

Meeting Summary: Fan Advisory Board Meeting 1 – 2025/26

On Monday 6 October, Chelsea Football Club's Fan Advisory Board (FAB) met with senior club officials for the first Fan Advisory Board meeting of the 2025/26 season.

The meeting was chaired by Tracy Brown, supporter advisor to the board and all FAB members excluding co-chair Neil Beard were in attendance, including Lord Daniel Finkelstein OBE, nominated board level official. The FAB members were also joined by:

- Jason Gannon, club president
- Todd Kline, club president – commercial
- Nerissa Chesterfield, director of corporate communications and corporate affairs
- Michael Cornall, head of supporter relations
- Bonnie Rolfe, venue director
- Phil Lynch, chief digital officer
- Bhavesh Morar, director of strategy and transformation

Andy Regan joined as an independent advisor to the FAB and produced the meeting minutes.

Meeting Topics

After going through the previous meeting minutes, the meeting began with the club and the FAB discussing the launch of digital ticketing for the 2025/26 season. The club noted that we are five games into the season and this is a natural opportunity to review. The club highlighted that it has generally been well received and the system has improved significantly game by game. The club stated that only around one per cent of match-going fans are not using digital ticketing via the Chelsea Official App. There is signage around the stadium, leaflets and posters in the area, charging devices, help zones and staff on hand. Enhanced wi-fi and connectivity has been implemented for the 2025/26 season.

The club highlighted that it is continuously looking to make enhancements to the app and to ensure that fans have a seamless experience. The club added it is careful in monitoring bots during sales and are aiming to improve the speed of the sales process in order to ensure the transferring of tickets is as clear and seamless as possible.

The next topic discussed was ticket touting.

The club mentioned that additional safeguards have been put in place to tackle ticket touting. It is noted that the UCL bundles enabled the club to identify suspicious accounts and as a result more checks have been put in place to verify legitimate purchases from members. Any accounts that were suspended pending verification have been reinstated. Those who did not provide such evidence were asked to collect their tickets in person for the Benfica match.

This is an ongoing project and there was a similar process put in place for the Liverpool match at which the majority did not collect tickets when requested to do so. The ticket collection point was well received from those collecting, who understood why the club was carrying out the process.

The club said it explained in brief why it was undertaking the exercise and that only a small number collected, and the process will continue to be reviewed.

Another topic that was discussed was the 2026/27 ticketing policy.

It was highlighted by the club that there will be a separate meeting for this in November with a focus group that will look into various proposals in detail. The upcoming Fans' Forum meeting will also be part of the review process.

It was noted by the FAB that wider publicity for ticket sales would be welcome which the club recognised.

The next topic that was discussed were the UEFA Champions League Bundle packages.

It was noted that the fixture was sold out for the Benfica match although the ground was not full due to anti-touting measures. Prices for the UCL have changed from the UEFA Conference League due to the significant difference in competition and season ticket (ST) holders received a discount in the package compared with members purchasing match-by-match tickets in the price categories publicised at the start of the season.

FAB representatives held the view that ST holders should be able to buy on a match-by-match basis and highlighted a change in category pricing for these fixtures in comparison with previous seasons. In addition, FAB members raised that concessions in the stadium generally had been expanded but were only offered for younger fans in two areas for the bundles. It has been noted by the club that this falls in line with the category pricing policy. A representative reiterated that making availability to non-ST holders clearer for matches would have been useful.

The club said they are aware that communication must be timely in relation to return and release of tickets and it was mentioned that supporters will need a particular number of loyalty points to buy a general admission ticket for a UEFA Champions League match.

The final topic that was discussed was the FAB communications to the wider fanbase.

The club has confirmed the FAB will be informed in advance if there is an announcement to make regarding a FAB-related issue. The club is currently working through the upcoming election process which was acknowledged by the FAB.