to the Club's support for the NFST's campaign to have the City Ground registered as a Community Asset. We are also actively engaged with the NFST on its proposals to have some gates erected at the entrance to the City Ground to celebrate the Club and the Miracle Men. Further announcements will be made about this project in due course.

Whilst we recognise the wonderful work of the ONFSC and the NFST we also understand that some supporters prefer to be active outside of the formal structure of organised bodies. As a result, we have also entered into discussions with the individuals involved in Forza Garibaldi regarding, in particular, displays within the stadium and how this can be developed further.

We have asked the ONFSC, the NFST and Forza Garibaldi to take part in phase one of our supporter engagement programme and we are delighted that they have agreed. This provides the initial structure for the Advisory Board.





Nottingham Forest Football Club
The City Ground, Nottingham, NG2 5FJ
Tel: 0115 982 4444 Fax: 0115 982 4455
nottinghamforest.co.uk

officialnffc officialnffc officialnffc @nffc

We also recognise that it is important for other structures to be developed as quickly as possible. As a result we will also be asking specific groupings to elect representatives to the initial Advisory Board. In this first phase we propose to establish structures through which season card holders can have the opportunity to elect a representative to the Advisory Board as well as those that purchase corporate hospitality. We also understand that there are many loyal Forest fans who do not fit into the above categories because they are unable for whatever reason to buy a season card or corporate hospitality or attend matches as regularly as they would like. We are therefore exploring ways in which this group can have a representative involving an electorate based on minimum number of ticket purchases. We will be communicating on these issues further in the near future.

We are also entering into discussions with the Nottingham Forest Community Trust regarding the Nottingham Forest Youth Council. The Trust already does some incredible work with the young community in Nottingham and is delighted to have the opportunity to formalise these connections into a vibrant Youth Council for the Club. Further announcements on these initiatives will be made shortly.

As part of this ongoing dialogue we have also put together a matchday questionnaire for season card holders which enables you to influence the direction of the Club immediately and through which we would like to give you a say in how your match day experience can be improved. This is discussed further in the accompanying letter from our Commercial Director, David Cook.

For fans who do not have season cards we will be providing matchday questionnaires when a threshold of ticket purchases is met. We will consult with the initial Advisory





Nottingham Forest Football Club
The City Ground, Nottingham, NG2 5FJ
Tel: 0115 982 4444 Fax: 0115 982 4455
nottinghamforest.co.uk

officialnffc officialnffc officialnffc @nffc

Board on where this limit should be set. There will also be suggestion boxes available on matchdays at the City Ground.

I want to stress that these are the steps that we have been able to take to date in the short time available to us. There is much more work to be done in the coming weeks, months and years as we seek to build a Club that you can be proud of. So please do not see this as the end of the process: it is just the beginning.

Thank you again for your wonderful support.

Nicholas Randall Q.C.





Nottingham Forest Football Club
The City Ground, Nottingham, NG2 5FJ
Tel: 0115 982 4444 Fax: 0115 982 4455
nottinghamforest.co.uk

officialnffc officialnffc officialnffc @nffc

Friday 28 July 2017– David Cook Open letter

Dear supporter,

First of all, I would like to take this opportunity to introduce myself as the club's new Chief Commercial Officer. Nottingham Forest is a club with tremendous history and enormous potential, both on and off the pitch, and it is an honour for me to be able to take up a position here.

Your support plays a critical role for this club, not only in improving things on the pitch but also helping to support the club financially and I can only thank you for your continued and loyal backing of Nottingham Forest.

I am delighted that we have achieved record season card sales for the new season with around 4,000 of those are new or lapsed season card holders returning. It is fantastic to see so many of you commit to us and we hope that the work we are doing in all areas of the club rewards you for that support.

We are keen to make improvements to the matchday experience to ensure that your visit to The City Ground is the best it can be; however, we ask for patience in this area. The developments of the commercial arm and business side of the club will take time.

We acknowledge that some of the stadium facilities need improvement and we are in the process of planning for these changes. Feedback has already been received on





Nottingham Forest Football Club
The City Ground, Nottingham, NG2 5FJ
Tel: 0115 982 4444 Fax: 0115 982 4455
nottinghamforest.co.uk

officialnffc officialnffc officialnffc @nffc

some aspects and we are keen to hear more of your ideas on how to improve our facilities.

Your feedback will be used to either validate our current offerings or to allow us to change some of this to be more aligned to supporters' needs. By filling in the season card holder survey, we will be able to gather your input about your emotional connection to the club, your matchday experience and the products and services we offer now or could offer in the future.

The more information that we have from supporters, the more it will help us to find partners and suppliers to help us achieve the most income for the club while also improving your City Ground experience.

This is the first wave of our attempts to understand supporter opinions and our intention is to make sure that there will be regular consultations with different groups of fans on a range of topics.

I look forward to hearing your feedback as we begin our journey to make this club great again.

David Cook

