
CHELSEA PITCH OWNERS

UK Company Number: 02800546



Director Meeting - May 2026

Date: 08.05.26

Time: 11:00am BST

Location: 1 Harwood Terrace, London SW6 2AF, England

Attendees: Chris Isitt, Etienne Trevayne, Ginette Gower, Mark Eyre, Miriam Greenwood, Paul Bufton

Apologies: Harry Richards, Sean Jones

I. Minutes of the Previous Meeting

The minutes of the previous meeting were circulated and taken as read. The Board discussed the tone of the minutes, noting they are intentionally designed to be professional and factual, though some members observed they lack a sense of the Board's internal deliberations.

II. Chairman's Report

The Chairman discussed the stagnation of Chelsea FC, noting that after four years of promises regarding redevelopment, no progress has been made.

III. Social Media Report

It was reported that social media activity has been focused on repeating that no proposals have been received from the Club, but that numbers have steadily been rising with very good reach and view counts thanks to in-house videos such as vox-pops but that there was a need to create more content to facilitate continued growth and reach.

IV. Marketing

An upcoming film screening event was discussed and was viewed as a key opportunity for supporter engagement and potential media exposure.

V. Communications

We discussed with the Club the opportunity to increase fan engagement and knowledge of CPO now that the women's team will play all their matches at Stamford Bridge. We will be given an introduction to the Women's CEO or one of her team to discuss how best to make this work and enable fans to gain a deeper connection with the stadium/pitch. This could involve an awareness campaign, share sales drive, shares signed by the team and other proposed activations.

VI. Computershare

The agreement has been received and the final points agreed. Next step is to plan for onboarding and ongoing processes including informing shareholders.

VII. Share Sales and Supporters 'Groups

It was stated that share sales are currently quiet, and the Board identified a need to be more creative in pushing sales. The Board discussed reaching out to the approximately 200 affiliated supporters 'groups to encourage their members to become shareholders.

VIII. Redevelopment and Stadium

The Board discussed the Club's move to have the women's team play every game at Stamford Bridge next season and how this might impact the momentum for a full stadium rebuild. Concerns were raised regarding the Club's capital structure and limited room for manoeuvre regarding stadium redevelopment.

Close of Meeting

The meeting concluded and closed at 01:13pm BST.