



FAN ENGAGEMENT PLAN

2026/27





Our commitment

Chelsea Football Club is proud to publish our fan engagement plan ahead of the 2026/27 season. The club is continually committed to regular dialogue with supporters and ensuring that fan engagement remains at the heart of everything we do. The 2026/27 fan engagement plan sets out the framework by which the club engages with our fans. It demonstrates how we are continually strengthening the connection between supporters and the club and sets out our objectives for the upcoming season.

Our dedicated Supporter Relations department remains the primary avenue for supporters to communicate with the club on a regular basis, ensuring consistent engagement via forums, events and multiple points of consultation. Our commitment to place supporters at the heart of all that we do will continue into the 2026/27 season and beyond.

Nominated board level official

Lord Daniel Finkelstein OBE

This has been an important year in our fan engagement work. Up until now our biggest concern has been to get the structures right to ensure the team is in place so that we can serve Chelsea fans and make sure supporter voices are heard and responded to. This year was about populating the structure and the team and setting to work properly. We were proud about the response to the invitation to the Fan Advisory Board elections. We attracted many candidates of a very high standard which in turn resulted in a significant number of votes from the supporter base, producing a result in which some very good people got elected with strong mandates. This allowed us with much more confidence to discuss changes in ticket policy and pricing that needed to accompany our drive against touting and the move to digital ticketing. The FAB played a critical role in the consultation process on our ticketing policies and pricing by ensuring that the club decisions came from an informed position of fan sentiment. This is fan engagement in action really advising on club decision-making. This highlights we are in a position where we are now, working as we ought to work as well as being supported by a talented and dedicated staff team. We try to make sure that in addition to being responsive, Chelsea is also flexible and understands the problems and needs of individual fans as well as key fan groups. People who have been devoted to Chelsea for many years, as I have been myself, are particularly important to the club and to our fan engagement work and it's vital for us that they feel part of the club that is so dear to all of us. This is of course just the start; we've got so much more to do. Engagement work is very much a priority for us, and we know the work remains continual and ever evolving.



Chair of the Fan Advisory Board

CHAIR OF THE FAN ADVISORY BOARD - NEIL BEARD

As a lifelong Chelsea supporter and being a supporter advisor to the main Chelsea FC board, I am immensely proud of the progress the Fan Advisory Board (FAB) has made since its inception and throughout the last season. Consultation, communication and engagement between the FAB and the club on key strategic issues, such as ticket pricing, are as effective as ever and continues to grow from strength to strength. Supporters are the lifeblood of the club, and it is critical that their views and opinions are accurately and positively presented for consideration. The FAB strives to achieve this through regular contact and communications across many channels including regular meetings and touchpoints with senior club leadership. Events like the town hall on ticketing policy have reflected the ongoing commitment to the FAB working directly with supporters to ensure regular dialogue. As we approach the new season, there is more work to be done to continue to ensure supporters voices are heard at the highest possible levels at the club, on strategic and operational topics including ticketing policies, stadium changes and matchday experiences. The Chelsea Fan Advisory Board will remain a pivotal force in providing strategic consultation on these topics. Fan engagement is part of the DNA of Chelsea Football Club and always will be. Our supporters define what Chelsea is and as the Chelsea Fan Advisory Board, we will always ensure that our supporters' voices, thoughts and ideas are always presented and considered, across both the men's and women's teams.



