

**CHELSEA FOOTBALL CLUB
SUPPORTERS' CONSULTATIVE FORUM 2016-17
3rd MEETING MINUTES**

Meeting held in the Vialli Suite, Chelsea FC at 6.15pm on Wednesday 19th April 2017.

Attendees	Club title/ group represented
Ashmore, Michael	CFCUK
Atkins, Steve	Club Head of Communications and Public Affairs
Beerman, Clayton	Chelsea Football Fancast
Brown, Tracy	Chelsea Pride/ LGBT
Buck, Bruce	Club Chairman
Coady, Debbie	Chelsea Supporters Trust
Daine, Nav	Club Head of Concessions
Fiorellino, Trizia	Chelsea Supporters Group
Gould, Robert	Home season ticket holder
Granovskaia, Marina	Club Director
Hider, Kevin	Disabled
Kimberley, Steve	UK branch
Kontzoglou, Iraklis	Overseas branch
Last, Nick	UK branch
Levy, Eddie	Hospitality
Lopez, Mark	Family
Merifield, Stephen	Member
Newby, David	Club Marketing Manager
Regan, Andy	Forum Chairman
Smith, Graham	Club Head of Ticketing/ Head of Supporters' Liaison
Strange, Ruth	Member
Twelvetree, Gary	Club Director of Marketing
Wall, Gerard	Away season ticket holder
Wittich, Margaret	Chelsea Supporters Club

Apologies for absence

Alexander, Chris	Club Finance and Operations Director
Barrett, Michael	16-21's
Butler, Andy	Leadership Factor
Herring, Alan	Over 65's
Walters, Jez	CFCNet

(Action points are underlined.)

INTRODUCTIONS

The Club introduced Marina Granovskaia and Gary Twelvetree. Marina is one of the three directors and has responsibility for the football side of the business. Gary, our new Director of Marketing, was the European Marketing Director for Visa and Global Marketing Director for Barclaycard.

The Forum Chairman reminded members not to publicise the meeting until the formal minutes are published which should form the basis of anything reported externally.

MINUTES OF THE LAST MEETING/ MATTERS ARISING FROM THE MINUTES

There were no changes to the minutes. The following are action points from the last meeting:

Ticket exchange page

The Club confirmed that friends and family with current memberships or current season tickets can now be viewed.

Ticketing

The Club confirmed that ticketing feedback at the last meeting was considered for next season's policy.

Accuracy of Express App orders/ delivery

The Club said that the match day Express App is proving more popular every match and the process is getting more efficient.

In response to a question the Club said the tea and Twix combination option should be available at every location now but will check the West Stand Lower in particular.

Ticket exchange for away tickets

This will not be in place for the coming season but can be investigated for 2018/19.

Loyalty points

The issue was raised as to whether more matches can be sold on loyalty points. The Club responded regarding Everton that it didn't sell as quickly as others this season. 10 away FAPL matches are sold on loyalty points and, if all matches were, we would have a 'closed shop' for fans.

The Club was asked if it would sell matches later in the season on loyalty points regardless of the opposition but responded it doesn't want to be perceived as assuming that a particular match may be significant. The Club added that at the last meeting only two fans suggested away cup games should be reduced from five points so no reduction will take place for next

season. The ticketing policy for next season was decided some time ago which is why the topic is discussed at the second meeting of each season.

Ticketing policy

The Club confirmed the policy would be placed on a pdf and is accurate at the time of publishing.

Junior tickets

The Club stated that for league matches junior season tickets are available in all areas but match by match tickets are sold in the East Stand Upper and Lower only. Cup match junior tickets can be anywhere in the ground as can junior tickets purchased on the exchange generally. The Club can review this when we move back to Stamford Bridge with a bigger capacity.

European away season ticket scheme

Assuming we play in Europe next season, again there will be 650 season ticket holders and 150 members on the European away scheme. Those on the scheme previously have priority; thereafter if there are too many applicants, scheme membership is allocated on loyalty points. It has never been oversubscribed previously.

Virtual Waiting Room

The Club is aware that, in error, for one match this season the email advert for sales went out after the waiting room opened. Usually the announcement is sent before sales commence. Also, loyalty points are announced by 6pm the night before tickets are sold so fans can check their points pre-sale. It's not possible to check points whilst in the queue.

West Ham away and Wolves away

The Club was thanked for standing up for our fans in insisting on the maximum allocation possible.

ANNUAL SUPPORTERS' SURVEY

The Club introduced the results in the absence of a representative from the Leadership Factor being present. There are three surveys: the main one for members and season ticket holders; the disabled fans survey and hospitality fans survey. The surveys took place during February and responses were good with a better than usual balance between members and season ticket holders. For the main Forum we had a 72.5% approval rating which is our second highest since the survey began.

Both the importance of each issue to fans and satisfaction with those issues are recorded. The biggest satisfaction areas are safety, price of cup tickets, stewarding and the programme. Issues of less satisfaction are availability of league tickets, booking fees and the price of food and drink. Results for season tickets holders are broken down by their area of the ground and there tends to be slightly less satisfaction expressed by those sitting behind the goals. The survey also asks fans to compare facilities to other clubs. Options suggested by fans for pre-match entertainment include live music, amongst many other possibilities.

The hospitality and disability results are being presented to those groups' committees. Hospitality received its highest score ever.

The summary will be circulated to the Forum. The Club is aware that results of the survey are partly dependent on results on the pitch at the time of the survey. The same questions have been used consistently over 13 years but we may need to review the relevance of some topics, possibly with new focus groups.

The survey requests more information when a score of 5 or less is awarded for a topic. Results are also broken down by demographics, gender etc in a far more detailed report to the Club. Female match attendance is about 18%.

