



# Fan Engagement Plan



**Chelsea FC is committed to consulting with the club fan base and works with supporters in meaningful ways to ensure their voice is heard and represented.**

**The club encourages supporters to use the mechanisms available to them to share feedback and offer ideas on how to improve the experience for fans.**



**Lord Daniel Finkelstein OBE**  
Nominated Board Level Official

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**“As a life-long Chelsea fan and season ticket holder, I am proud to be serving on the board of the club I have always loved. I was also a member of the panel in the Government’s fan-led review and am committed to fan engagement within the club.**

Through my position on the board and as the club’s NBLO, I want to ensure the club has the ability to respond reactively to supporter issues. Through our Fans’ Forums and other communication channels, we believe we are working well to capture this feedback and will continue to develop mechanisms to do so.

‘In addition, I want to ensure our supporters are represented when we are considering long-term plans for the club. Our supporter advisors to the board have been an important step in the right direction, and we know we can do more. The recent introduction of the Fan Advisory Board is a critical step in this process and look forward to working closely with the members of the FAB.’





## Neil Beard

Chairman of the Fan Advisory

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**Gianfranco Zola famously said that all of us – teams, directors, managers – are passing through a football club. Supporters are there always, and they never forget. The voice of the fan has to be heard, and has to be able to influence the decisions the club makes, in a very sensible way.**

To have supporters recognised and included at all levels of the club, including having Supporter Advisors to the Board attend Chelsea FC club board meetings, and the newly created Fan Advisory Board is a clear and obvious sign that Chelsea are serious and pioneering in doing all they can to listen to the views of supporters when shaping the long-term future of Chelsea FC. After over 20 years of working with the club to represent the needs of supporters, I welcome the formation of the FAB, am proud to be its first chair, and am very confident we can work closely with the club and continue to make positive progress together.





# Highlights from 2022-23 season



The club were delighted to facilitate and promote the Chelsea Supporters Trust's Annual Sleep Out, which raised over £25,000 for Stoll.



Continuing to support Chelsea Pride, Chelsea FC joined 30,000 others in taking part in London's Pride Parade. Before this, members of Chelsea Pride headed to Cobham to meet with players and explain what Pride means to them.



Ahead of Chelsea FC v Bayern Munich the club worked with the Chelsea Supporters Group to organise a friendly match between fans of each club.



As part of our commitment to help eradicate illegal, homophobic chanting from football, the club held a conference for change, welcoming key stakeholders from across the industry to Stamford Bridge.



# How we engage with our fans

Keeping supporters up to date, and providing them with opportunities to share their feedback is something the club takes very seriously. On the Board of Directors, there is a Nominated Board Level Official (NBLO) with strategic oversight of fan engagement activity, with the delivery of work led by the Head of Supporter Relations & DAO. There are a number of mechanisms that we update supporters through including:

- Three elected supporter advisors to the Board who attend all club board meetings
- A Fan Advisory Board (FAB) who are consulted and engaged on key long-term, strategic issues that impact supporters
- Regular meetings with the club's Fan and Access Forums, the club's elected fan representatives
- Regular meetings with the Club Chelsea Fan Forum, independently selected fans representing our Club Chelsea members
- Regular engagement with supporter clubs, including the Supporters Club Ticketing Forum and the Official Supporters Club Rewards Scheme survey
- Fan Satisfaction surveys and focus groups, including the annual Premier League fan survey and our own annual ED&I survey
- Regular contact with recognised supporters' associations/ groups who each have a dedicated position on our Fan Forum, alongside an jointly-elected position on the Fan Advisory Board.

In addition, Chelsea FC has in place, and continues to develop, ways of consulting all stakeholders both nationally and locally. There are meetings, regular contact and good relations with more than 10 local resident groups, local politicians and MPs. These are also fostered through the local council, with whom the club are involved on several projects.

The best place for supporters to hear the latest news is the club website: [www.chelseafc.com](http://www.chelseafc.com) 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 is: [www.chelseafc.com/supporter-relations](http://www.chelseafc.com/supporter-relations)

## Chelsea FC's Fan Advisory Board

For the 23-24 season onwards, Chelsea FC is delighted to have introduced a Fan Advisory Board (FAB). Alongside the FAB sit our long-established Fan and Access Forums.

