

The Fan Advisory Board Asks Our Supporters

At the start of the season, the Fan Advisory Board (FAB) conducted a survey asking all Chelsea supporters to feed back their current thoughts and views. Today, we are able to share those views in the following summary.

An overwhelming success, the survey was able to provide the FAB with an insight into the perspectives of over 3,500 fans, including their current viewpoint on a number of critical themes and topics regarding Chelsea Football Club. Focused predominantly on the men's team matchday experience, the Chelsea Supporters' Trust, Chelsea Supporters Group and Chelsea Supporters Club also provided valuable feedback on the creation of this survey. The two key areas that the survey identified as areas for development were communication and loyalty.

With over 76% of respondents being members or season ticket holders for over 10 years, the FAB was able to compile in-depth and thorough feedback from the survey and a number of key findings can be found below:

Survey Findings

Communication

It can be seen that there is a desire for more impactful communication. With the visibility of the FAB on a matchday when hosting meet-and-greet sessions and the enhancement of Chelsea FC communication channels, this remains a primary focus.

With 90% of respondents expressing a desire for more regular communication from the board it is clear that there is work to be done in this key area rather than specific focuses on merchandise or marketing initiatives. *One of the ideas being considered to address this is a Town Hall Event, where members of the Chelsea FC board can communicate directly with supporters on the most critical issues.*

With just over a third of supporters wanting increased communication around tickets, it can be seen there is work to do but there are some good levels of success in providing the correct information and with 75% knowing how to contact the club, this is an area where the FAB can continue to develop from a strong starting point.

Ticketing

With over half seeing the 2024/25 ticketing pricing as fair, this can be viewed as a reasonable increase by the club. With less than a third believing the process to purchase tickets has become worse, some success can be seen in this area.

However, there is work to be done to ensure there is more regular usage of the ticket exchange process, with a more positive experience, and the FAB will look to action this with Chelsea Football Club with strategic ticketing focus groups.

There is strong support for a transition to digital ticketing, with 65% supporting this move, and the FAB will look to work with the club to ensure effective communication and initiatives are produced on this topic.

In addition, there is a view that respondents are wanting to see the membership scheme enhanced and see greater value for money.

Matchday Experience

It is evident that respondents to the survey want to improve the atmosphere at Stamford Bridge on a matchday and the FAB will support the establishing of an Atmosphere Committee to create innovative ways to enhance and develop this.

Supporters noted in the survey they would like to see the facilities improve at Stamford Bridge, with a continuation of the enhancement of accessibility for supporters. There is an overwhelming desire for an increased stadium capacity.

Heritage and Loyalty

As the club moves towards its 120th anniversary, supporters expressed a desire for fan loyalty to be recognised.

With ideas such as special events to commemorate this key milestone and special discounts for supporters, the FAB is pleased to hear that this will be recognised with bespoke club events and looks forward to working closely with all key stakeholders and playing a role in this celebration for the club.

Equality, Diversity and Inclusion (EDI)

A vast majority of supporters have seen enhancements in the club's EDI initiatives and the work of Chelsea Foundation. There is work to do, and the FAB with its EDI focus group will continue to advocate and promote increased awareness of key topics.

In summary, it can be seen that although there is some success in a number of key areas, there is still a considerable amount of work to do and addressing these critical areas will not only strengthen the relationship between Chelsea FC and its supporters but also pave the way for a more engaged fan community. The Fan Advisory Board looks forward to playing a key role in ensuring the voices of the supporters are heard.