



# FAN ENGAGEMENT PLAN 2024/25





With the 2024/25 season underway, Chelsea Football Club is delighted to share our Fan Engagement Plan. In collaboration with our Fan Advisory Board, core supporter groups and our community-based groups we continue to be committed to enhancing our engagement with supporters in tangible and impactful ways.

Chelsea Football Club holds fan engagement in the highest regard and fully believes it is the responsibility of the whole club. We encourage all supporters to use the mechanisms available to help create a fantastic experience with the club for all our fans.

# Nominated Board Level Official



## Lord Daniel Finklestein OBE

“I am proud to be serving on the board of the club I have always loved. I was also a member of the panel in the Government’s fan-led review and am committed to fan engagement within the club.

I am delighted to see the launch of the 2024/25 Fan Engagement Plan. Over the last 12 months we have established a dedicated Supporter Relations Team and we are excited to be able to provide more resource for this most critical relationship with our supporters.

There is much work to be done and it is vital our supporters are represented when we are considering long-term plans for the club. Our Fan Advisory Board looks to achieve exactly this through in-depth consultation across a number of strategic issues.

I am looking forward to the implementation of our Fan Engagement Plan throughout the 2024/25 season as we continue to work hard to provide our supporters with a valued and impactful voice.”

# Co-Chair of the Fan Advisory Board

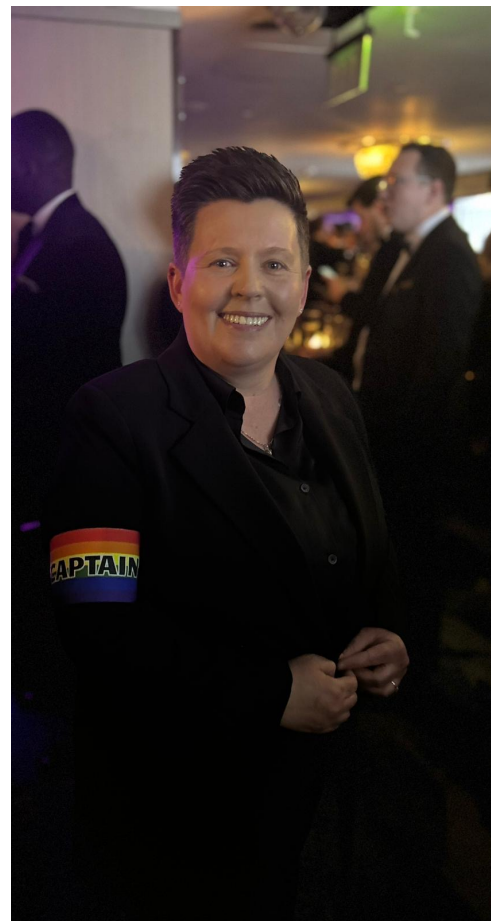
## Tracy Brown

“As co-chair of the Fan Advisory Board, I’ve seen first-hand how crucial fan engagement is to the lifeblood of this club. Our supporters are more than just spectators — they are an integral part of the club’s identity.

Through our Fan Engagement Plan, we aim to create a meaningful dialogue that goes both ways, ensuring that fans feel heard, valued, and connected to the club in every aspect.

Fan engagement is not just about enhancing the matchday experience; it’s about building a relationship that strengthens the bond between the club and its community. By actively involving supporters in discussions and decisions that affect them, we are creating a shared sense of ownership and pride.

This engagement ensures that our club remains reflective of its supporters’ values and ambitions. It’s about working together, embracing the diversity of our fanbase, and continuously striving to improve the experience for everyone who calls Chelsea their home.”





# How we engage

Chelsea Football Club has multiple mechanisms and formats for supporters to engage with the club with a dedicated Supporter Relations department to ensure supporters are communicated with and listened to on a regular basis.

## CHELSEA FC - SUPPORTER RELATIONS

The club has a robust and comprehensive departmental structure to allow supporters to engage with the club on a whole host of issues and topics.

## SUPPORTER RELATIONS DEPARTMENT STRUCTURE

**Nominated Board Level Official** – Lord Daniel Finkelstein OBE

As our nominated board level official (NBLO), Lord Daniel Finkelstein OBE works closely with supporters to represent their voices and sentiment at a strategic level, ensuring fans are heard right across the club. The board of directors will be regularly updated and informed on fan issues and fan sentiment to help shape decision making.

# Supporter Relations Department

Continued.



**Head of Supporter Relations – Michael Cornall**  
[michael.cornall@chelseafc.com](mailto:michael.cornall@chelseafc.com)

The head of supporter relations leads the department and is responsible for ensuring the Premier League Fan Engagement Standard is adhered to, while in addition, working closely with the Fan Advisory Board (FAB) to advise and guide the club on strategy and fan sentiment.



**Supporter Liaison Officer – Sam Curteis**  
[sam.curteis@chelseafc.com](mailto:sam.curteis@chelseafc.com)

The supporter liaison officer will primarily focus on core matchday communications ensuring that supporters are informed in a timely manner. They will work closely with the Fans' Forum and Women's Team Forum so that supporters' issues are addressed effectively.