The FAB will meet with senior club representatives no less than four times a year, and more often if required, as do the Fan and Access Forums. The FAB will be engaged on long-term decision making, with the Fan and Access Forums there to discuss matchday and operational matters. For each meeting, the NLBO and the Head of Supporter Relations for Chelsea FC will be present at minimum, whilst other members of the Executive Team may attend if required.

Those topics may include, but shall not be limited to, the following:

- a) vision for the future and ensuring stability;
- b) efforts in relation to sustainability;
- c) work on diversity, inclusion and equality;
- d) the Club's match-day experience (both in respect of home and away matches);
- e) policies employed by the Club in connection with match-day ticketing;
- f) facilities at Stamford Bridge and Kingsmeadow;
- g) communications by the Club with its supporters;
- h) developing and continuing to build the Club's fan-base, both in the United Kingdom and abroad
- i) work undertaken by the Club in the local community;
- j) preservation and development of Club's traditions and heritage; and
- k) the Club's charity partnerships





# Supporter Advisors to the Board

Since July 2021, there has been supporter presence at the Club's board meetings.

There are currently three representatives, one advisor selected through the Fans' Forum, one through diversity and equality representatives on the Fans' Forum and Chelsea Pride, and one from unofficial supporters' groups, elected by season ticket holders and members from candidates put forward by the groups. These make up the first three positions of the FAB.



**Neil Beard**

FAB Chairman for the 23-24 season



**Tracy Brown**



**Gary Beckwith**

### Additional FAB members

Four additional members were selected via a nominations committee:



**Arjun Pillai**



**Emily Kraftman**



**Frankie Harrington**



**Mark Meehan**



# How we listen and share

## Chelsea FC's Heritage Assets

As a uniquely important stakeholder, Chelsea FC supporters will be invited to partake in consultations on the following areas should there be changes, known as 'heritage assets.' These include:

- Joining a new competition that is not approved by FIFA, UEFA and the FA
- 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 the Chelsea Pitch Owners (CPO)

## Providing Updates

The club will produce a report at the end of each season which contains details of all fan engagement activity.

In addition to this, during the 22-23 season, supporters had the opportunity to hear from the Club Chairman, Todd Boehly at a meeting with Fan Forum and Access Forum members.

Co-controlling owners Todd Boehly and Behdad Eghbali also wrote an open letter to fans at the conclusion of the season.

Throughout the 23-24 season the best places to find updates on Chelsea FC's supporter engagement and consultation methods will be:

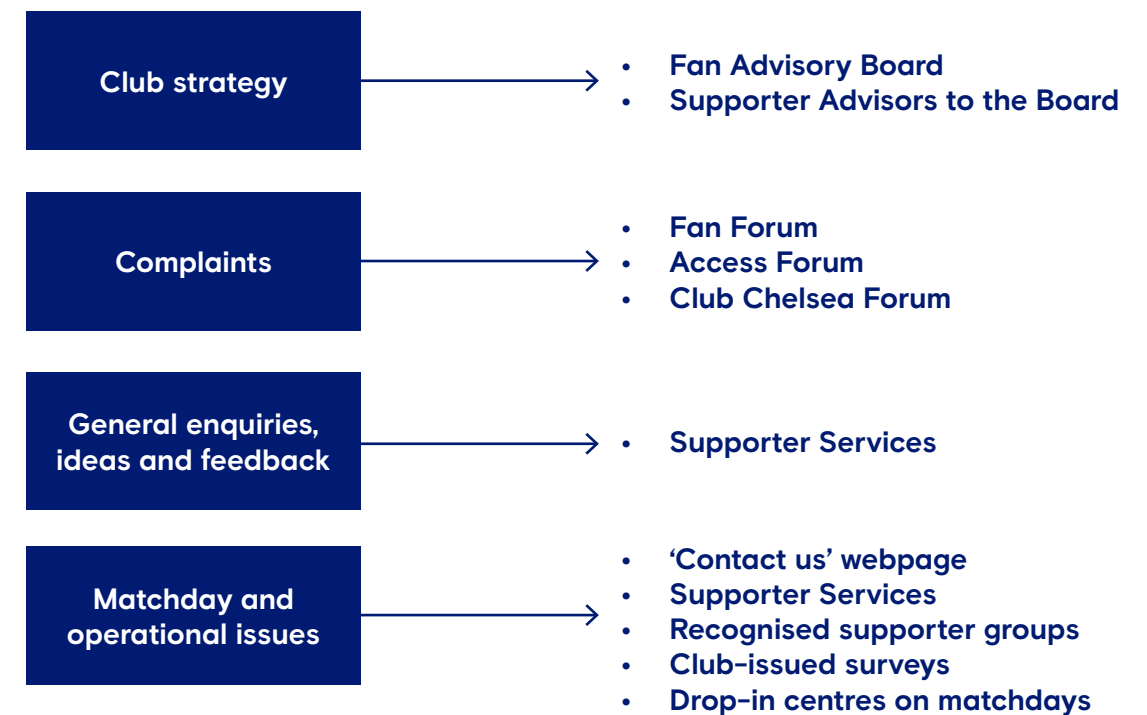
- Reviewing the minutes from Fan and Access Forums via the club website
- Reading the FAB meeting summaries published via the club website
- Checking the club website, social media and programme for updates from members of the Fan Advisory Board
- Meeting with the Head of Supporter Relations and members of the Fan Advisory Board as part of the match-day drop in programme which will be communicated via the club website