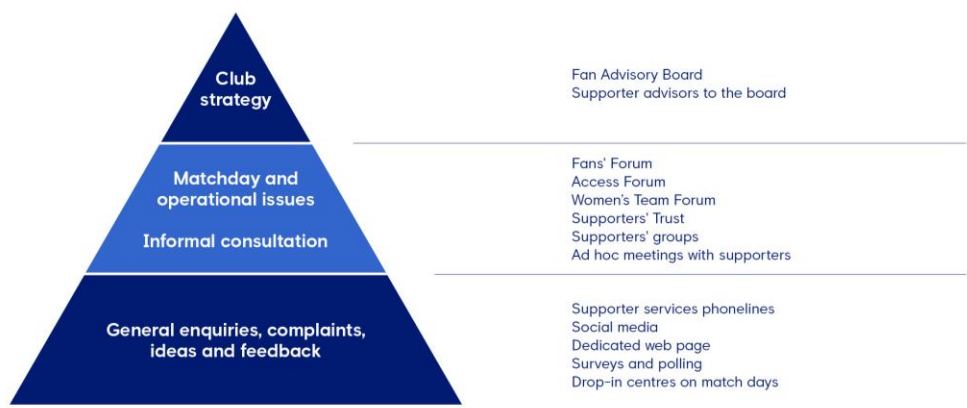
How We Engage



How we engage

We want our supporters to feel connected to the club and the wider Chelsea FC community. That is why we have multiple ways in which fans can engage with the club, have their say and help support decision making across a range of topics.

The following pyramid sets out the various channels and how fans can get involved.



Our regular touchpoints include:

- Three elected supporter advisors to the board will attend all club board meetings.
- Our FAB will continue to be consulted and engaged on key long-term, strategic issues.
- The club's Fans', Access and Women's Team Forums will meet a minimum of three times a season and are the club's elected fan representatives from various key stakeholders.
- The Club Chelsea Fans' Forum will meet a minimum of two times a season and represents supporters who attend games in our hospitality areas.
- The Supporters Club Forum will meet twice every season to discuss the Official Supporter Club programme.

We will have regular contact with recognised supporters' associations/groups who each have a dedicated position on our Fans' Forum, alongside an elected position on the Fan Advisory Board.

We will continue to support our faith and community-based groups including the Muslim Supporters Group, Jewish Supporters Group and Chelsea Pride with various events and regular dialogue.

Fan Advisory Board

Chelsea FC works extensively with the Fan Advisory Board (FAB) to ensure that supporters have a voice in the strategic direction of the club.

The FAB will meet with senior club representatives a minimum of three times this season to discuss a number of key strategic topics. As well as monthly meetings, the FAB will meet with numerous senior club officials through its various sub-committees. For every meeting, the nominated board level official and the head of supporter relations will attend, as well as other members of the executive team when required.



Supporter advisors to the board

Since July 2021, there has been supporter presence at the club's board meetings. There are currently three representatives elected by season ticket holders and members. These make up three positions of the FAB and will continue to engage at the highest level in the 2026/27 season.

Key FAB information

All summary reports of FAB formal meetings can be found on the Chelsea FC website by visiting the Fan Advisory Board page. The FAB has eight sub-committees which look at key topics for advising on club strategy. This includes (but is not limited to) focus groups such as ticketing, heritage and loyalty, and stadium redevelopment.

The FAB can be contacted via fanadvisoryboard@chelseafc.com

2025/26

Season Overview





During the 2025/26 season several fan engagement initiatives, campaigns and events were delivered to bring supporters closer to the club and enhance their experience.

Community-based campaigns and events:

Across the course of the 2025/26 season, Chelsea Football Club continued our commitment to work closely with our community-based groups to raise awareness and celebrate identity by bringing fans together with various initiatives. In collaboration with the Muslim Supporters Group, an event to celebrate EID was hosted at Stamford Bridge with over 400 fans in attendance. We also worked closely with the Jewish Supporters Group in hosting an event for Holocaust Memorial Day as well as a celebration of Hanukkah with over 300 attendees. To close the season out, we celebrated with Chelsea Pride with our very own float for the Pride in London parade. We look forward to working with these groups again during the upcoming season.



TICKETING POLICY CONSULTATION

As the club strives to create a fairer, safer and smoother ticketing experience for our fans, extensive consultation took place across several months to refresh and improve our policies. Over 15 hours of consultation took place with the Fan Advisory Board, our fans’ forums and key supporter groups. Following feedback from our fans we produced FAQs, put on bespoke workshops for supporters to support the transition, published a fan-friendly ticketing guide and hosted a supporter town hall to discuss the changes.