One supporter commented that despite how well the Club is doing generally off the pitch, the waste of food is a major concern. The Club produces large volumes for food that are discarded out at the end of each day. The Club responded that there are strict health & safety laws regarding food which is unpackaged in particular but the Club will review whether this situation can be improved.

TEMPORARY VENUE/ REBUILT STADIUM

The Club said it was still assessing requirements and considering options regarding a temporary stadium location and there was nothing to report. There are many factors the Club has to weigh up when considering where we play while the new stadium is being built. There are a number of potential temporary venues within the M25 and the Club is continuing its wide-ranging assessment study.

Supporters gave a range of views as to where we could play and stressed the importance of fan engagement. The Club said it would continue to keep supporters informed, both with regards to the new stadium and where the Club decides it is best to temporarily relocate. One supporter commented that some fans may want to stop watching Chelsea at a temporary stadium and restart when we return to Stamford Bridge.

The Club said it intends for the memorial plaques to return to the Bridge when it's rebuilt. It will also take into account the weather vane and the urn holding Peter Osgood's ashes. The intention is for the Shed Wall to remain.

AWAY END SECURITY

One representative raised the problems in the away end when Crystal Palace visited. According to that supporter security for that match seemed to be lacking and loud bangs/ flares went off in their end. He said some children in the ground were scared by the incidents and even after the recent terrorist incident in London, police and stewards nearby seemed to take no action.

The Club responded that the incidents were unacceptable but stressed it could not address them specifically and properly at this time as a police and FA review was ongoing. The Club made it clear that security was increased for this match and that it was satisfied all necessary precautions had been taken and security staff had acted entirely appropriately under the circumstances.

Supporters commented they were impressed by the police van configuration in Fulham Road and the Club confirmed it has bollards at stadium entrances.

ANY OTHER BUSINESS

End of season

The Club was asked, should we win the league, if celebrations could encompass the whole ground not just one section of the East Stand and also what arrangements are in place for a parade. The Club responded that it didn't consider it appropriate to comment at this time.

John Terry

The Club, responding to a question, will consider how best to celebrate John's career through discussions with both him and fans' groups. A supporter commented that money is being raised by some fans for a tribute.

Travel to away matches

The Club commented that it's happy to consider specific requests for additional coach stops if there is sufficient demand.

Matthew Harding Lower Tier banner

The Club responded to a representative that it would speak to the fans responsible for the large banner to discuss whether it can be passed around earlier and therefore not obscure kick off.

Vacancies on the Forum

The Forum Chairman confirmed that the previous incumbent is invited to continue if there are vacancies after the selection process. That apart, there is a four year period in which a representative can't reapply.

Persistent standing

One representative said that standing was a problem in the Matthew Harding Lower Tier during the Manchester City match. The Club said stewards try to manage this but an announcement to fans during the match would not be expected to have any effect.

West Brom ticket advertisement

In response to a question the Club said that some sites advertise tickets without having access to them. Tickets for the cup final are also advertised despite not being released yet. When the Club catches members who have sold their tickets illegally, it deals with them appropriately. One site considers it acts as a facilitator for buyers and sellers to communicate. Some touting websites are overseas so may not be breaking UK law.

Away season ticket scheme deductions

A representative raised the issue of balancing payments being inaccurate for concessionary tickets. The Club said those two supporters should contact the ticket office and it will investigate. From next season will email fans with confirmation of the exact amount deducted. We provide ticket prices to a third party to make the deductions.

Electronic equipment at Old Trafford

The Club commented that Manchester United have had a policy for three years that iPads and phones are temporarily confiscated during a match so there was no new policy to publicise. Only Manchester United seem to confiscate these items.

A representative commented that fruit was taken from one fan by stewards at the entrance at Old Trafford. Another mentioned that there is inconsistency in confiscating bottles, including perfume, at different grounds. The Club will look to publicise prohibitive items at away grounds next season as far as information allows.

Ticketing system

The Club said an upgrade of the ticketing system is due in 2018. The ability to pick your own seat, for instance, is possible but would greatly slow the online queuing process. The Club is happy with the random process in the Virtual Waiting Room as it is fair and quick. If we told fans their number in a queue they may be waiting for tickets that are sold out before they get to the front.

Match ticket availability at hotels

In response to a question the Club said its hospitality department sells to select travel companies outside the UK only but not to hotels in the UK, and in any event in very limited numbers.

Wi-Fi

The Club responded to a question to state it hasn't changed the Wi-Fi system in the stadium.

Programme price

The Club hasn't decided on the price for next season.

Travel information

The Club was asked if travel information on the website could be more precise to include roadworks and incidents. The Club will consider publicising more detail but there is a risk of criticism for passing on out of date information.

Fixture planning

The Club said it has no say in when matches are switched for TV.

Away ticket checks

The Club said it doesn't print away tickets so can't easily include the buyer's name on the ticket. The tickets are transferable anyway.

Away ticket seating

A representative commented that the system has improved in choosing away seats this season with the options existing for specific tiers and section of each stand.

Away ticket pricing

The Club reported that the £30 price for away tickets continues for the next two seasons and no decision has been made as to pricing once the policy ends. A representative commented that the Virgin offer for £20 tickets only applies to full price tickets at certain matches.

Fans' Forum

The Forum Chairman thanked Ruth, Alan, Eddie, Debbie, Nick, Michael Ashmore and Michael Barrett for their contributions on completion of their terms and added that the selection process will start soon.

CATERING

The Club has laid on a food tasting session including a new range of pies and dishes to try. Any feedback is appreciated on the forms provided.

The meeting finished at 7.55pm.