

## **CHELSEA FOOTBALL CLUB WOMEN FORUM 2025-26, 1<sup>st</sup> MEETING MINUTES**

Meeting held in Tambling Suite at Stamford Bridge at 6.00pm on Thursday 6<sup>th</sup> November 2025

### **Attendees**

Beecroft-Bates, Chester  
Bromfield, Gillian  
Brown, Tracy  
Burrage, Adam  
Clarkson, Megan  
Cornall, Mike  
Formosa, Lawrence  
Greenfield, Michelle  
Hayyez, Nick  
Jones, Emily  
Kingsman, Simon  
MacKay, Holly  
Mandhar, Aki  
Murray, Alan  
Rattigan, Linda  
Regan, Andy  
Rodrigues, Stan  
Shahrestani, Nadia  
Sokeyo, Naomi  
Stephens, Ed  
Travers, Hannah  
Wyre, Tatika

### **Club title/ group represented**

Chelsea Women Supporters Group  
Chelsea Supporters Trust  
Fan Advisory Board  
Club, Chelsea Foundation Head of Chelsea Players' Trust  
Club, Senior Supporter Services Manager  
Club, Head of Supporter Relations  
Overseas  
Chelsea Supporters Group  
65 or over  
Club, Matchday Revenue & Growth Strategy Lead  
Kingsmeadow Supporters Group  
16-21 year old  
Club, Chelsea Women Chief Executive Officer  
Chelsea Supporters Club  
Chelsea Pride  
Forum Chair  
WSL Stamford Bridge package  
Club, Business Operations Director  
Family  
Club, Chelsea Women Marketing Lead  
Club, Disability Access Officer  
CDSA

### **Apologies for absence**

Andrews, Faye  
Curteis, Sam  
Harrington, Abbie  
Knox, Saffra  
Mazzia, Guilia  
Metzger, Cashel  
Quinlan, Jacqueline  
West, Darren  
Weymes-McElderry, Sophie

Kingsmeadow season ticket ("ST") holder  
Club, Supporter Liaison Officer  
Access  
Female  
Club, Commercial Director (Women's)  
Ethnically and culturally diverse  
Away ticket  
Club Chelsea  
LGBTQI+

(Action points are underlined.)

The Chair welcomed representatives to the first meeting of the season. Attendees introduced themselves. Representatives were reminded that only the official minutes should be disseminated and, that apart, discussions are confidential. Discussions will be summarised going forwards in order to encourage fans to read the minutes.

## MINUTES OF THE LAST MEETING

It was requested by a representative that the DSA be described as CDSA, and that supporters, not the club, were responsible for its reestablishment. Matters arising were as follows.

**Early bird food and drink offers for the Arsenal match:** The club said the offer should have been provided throughout the ground and requested such issues are raised at the time, if they reoccur.

**Women's goal of the month/ season:** The club said a women's goal of the month is in place and there will be a women's goal of the season competition. The club is considering a women's goal of the season award.

## AGENDA ITEMS

**Women's Champions League ("UWCL")/ tickets:** A representative said obtaining match by match tickets for the UWCL is a step backwards since Ticketmaster have been involved. Previously a package could be bought. Family tickets are available in the East Stand only, as previously announced by the club. The club will ensure a senior ticket can be purchased there.

The club confirmed that the App may show away tickets, but these are not valid for entry. The method of entry into an away ground is up to the home team.

**Ticket office response times:** A representative said communicating with the Ticket Office can be difficult. The club said the change to Ticketmaster has been a major development involving digital ticketing. The club will review response times and welcomes feedback. Some representatives stated their experience of ticket office assistance to be very good.

**Atmosphere creators:** The club said this is a major topic and helps build support. There have been improvements at both stadia, which the players value. Representatives are encouraged to contribute ideas.

A representative suggested a link between standing and better atmosphere. It was suggested by representatives that music has been too loud at matches. The club said there is a difference of opinion regarding traditional songs and more modern music. Song suggestions that are Chelsea-related are welcome.

An early season song on the App came over well and an anthem should be focused on the women's team. Another said "We Found Love" is too generic. Pre-match songs become popular when adopted by the fan base. A representative said the clappers help with the atmosphere.

Instead, younger fans, who may be better creating atmosphere, have been congregating in Block 12 of the Matthew Harding Lower, and could be treated like the trialled 'singing section' at men's home European fixtures. It was suggested the club could publicise this more. The

club said they encourage fans who want to sing together to sit in the West Stand and publicised the East Stand as the family stand.

Other WSL clubs have fan engagement initiatives aimed at younger supporters and there are roaming activities in the East Stand pre-match, including face painting and poster making. The club will look to encourage more fan “leaders” of atmosphere.

**Building support:** It was suggested by a representative that the club rewards loyalty through the expansion of charity or season-ticket holder only events such as those that have previously taken place. Another suggested having high profile individuals champion the team, such as former men’s team players or social media influencers.

The club said influencers or fans publicising the team authentically is of great benefit. They welcome contacts.

The club is assessing its content channels and how these can be positioned to provide as much women’s team coverage as possible. Fans commented that alternate content shown during international or winter breaks is well received.

Third parties have recently launched their own women’s football content channels. However, these have far less reach than CFCW channels.

## **ANY OTHER BUSINESS**

**Loyalty:** The club will review the discount being applicable only online.

**Here We Flo:** The club are looking to maximise such beneficial partnerships and welcomed the positive fan sentiment.

**Player signing of items:** A representative said that, at other WSL clubs, there are balls for players to sign and provide to the crowd which adds excitement.

**Abusive social media/ antisemitism:** The club confirmed it takes action against anyone posting abuse about our players. Any form of racism or antisemitism is unacceptable in the stadium or connected with the club. Ejections or arrests can be implemented, and bans and suspensions imposed on fans.

**Reporting issues:** The club welcomes feedback on operational issues as they arise rather than waiting for the next Forum meeting.

**Remembrance events:** The club confirmed that the official dates for commemoration as decided by the WSL are the next two weekends. The team will wear the commemoration warm up tops on Saturday and an armed forces representative chosen by the club will lay a wreath.

**Ticket exchange:** The club said the ticket exchange isn't used for women's matches due to supply and demand, and there are no plans to introduce it at present.

*The meeting finished at 7.25pm.*