# How you can make your voice heard

We welcome contact from supporters on a regular basis. To help ensure your comments reach the right place, please use the information below to contact the relevant people.

## What would you like to discuss?

## Who you can contact



Senior club officials attend the FAB, Fan and Access Forums including the Nominated Board Level Official (NBLO), Club CEO, members of the Executive Team and Head of Supporter Relations.

The club has set up and will maintain a section of the club website to support and promote the FAB including an introduction

to each member, the Terms of Reference for the FAB and copies of agreed minutes from all meetings available here:

[www.chelseafc.com/supporter-relations](http://www.chelseafc.com/supporter-relations)

Minutes from the Fan and Access Forums are available on the club website.

[www.chelseafc.com/fans-forum](http://www.chelseafc.com/fans-forum)



# Supporter Services and Complaints

**We pride ourselves on delivering a positive experience to all our supporters, however, sometimes things can go wrong. If that happens, we want to know about it.**

On a matchday, the best people to speak to are stewards or uniformed member of staff. We often find that an issue can be resolved there and then.

If your issue cannot be resolved on the day, or concerns another matter, you can contact us. Equally, if you have had a positive experience, or would like to nominate a member of our team for providing excellent service, we want to hear about it! These nominations will be included in our quarterly Pride of Chelsea awards programme which recognises colleagues for demonstrating our values in their day to day working lives.

**1.** Contact our Supporter Services team via [supporter.services@chelseafc.com](mailto:supporter.services@chelseafc.com)

Alternatively, by post to:

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

**2.** Once the communication has been received our Supporter Services team will send an acknowledgement confirming the case reference number. The logged complaint/feedback will then be passed to the relevant department for review.

**3.** If a response is asked for or warranted, Chelsea FC will use its best endeavours to respond within 14 working days from receipt of the complaint/feedback. If it is felt the complaint/feedback cannot be resolved within that time, an acknowledgement of the communication will be made as an interim measure.

**4.** For most supporters, this will be the end of our communication. In some cases, if dissatisfied with the outcome, you can request to escalate the complaint to a Senior Manager of that department to review.

As a final measure, supporters can contact the Independent Football Ombudsman (IFO). For further information on how to contact the IFO please visit:

**[www.theifo.co.uk](http://www.theifo.co.uk)**

Alternatively, by post to:

**Independent Football Ombudsman, Premier House, 1-5 Argyle Way, Stevenage, Hertfordshire, SG1 2AD.**

# Contact the Club

Please read the Frequently Asked Questions before contacting us as your enquiry might have already been answered there.

If you cannot find your question here, you can use the [www.chelseafc.com/contact-us](http://www.chelseafc.com/contact-us) page on the website.

## Useful Links

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- [Chelsea FC's Supporter Charter](#)
- [Matchday information guides](#)
- [Ticket conditions of issue](#)
- [Ground regulations](#)
- [Safeguarding policy](#)
- [Chelsea FC's No To Hate campaign](#)
- [Chelsea FC's environmental policy](#)
- [Chelsea FC's Foundation](#)