OFFICIAL SUPPORTER CLUB PROGRAMME

The 2025/26 season saw the relaunch of the Official Supporters Club programme to enhance how we connect with Chelsea fans around the world. This has helped to bring our Official Supporters Clubs closer together and closer to the club. The programme places a stronger focus on rewarding engagement and reinforcing the core purpose of a supporters club, to bring together local communities, to connect and support the club. To support this, an updated benefits package that recognises all Official Supporters Clubs, and rewards those that actively grow their communities, has been launched. In addition, a dedicated Official Supporters Club website has been produced. This has helped to increase visibility for our Official Supporters Clubs. Through consultation, changes to the supporters club ticketing policy have been introduced to help distribute tickets more evenly across clubs and their members.

BSL CAMPAIGN

Following supporter feedback on the matchday experience for our deaf supporters, the club began work with Performance Interpretation as part of the Unite for Access campaign. This led to new and improved support with pitch-side onscreen BSL interpretation being introduced at all Chelsea home games – the first of any Premier League club to do so. Increased visibility of the initiative took place with tailored projects being promoted through global media outlets. This will continue for the 2026/27 season with all matches at Stamford Bridge and AFC Wimbledon’s stadium being covered.



2025/26 FAB chair assessment

FAB Chair Assessment 2025/26

As part of our fan engagement plan, The Fan Advisory Board (FAB) in partnership with the club produced a confidential assessment of the 2025/26 season. This assessment included input from club officials and FAB members through an anonymous survey where feedback on the impact of the FAB over the course of last season was collated.

These results were then presented back to the FAB chair and the nominated board level official with key feedback discussed.

Summary of FAB performance

Across the 2025/26 season, considerable successes have been achieved. One of these is the structure of the FAB, with 90% of respondents ranking the size of the FAB 4 out of 5 or higher and 80% of respondents ranking the representation from fan groups as 4 out of 5 or higher.

Another area of strength was communication within FAB meetings, with 90% of respondents rating 4 out of 5 or higher for FAB members having an effective and representative voice. In addition, the contribution of the FAB in the club's decision-making process has received significant praise within the survey. This can be seen with the extensive consultation on changes to the men's game ticket policy for 2026/27.

An area for development as we move into the 2026/27 season will be to continue to raise the awareness and impact of the FAB to the wider supporter base.

Proposed actions for next season

As we move into the 2026/27 season, several actions have been agreed to ensure the development of the FAB:

- The FAB will produce regular newsletters to be published and sent to the wider fan base.
- Continued dialogue with club representatives on specific focus areas to ensure the FAB has regular touchpoints across multiple strategic objectives.
- Regular engagement with supporter groups to gain feedback and open dialogue on appropriate strategic objectives.

Through this, we are confident the FAB will ensure it continues to represent the supporter base as effectively as possible.

How we listen and share





It is important that we consistently listen to our supporters and share updates and initiatives to ensure they remain informed about their club. Our fan-focused organisations and leadership structure support this objective.

FAN-FOCUSED ORGANISATIONS

To ensure that our supporters work closely with the club to provide feedback and consultation, we regularly engage with various fan-focused organisations:

These include (but are not limited to):

- Chelsea Supporters’ Trust
- Chelsea Supporters Club
- Chelsea Supporters Group
- Chelsea Disabled Supporters Association
- Official Chelsea Supporters Clubs
- We Are The Shed
- The Blueprint
- Chelsea Without Barriers
- Chelsea Pride
- Chelsea Muslim Supporters Group
- Chelsea Jewish Supporters Group

LEADERSHIP

Senior leadership at Chelsea Football Club is committed and dedicated to ensuring that they regularly engage with supporters. Our executive leadership team often meets with the Fan Advisory Board to discuss club strategy as well as hold frequent dialogue with fan-focused organisations. In addition, there are regular programme notes from our nominated board level official to provide updates to supporters.

