

Fan Advisory Board meeting

17th September 2025

In attendance

Jo Davis (JD) – Chair
Gerry Brown (GB)
Mark Butler (MB)
James Cassidy (JC)
Mya Choudhury (MC)
Dan Clarke (DC)
Sally Freedman (SF)
Andy Goodchild (AG)
Jenny Gower (JG)
Lucy Holford (LH)
Jonathan Poole (JP)

Apologies for absence:

Charlie Benny(CB)
Natasha Cherryman (NC)
Emily Wadge (EW)

1. 1901 presentation

Jack Joyce, Corporate Sales Manager, 1901 Club and Ben Stephenson, Assistant Corporate Sales Manager, 1901 club gave a comprehensive overview of the proposal for the next renewal period; 2026-31, with 1901 members required to commit for a 5 year period.

The following key points were noted:

- The Heineken lounge will close to accommodate away fans moving into the south west corner.
- A new North Stand lounge will be opened with a balcony stand above the North Stand, providing an additional 600 seats.
- First refusal for the North Stand lounge will be given to Heineken Lounge members.
- Existing members on the 1901 waiting list will then be given the option to buy any remaining tickets.
- The renewal period is 1st September – 15th December 2025.
- 1901 members in the new North Stand lounge will enjoy a different hospitality experience compared to other parts of the stadium, with a resident DJ, pub games, i.e Darts and more of a pub style experience. The dress code will be less formal and members in this part of the stadium will get a shirt voucher, as well as a free food item and drink at each home game.

- The FAB reviewed the different categories of hospitality from The Dug Out through to Gold and Platinum hospitality packages. The new North Stand lounge will be platinum hospitality.
- The location of seats within the stadium remains pivotal to the 1901 experience, as well as the level of hospitality provided.
- Following the planned changes, there will now be 3,000 hospitality seats at the Amex stadium.
- The Board has approved the revised pricing approach across all categories of hospitality.

DC and JD led a discussion around the current 1901 experience, including service, quality of food and range of drinks offered. There is a widely held view that the 1901 experience has not kept pace with similar offerings within the sporting hospitality sector. Jack and Ben noted the constructive feedback and confirmed that they are seeking ongoing dialogue with 1901 members in order to continually improve the quality of the matchday experience.

DC raised the affiliate scheme discount around the city. The view was that there is a general lack of awareness about the scheme and that it needs to be reinvigorated.

The FAB endorsed the 2026-2031 proposal. JD thanked Jack and Ben for their overview, at which point they left the meeting.

2. Supporters Clubs

- GB led a discussion about future FAB engagement with all Supporters Clubs. We are looking to establish quarterly contact with all UK based Supporters clubs and regular dialogue with overseas Supporters Clubs.
- Existing FAB members cover 6 Supporters Clubs, in terms of existing memberships, This will help promote the purpose of the FAB to the widest possible audience.
- JG will provide updated contact details for liaison points in respect of all supporters clubs.

3. Brighton & Hove Albion Foundation

- GB will continue to be the point of contact for ongoing FAB involvement with the BHA Foundation.

4. Professional Game Match Official (PGMO) presentation

- The PGMO will be giving a presentation on VAR at The Amex on October 23rd. Invitations will be extended to FAB members.

5. WSL

- JG requested feedback on matches broadcasted on the YouTube WSL channel. The general view was that the coverage is poor.
- JD reported that bookings for away coach travel are going very well, with the first coach for Arsenal a) sold out and bookings being taken for the second coach, although marketing support is required to hit minimum numbers.
- A WSL forum will be held at The Terrace on 16th November prior to the Leicester game at The Amex. We are hoping to have representatives from all UK based supporters clubs at this event. Feedback will be sought regarding the current stadium experience.

6. Matchday atmosphere

- AG gave an update on the crowd surfer flag. AG presented the various options for consideration, including flags whose designed had been shaped by AI, using street and more edgy designs around the Stand or Fall content. This was well received by all FAB members.
- North Stand Nine – AG and JC commented on how impressive their recent engagement has been. After the first big flag launch resulted in 250 flags not being returned, it was felt that we could target specific flag bearers to take responsibility for a smaller number of flags, to ensure they are returned. North Stand Nine could have a role as they have galvanised themselves and occupy seats in the same sections at both home and away matches.
- James Bytheway - BHA Marketing events would be a good contact for future activities..
- Song book - JC & AC confirmed that they had received mixed feedback. James Bytheway still wants a songbook in place.
- AG said that he had received an email approach from a songwriter, which was generic. It wasn't clear whether he wanted to write anthems or song chants.

7. Family initiatives

- We agreed that, at this stage, the FAB needs to understand club objectives and align to them.

8. EDI

- JP will be interviewed on the pitch at half-time, during the Tottenham match on September 20th, along with Dean Gallagher of Brighton & Hove Samaritans.
- The Samaritans campaign will be an important EDI initiative for the FAB this season and we shall work closely with Dean and the Samaritans teams to establish how we can support the campaign.
- Monthly calls - MC confirmed that she is seeking clarity regarding what we want to achieve in monthly meetings. Richard Valder-Davies needs to provide input on how to structure it. We agreed that the rhythm of the calls needs to start afresh, with an agreed agenda.
- JD had been in contact with Stuart (Proud Seagulls). She confirmed that Rainbow Laces campaign has been dropped by the Premier League. As a club, BHA will make the men's game at home to Crystal Palace and a WSL home game in February (tbc) our LGBT fixtures for 2025/26.

9. FAB communications and website

- DC is waiting for approval from FAB regarding updates to the FAB website.

10. 2025/25 Working Groups

- We agreed to establish the various working groups prior to the next FAB meetings.

With no further business to discuss, JD closed the meeting. The next FAB meeting will take place in December 2025, on a date to be announced.

Jonathan Poole

8/10/2025

