

CHELSEA FOOTBALL CLUB FANS FORUM 2025-26, 1st MEETING MINUTES

Meeting held in the Vialli suite at 7.00pm on Tuesday 9th September 2025

Attendees

Akers, Diane
Baker, Chris
Beckwith, Gary
Brooker, John
Cornall, Michael
Crowe, Laura
Curteis, Sam
De-Morgan, Malakai
Eldridge, Andy
Gedalla, Brian
Mcintosh, Aileen
Peters, Theo
Regan, Andy
Robinson, Adam
Sheppard, Nick
Travers, Hannah
Trenter, Liz
Williams, Ben
Williams, Darren
Willson, Paul
Wolff, Brian
Woodger, David
Wrighton, Leslie

Club title/ group represented

Chelsea Disabled Supporters Association
Club Head of Matchday Safety
Fan Advisory Board
UK away scheme
Club Head of Supporter Relations
Female
Club Supporter Liaison Officer
Chelsea Pride
Chelsea Supporters Club ("CSC")
Member
LGBTQI+
16-22
Forum Chair
UK supporters club
66 and over
Club Disability Access Officer
Chelsea Supporters Group ("CSG")
Chelsea Supporters Trust ("CST")
Access Forum representative
Home season ticket ("ST")
Overseas supporters club
Ethnically and culturally diverse
Family stand

Apologies for absence

Finkelstein, Daniel	Club Director
Kirk, Duncan	Club Chelsea

(Action points are underlined.)

Representatives introduced themselves. The Chair said minutes will be more concise in future in order to appeal to more readers. Our meetings should remain confidential apart from publicised minutes.

MINUTES OF THE LAST MEETING

There were no changes to the minutes. Action points were as follows:

Publicising early attendance for matches: The club have emphasised this via the website, pre-match emails and other methods.

Steward assistance for finding the right turnstiles: The club will continue to highlight this to stewards for cup matches in particular.

ST-only queue for stadium entry: The club said this is not feasible for different entrances.

Change of ticket on sale time: The club have decided to keep the 10am start but this will be reviewed throughout the season.

Multi-faith area: The club are renovating a new space. They will facilitate a short-term space if requested.

Cycling in closed-off area: The club said it liaises with the police and council over this.

AGENDA ITEMS

Digital ticketing: The club commented that there has been a major systematic change to Ticketmaster. This transition has taken place ahead of the Premier League ("PL") mandatory requirement for digital ticketing which comes into force for the 2026/27 season. The club have invested in new Wi-Fi, new mobile cell towers and about 80 "happy to help" staff with three specific assistance points for the first five PL home games of the season. There have also been three test events.

There were system teething problems before the Crystal Palace game where supporters were unable to access their ticket within the official App. A contingency plan was put in place to ensure that all who purchased a ticket were able to enter the turnstiles. The club will investigate a fan being able to enter on the same QR code for two matches.

The club will feed back PL matches being available on the App in chronological order to the developer, as well as away matches being visible on the App.

Ticket exchange: The club confirmed there is no change to the loyalty points system, and that points will stay with the original purchaser. Champions League ("CL") tickets can be sold on the platform. A 66 and over fan cannot list their seat if it is the East Lower family section.

Touting update/ reselling: The club said it investigates all reports of touting from fans but cannot always reply on an individual basis. One of the main benefits of the move to digital tickets is increased protection against touting. The club works with the PL, other clubs, the local police and other authorities to tackle touting, however it is a league-wide issue with no immediate fix.

The club has invested resources to clamp down on ticket touting. For example, during the on-sale period for the first PL match of the season, over 350,000 bots were detected and blocked. The club also had the joint highest number of touting-related arrests last season.

The club does not publicise the exact breakdown of tickets available for away matches.

Loyalty: The club said it has made great strides in this area to recognise loyalty. The supporter relations department has seen significant investment and has eight full time staff. The club will continue to deliver numerous campaigns and initiatives to recognise fan loyalty.

Website updates/ sales date notice/ log in: The club said a pre log-in for the VWR would be useful though a supporter can only log-in once at a time. Ticket on sale dates are determined by a number of factors and the club tries to publicise these dates and travel as early as possible, once all details are correct. The club apologised for the late announcement about travel that affected some fans' plans for the Conference League final.

The club will report back that the App has the CL four match package available under "Renew season tickets". They will publicise any travel issues for upcoming away fixtures.

Ticketing queues and purchase: The club said it cannot comment on commercially sensitive information, in response to a question regarding ticket availability for members.

The club added there has been no change in the allocation of hospitality tickets available within Stamford Bridge and that unsold seats may be sold as general admission, with decisions taken on a match-by-match basis. The club will check why single seats in rows can't be purchased.

Homophobic abuse/ promotion of LGBTQ+/ stadium promotion/ PL campaign: The club said it's proud of all its fans. It is disappointed with discontinuation of Rainbow Laces; however, it is working internally and with the league on visibility of LGBTQIA+ campaigns. The club plans to continue with London Pride in July and Football v Homophobia which is held in February. Anti-discrimination messaging is prominent within the ground. The club will consider how to make Pride issues more visible.

Away fans: The club has a number of strict measures, procedures and protocols to ensure that away supporters do not enter home areas at Stamford Bridge and Kingsmeadow.

TV gantries: The club said it was a health and safety issue to move the gantry at the top of the East Stand and appreciates the effect on fans, but those ST holders can still see the goals. The club will remind camera operators in the Matthew Harding Lower to sit down.

Music/ sound: In response to comments about the volume of, and music played, before kick-off and after goals the club said it's improving the atmosphere including the pre-match build up and the singing section. The club can't vary the volume between stands and it's set to one volume. It would be very expensive to replace.

Badge: The club said the third kit has sold well despite a comment that it features an older style badge.

Lap of honour: One representative commented there was some disconnect with the players after the Milan match and that not all stands were acknowledged. The club will feed that back.

European travel: The club said it considers away travel provision on a match by match basis. There is no plan to provide subsidised travel for a particular match at present.

ANY OTHER BUSINESS

Accessing European ticket packages: The club said it's received comments on the difficulty of accessing the package by some fans, which is why there was an extension to the purchase deadline. The club wanted to make the package available to assist ST holders and tickets can be placed on the ticket exchange for a particular match if not wanted. There is a finance package available. The next stage of sale will be offering the package to members and ticket sales information will be communicated for each game within an appropriate timeframe.

The option was publicised within five days of the draw and match dates being confirmed. The club confirmed it should be possible to buy for anyone in your network if you have managing privileges.

“No standing” notice by the exit steps in the Matthew Harding Lower: The club asked the representative who raised this to send in more details.

Djurgarden tickets: The club said it won't be publicising its full review findings but there will be programme notes, and those impacted as well as supporter groups will be notified.

The meeting finished at 8.40.