



## **Chelsea Supporters' Trust Newsletter – November 2024**

### **Chair's Introduction**

Welcome to the latest newsletter from the Chelsea Supporters Trust.

When I wrote back in August the intro to the first newsletter of the season I did say a positive start to the season, with supporters seeing some signs of improvements and then a European Conference League Final in Wroclaw in May would help the ownership group with their goal to “earn the trust and confidence of supporters.

Well certainly you could say so far it's definitely two out of three with our start to the season and many of our match performances to date. And with the Conference league performances (even with our so called B squad) providing lots of goals and attacking football, we really should tick off of my third hope by the end of the season.

On CST matters since the last newsletter we have held our AGM in September and I was delighted to be elected to the Board once more and appointed once more as Chairman for the year ahead. The following board members were elected to serve on the Chelsea Supporters Trust Board in 2024/25: Cliff Auger, Gillian Bromfield, David Chidgey, Debs Coady, Paul Hay, Dominic Rosso, Dan Silver and Ben Williams.

Also co-opted on to the CST Board for 24/25 are Jon Gordon, Tim Rolls, Phill Spector and Diane Akers. Thanks to all CST members who came along to the AGM either in person or on line and who took the time to vote in our annual election and thanks for voting on all the proposed motions that can now be our mandate for the year ahead.

Since the last newsletter we have seen the departure of Chief Executive Chris Jurasek. The CST really tried to build a relationship with Chris Jurasek as it has done for every other preceding CEO but he showed little interest in doing so.

Having met new President and Chief Operating Officer Jason Gannon on a number of occasions already since Chris Jurasek departure it has been an encouraging start so far.

He is a much more visible senior executive willing to engage and have a dialogue with supporters and although there will be occasions where we will have a different point of view to the club, we have been impressed with his engagement with the CST Board so far including supporting the relaunch of the Chelsea Disabled Supporters Association and attending our Chelsea Heritage Partnership event before the Arsenal home game on Remembrance Sunday.

We welcome Jason Gannon's arrival with this significant change of leadership at the helm. Visibility and leadership at any time is crucial and we believe at CST now is the right time for a more visible engagement with the wider supporter base from the leadership at Chelsea FC.

We continue to lobby the club about a proposal we made to them last April before the Manchester United home game in line with many of the recommendations from the Fan Led review of Football Governance. We have said to the club that now is the right time for a much more public fan engagement strategy and greater sharing of the club's strategic vision including their commercial ambitions with the wider supporter base.

We have said to Chelsea FC that an open public meeting with supporters would be a good place to start. Since the start of this season both Spurs and Brentford have held open meetings in front of ordinary supporters and not just representatives from supporters groups. Both meetings were also broadcast live to the wider Spurs and Brentford fanbases via various media channels. Brentford even used their meeting to tell supporters they would be freezing ticket prices next season!

We will keep you informed on progress on our dialogue with the club on this already proven successful fan engagement concept.

More recently following our AGM meeting in September with ticketing issues high on our members agenda we have also written to the club and sent them a short non definitive list of key ticketing action points.

There are still many issues for CST Members and the wider Chelsea supporter base around the ticketing process. VWR, the loyalty points system, ticket exchange scheme, away tickets, poor communication on ticket availability, The following action points are not exhaustive and have been designed to drive dialogue with the club and we have requested a meeting with key stakeholders at the club to progress further.

#### **1. Communication**

#### **2. Membership**

#### **3. Ticket Exchange**

#### **4. Loyalty Points**

#### **5. Away Tickets**

#### **6. Digital Tickets**

#### **7. Accessible Ticketing**

We will also meet shortly with the club to have a further discussion about Westview. Westview as a concept is still not working. We will continue to press the club on Westview ticketing policy. There continues to be unsold tickets in Westview and we have not had a full house of 40,022 at Stamford Bridge since Liverpool at the start of last season. An empty seat is nil revenue. If tickets are not selling then they are priced wrong.

In addition to the ticketing conversation, we will regularly lobby club to share with supporters their strategy for tackling ticket touting and what has been done to date about the infiltration of the ticket exchange by bots. Following our recent AGM a big thank you to the very helpful Chelsea supporter who provided details of the website that shows you how you can purchase a bot to hack the ticket exchange for the price of 1800 US Dollars. This has been shared with Chelsea FC to investigate further. I will expect a communication strategy by the club on what is doing to tackle the huge problem that currently is the secondary ticketing and tout market.

Finally, I am really pleased here at the Chelsea Supporters Trust, that the club and the Chelsea

Foundation are working with us and one of our charity partners at Barons Court Project as part of the [Wrap Up Warm initiative](#) that was launched earlier in November.

Barons Court Project is the only day centre in Hammersmith and Fulham who support people on low incomes, homeless or vulnerable to mental health issues. They provide one to one support to homeless people and provide a place where people can have a hot meal, have a shower, do their laundry, charge their phone, and get replacement clothing.

As the evenings draw in and the temperature drops, it is vital that as Chelsea supporters we do our bit for the community and help those most in need this Winter. The number of people sleeping rough in London has recently risen to a new record high, with 4,780 rough sleepers seen on the city's streets between July and September. This represents an increase of 18 per cent in 12 months.

We brought the Winter clothes donation idea to the Chelsea Foundation earlier this year, and we are really pleased that they have been so positive about making an impact.

We would like as many Chelsea supporters as possible to give their support to this campaign and help make a difference to the lives of people less fortunate than ourselves.

As you will see from this newsletter on Sunday 1 December, ahead of Chelsea FC vs. Aston Villa, Chelsea supporters wishing to donate warm clothing to be distributed to those in need across our local community can do so by visiting one of the special matchday drop-off points or can make a donation to support the Wrap up Warm campaign below:

[Fundraiser by CHELSEA FC FOUNDATION : Wrap Up Warm](#)

We are really proud of the work that has gone on behind the scenes with Chelsea FC and the Chelsea Foundation to make this campaign a reality. It would be great to have your support

Come on you Blues.....

Yours faithfully, Mark Meehan - Chelsea Supporters' Trust, Chairman



### **Wrap-up Warm - clothing drop off on Sunday**

We have partnered with the Chelsea FC Foundation to support those who are homeless this Winter.

As part of this initiative we are collecting warm clothing to be distributed to those in need across our local community

The CST will be running a drop-off point outside the Stoll gates on Sunday between 11:30-13:00.

Further information can be found [here](#).



### **Those Were the Days: Remembrance Day**

On Sunday 10 November, the Chelsea Heritage Partnership [part of the CST], in collaboration with Chelsea FC presented the latest Those were the Days heritage event.

More information about the event is [here](#).

### **Foodbank**



We will once again be collecting for the Hammersmith & Fulham Foodbank before Chelsea v Aston Villa on Sunday.

We are delighted to support our local community.

Our collection will take place outside the Stoll Gates from 11:30-13:00 on Sunday.

[More info.](#)

### **Meet the CST: pop-in session**



Ahead of Chelsea v Aston Villa, the Chelsea Supporters' Trust will be holding a Meet the CST pop-in session.

We will be based on Fulham Road next to the Stoll Gates from 11:30-13:00.

Members of the CST Board will be available to speak with supporters about matchday problems and wider issues experienced. We will use this as an information-gathering session. Relevant feedback will be reported directly to club officials.

Further information can be found on our [website](#).