

Meeting Summary: Fan Advisory Board Meeting 3 – 2025/26

On Monday 30th March, Chelsea Football Club's Fan Advisory Board (FAB) met with senior club officials for the third Fan Advisory Board meeting of the 2025/26 season.

The meeting was chaired by Neil Beard, supporter advisor to the board, two FAB members were unable to attend. Lord Daniel Finkelstein OBE nominated board level official was also in attendance. The FAB members were also joined by:

- Jason Gannon, club president
- Todd Kline, club president, commercial
- James Murray, club chief operating officer
- Nerissa Chesterfield, club director of corporate communications and corporate affairs
- Bonnie Rolfe, club venue director
- Bhavesh Morar, club director of strategy and transformation
- Michael Cornall, club head of supporter relations
- Gareth Harkin, club head of client services
- Andrew Prickett, club head of ticketing
- Laura Allen, club senior strategy manager

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

Meeting Topics

After going through the previous meeting minutes and actions, the meeting began with the club and the FAB discussing the final amendments for the 2026/27 ticketing policy.

The club stated the intention is to continue to tackle ticket touting, improve the sales process for supporters and provide enhanced communications to supporters.

The club has carried out substantial consultation with fans since October with over thirteen hours of meetings with various fan representatives discussing the ticketing policy. These consultations will help shape the club's ticketing strategy in the coming weeks and months.

The first topic on policy that was discussed was the amendments to the loyalty point scheme. It was agreed between club and the Fan Advisory Board that this would be looked at more deeply over the course of next season. The next topic discussed was a change of approach to the ticket sales process including a dedicated ticket application window for home fixtures.

In response to a question about measuring success for the change, the club said this includes supporter sentiment, as the aim of the new process is to create a simpler, fairer system for fans as well as supporting anti-touting measures. The intention is that more genuine fans can attend matches.

The mechanism for an adapted ticket sales process will be communicated in due course.

Other topics covered within the policy discussion were changes to the Family Stand and away ticket transfer. It was confirmed that all tickets within the current Family Stand allocation will remain as general admission seating with concessions accepted.

The policy to ensure that seats are utilised was also discussed and the appropriate number for supporters to adhere to. It was confirmed that accepted methods of seat utilisation would be listing on the ticket exchange or forwarding your ticket through the official club mechanisms.

Dedicated supporter meetings, guides, drop-in sessions, workshops, detailed FAQs, targeted communications, a summary of changes, a ticketing fair-use policy and supporter group meetings, are all planned.

The next agenda item discussed was the ticket pricing strategy for 2026-27.

The club said it is not yet in a position to share specific detail but can provide an overview and comparison to peers.

Price-point comparison clubs were set out, and the club notes at Chelsea there are more price categories in place at present compared with several other clubs. Our top prices, and general admission prices overall, are lower than our relevant peers.

The FAB noted that it is aware of the various potential pricing strategies and the balance between income and expenditure for the club and that this must be carefully considered by the club.

In addition, the proportion between concession rates for both younger and older supporters was explored and the need to ensure the next generation of supporters attends Stamford Bridge. The club said it has one of the most generous concessions in the Premier League with up to 50% discounts throughout the stadium at present.

The next topic discussed was the exploration of membership offers as well as the introduction of exclusive digital content for supporters. Ideas and recommendations were shared to the club by the Fan Advisory Board.

Following this, the club provided an update on its anti-touting measures.

The club said there has been clearer communication with fans as to the process and the reinstatement of “questioned” fans is now much faster. As well as random checks, the club uses other methods to investigate suspicious behaviours to help reduce ticket touting. A significant percentage of ticket purchasers are not collecting their ticket when being asked to do so.

Communications to supporters will be reviewed, with a wider update this season scheduled.

The FAB welcomed this development and encouraged the club to publicise these measures. The club stated this will form part of its strategy regarding ticketing. There has been positive feedback from those who have attended the ticket collection point throughout the season.

The final topic discussed was the selection of FAB members for the next cohort and process. This will be communicated to supporters in due course.