CLUB PERSONNEL

Chelsea Football Club has a dedicated team to engage directly with supporters on a regular basis. This consists of:

- Daniel Finkelstein, board director
- Michael Cornall, head of supporter relations
- Meg Clarkson, senior supporter services manager
- Cally Kitchen, supporter services manager
- Meg Bepolka, supporter club engagement lead
- Sam Curteis, supporter liaison officer
- Hannah Travers, disability access officer
- Ethan Windsor, residents relations officer
- Lara Scott, child mascot/disability liaison officer
- Marie Sesay, supporter services coordinator





Our Heritage Assets

Chelsea fans hold a uniquely important stake in the heritage, history and future of our club. They will continue to be invited to take part in consultations on heritage assets where there may be changes. These will include areas such as:

- Joining a new competition that is not approved by FIFA, UEFA and the FA
- The club name
- A material change to the club crest, or change in recognised home shirt colours
- The location of the club ground, whereby consultation will be delivered through Chelsea Pitch Owners (CPO)
- A change to the name of the club's stadium be that Stamford Bridge or Kingsmeadow
- Any decision to terminate any playing aspect of Chelsea Football Club

This will be in line with FA Rules of Association relating to heritage.

These consultations will be organised in conjunction with the head of supporter relations and the nominated board level official.



It remains vital that we take feedback through various means and listen to our supporters on a regular basis to drive positive change and improvement across fan engagement. We have used multiple platforms to receive insights from the whole fanbase and their various touchpoints with the club.

DATA AND INSIGHT

Throughout the season, a number of independent surveys have helped inform our understanding of our fans’ matchday experience and what we can do to improve that.

These have included:

- Official Supporter Club survey
- Official Supporter Club focus group
- White Ribbon project survey
- Women’s team supporters engagement survey
- Premier League matchday experience and engagement survey

ENHANCING FAN EXPERIENCE

The insight undertaken across the 2025/26 season has played a significant role in shaping fan experience across matchday attendees, women’s team supporters and our global fanbase. The Official Supporters Club review has provided a rewards and benefits programme tailored to the outcomes of these surveys and focus groups to support our fans across the world. In addition, our engagement surveys across both women’s and men’s team supporters have developed our understanding of the matchday experience and some key areas of improvement. For the 2026/27 season these feedback points will help shape how a matchday looks at both Stamford Bridge and AFC Wimbledon’s stadium.

How to engage



Supporter Relations and Services

We pride ourselves on providing our fans with first-class support, whenever they need it.

On a matchday, the best people for our fans to speak with are stewards or uniformed members of staff.

Our Supporter Services team can be contacted via supporter.services@chelseafc.com. To view our complaints policy please click [here](#):

Alternatively, by post to:

Supporter Services, Chelsea Football Club, Stamford Bridge, Fulham Road, London, SW6 1HS.

In addition to this, we have a number of other touchpoints that supporters can use for a specific enquiry or issue:

- Supporter Relations – for all fan engagement enquiries – supporter.relations@chelseafc.com
- Disabled Supporters – an inbox for enquiries from disabled supporters – disabilityteam@chelseafc.com
- Official Supporters Clubs – for all enquiries for our Official Supporter Club – officialsupporterclubs@chelseafc.com
- Enquiries – for general non-specific enquires – enquiries@chelseafc.com
- Ticketing – for all ticketing-related enquiries – tickets@chelseafc.com
- Residents – for local resident enquiries – residents@chelseafc.com

More information is available on the following club website pages:

- The minutes from Fans' Forum, Women's Team Forum and Access Forum meetings
- The FAB meeting summaries
- Our Frequently Asked Questions and how-to guides

The best place for supporters to hear the latest news is the club website – www.chelseafc.com, the Chelsea Official App and across the club's social media channels.

To find out more information about any of the supporter engagement activities, or to contact any supporter representatives, visit our website's dedicated fans page



Useful Links

[Matchday guides](#)

[Ticket conditions of issue](#)

[FAQs](#)

[How-to guides](#)

[Ground regulations](#)

[Safeguarding policy](#)

[Sustainability policy](#)

[Supporter charter](#)

[Chelsea FC Foundation](#)

[Official Supporters Clubs website](#)

