



Chelsea Supporters' Trust



chair@chelseasupporterstrust.com



www.chelseasupporterstrust.com



<http://twitter.com/ChelseaSTrust>

21 May 2025

Letter to Chelsea Supporters' Trust Members

Dear Chelsea Supporters' Trust Members,

With the end of the season on the horizon, many supporters are already discussing Chelsea FC's approach to general admission pricing and arrangements for the 25/26 season.

Last year the club communicated that ["the owners of Chelsea FC are committed to building a successful and financially sustainable club and are exploring all revenues while minimising the impact on match-going fans."](#)

The Chelsea Supporters' Trust has therefore recently held dialogue with senior representatives from Chelsea FC regarding the 25/26 ticket policy and pricing for general admission seats at Stamford Bridge.

The following update to supporters will detail the advice proposed by The Chelsea Supporters' Trust to Chelsea FC regarding ticketing for the 25/26 season.

This update specifically relates to ticketing, however, across the season we have made representations to the club regarding the concerns raised by supporters on a variety of other issues. While it is not always appropriate to give a running commentary on these discussions, the CST does believe that the club has taken positive steps towards more openly communicating with supporters on fan issues. [Improved comms on ticket touting](#) and the recent [Town Hall meeting hosted by the Fans Advisory Group](#) were both positive steps to improving communication between the club and supporters, and we look forward to working with the club on future initiatives.

As always, we welcome any feedback. Please do [get in touch](#) if you have any questions.

Kind regards,

The Chelsea Supporters' Trust Board

**Key themes and advice proposed by The Chelsea Supporters' Trust
to Chelsea FC regarding ticketing for the 25/26 season**

The CST is mandated to press the club to keep ticket price increases to a minimum. Any changes to the ticket policy and pricing for general admission seats should be done sensitively, incrementally, and with caution. Vital decisions regarding the future of Stamford Bridge will be taken over the next few years, and it is therefore vital that CFC's senior leadership has the trust and confidence of the fanbase.

While no price increase would be most welcomed by supporters, we understand that the club will want to continue to grow its income. The Chelsea Supporters' Trust has therefore advised Chelsea FC that general admission ticket prices should not rise above the current rate of inflation.

A significant increase above the rate of inflation would attract criticism from large sections of the fanbase as supporters would reflect on the [£128.4m profit announced in March](#), the increased commercial income and sponsorships, record hospitality sales, the financial benefits from playing within the Club World Cup, and the increased PL broadcast package of at least 17% from next season.

Ahead of the 24/25 season, pricing increased by 5% for members and 8% for Season Ticket Holders. Following this announcement, [a FAB survey of supporters](#) found that half of respondents saw the 24/25 ticketing increase as "fair and a reasonable increase by the club."

The CST has advised CFC that, given last year's price increases, another increase no higher than inflation would also be viewed by supporters as a "fair and reasonable increase by the club."

Any higher price increase would, in our opinion, be unwise and not advisable given the continued financial strains incurred by many matchgoing supporters who are the lifeblood of the club.

There is a direct correlation between ticket prices and the atmosphere at Stamford Bridge and we are concerned that following a season during which there has been so much positive progress made relating to the atmosphere in the ground [most notably the efforts of We Are The Shed], any significant price increases will see supporters' cherry pick what games they attend and could adversely impact the atmosphere inside the stadium.

Given the record increase in income and the additional focus on atmosphere, many supporters will question why they are being financially burdened should the club increase costs beyond inflation. We have urged the club not to go back on their statement from last year of "exploring all revenues while minimising the impact on matchgoing fans."

Chelsea FC is set to introduce the largest change to ticketing at Stamford Bridge ever as they introduce digital ticketing for both Season Ticket Holders and Members. With that in mind, the Chelsea Supporters' Trust has strongly advised the club to consider making minimal changes to the current pricing structures and ticketing policy.

The club has said that Digital ticketing should be an important part of improving the experience for supporters on matchdays. Given that a lot of supporters will be anxious about the digitalisation of their tickets, supporters should not also be impacted by an additional price increase.

Many supporters have advised us that the introduction of a booking/administration fee would be unwelcome given the club recently announced a partnership with Ticketmaster. The CST has advised the club that this would be a point of real contention should any additional booking/administration fees be introduced on top of a % price increase. Many supporters still cite the infamous £2 “Guy Laurence tax.”

The CST has advised that scaling and dynamic pricing [in which prices are adjusted according to demand] of general admission tickets would be significantly rejected by Chelsea FC supporters.

Last year, the club communicated that they would continue to [“review the approach to concessions.”](#) The CST has advised that while any initiatives to make football more affordable to younger supporters should be explored, any significant changes to concession ages, changes to concession rate discounts for either PL or cup games, or any other amends to the existing concession policy should not be introduced for the upcoming season given the change to digital ticketing.

We know that supporters believe that decades of loyal support should be properly recognised. Many supporters who currently sit within the senior concession bracket or are close to moving into this bracket, supported Chelsea through three relegations, the [‘Cash for Chelsea’](#) collections, and [‘Save the Bridge’](#). These supporters see the 50% over-65 concession rate as their loyalty bonus for many years of support. The CST has therefore advised the club to urge caution around any significant changes.

With over 90k members, we believe that every general admission seat for every Chelsea FC game at Stamford Bridge should be sold. This has unfortunately not been the case at Stamford Bridge for some games this season. The CST attributes this to incorrect pricing for certain matches, rather than a lack of interest. We have therefore advised the club to price ‘less desirable’ fixtures at lower rates to ensure that our supporters are not being priced out of tickets. This includes cup fixtures being priced more sensibly.

Supporters want to see the membership scheme enhanced and greater value for money. The Trust has advised the club that any major changes to the benefits that members receive, or the current ticket-selling process must undergo proper and meaningful consultation with supporters. We know that the largest barrier that members currently face is access to tickets and therefore it is imperative that any changes to memberships do not exploit loyalty.