**Disability Access Officer – Hannah Travers**  
[hannah.travers@chelseafc.com](mailto:hannah.travers@chelseafc.com)

The disability access officer will work closely with the facilities and ticketing team to ensure all disabled supporters are communicated with. They will also work closely with the Chelsea Disabled Supporters Association and the Access Forum.



**Residents Relations Officer – Ethan Windsor**  
[ethan.windsor@chelseafc.com](mailto:ethan.windsor@chelseafc.com)

The residents relations officer will ensure that our local residents at Stamford Bridge, Kingsmeadow and Cobham are well informed and consulted, allowing their voices to be heard through the regular residents newsletters and resident community meetings.

# Supporter Services

Within the Supporter Relations function, the club has a dedicated Supporter Services Team to lead and manage the day-to-day communication with supporters.



## Senior Supporter Services Manager - Megan Clarkson

[megan.clarkson@chelseafc.com](mailto:megan.clarkson@chelseafc.com)

The senior supporter services manager will lead the Supporter Services function, ensuring all complaints and enquiries are dealt with in a timely manner and in accordance with club policy.



## Supporter Services Manager – Cally Kitchen

[cally.kitchen@chelseafc.com](mailto:cally.kitchen@chelseafc.com)

The supporter services manager will work closely across the club to manage the complaints process, communicating effectively with supporters on any issues that may arise.



## Supporter Services Coordinator – Marie Sesay

[marie.sesay@chelseafc.com](mailto:marie.sesay@chelseafc.com)

The supporter services coordinator will support the department on drafting responses and logging complaints, ensuring this is in line with internal policies and procedures.



# HOW WE CONSULT WITH OUR FANS





Providing platforms for our supporters to engage with is a fundamental aspect of our strategy to be the most-admired club in the world on and off the pitch.

We want our supporters to have multiple opportunities to share their feedback and develop ideas to enhance fan engagement. There are a number of mechanisms that across the 2024/25 season supporters will be able to feed into. This detailed structure is listed on the next page.



# Key Consultation

Three elected supporter advisors to the board will attend all club board meetings.

Our established Fan Advisory Board will continue to be consulted and engaged on key long-term, strategic issues that directly impact supporters.

The club's Fans', Access and Women's Team Forums will meet a minimum of three times a season and are the club's elected fan representatives from various key stakeholders.

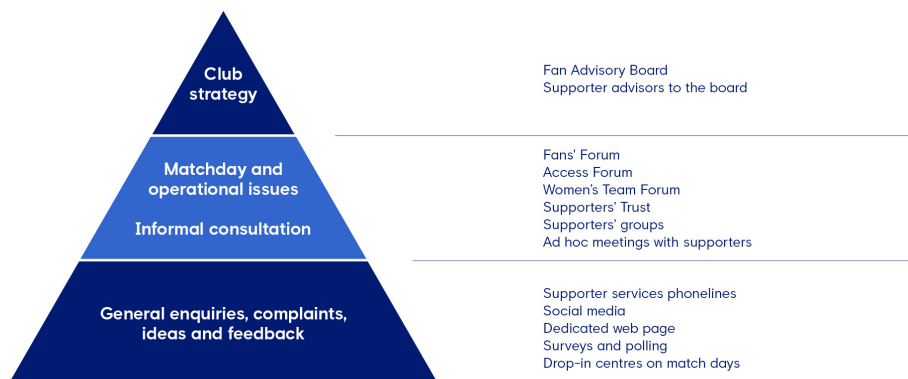
The Club Chelsea Fans' Forum will meet a minimum of two times a season and represent supporters who attend games in our hospitality areas.

The Supporters Club Ticketing Forum will meet every season and deal with members of our Official Supporters Clubs attending matches.

We will continue to have regular contact and meetings with recognised supporters' associations/groups who each have a dedicated position on our Fans' Forum, alongside a jointly elected position on the Fan Advisory Board.

We will continue to support our faith and community-based groups Muslim Supporters Group, Jewish Supporters Group and Chelsea Pride with various events and consultation.

## For 2024/25 onwards, we want to ensure we have the right touch points at all levels for supporters to make their voice heard



We will meet our Residents' Forum three times a season to provide an opportunity for local stakeholders to provide detailed feedback to the club.

For 2024/25, we will implement an Atmosphere Committee – made up of supporters to help feedback on developing and improving the matchday experience.

For 2024/25, we have established a Pride in Our Bridge focus group. This group is a combination of local residents and supporters intended to feedback on any core resident issues in relation to a matchday.

We will support the relaunch of the Chelsea Disabled Supporters Association with regular consultation.

# Fan Advisory Board

Chelsea FC continues to be committed to working very closely with the Fan Advisory Board (FAB) to ensure that supporters have a voice in the strategic direction of the club.

The FAB will meet with senior club representatives a minimum of three times this year to discuss a number of key strategic topics. The FAB will continue across the 2024/25 season to hold monthly meetings and meet with numerous senior club officials through its various sub-committees.

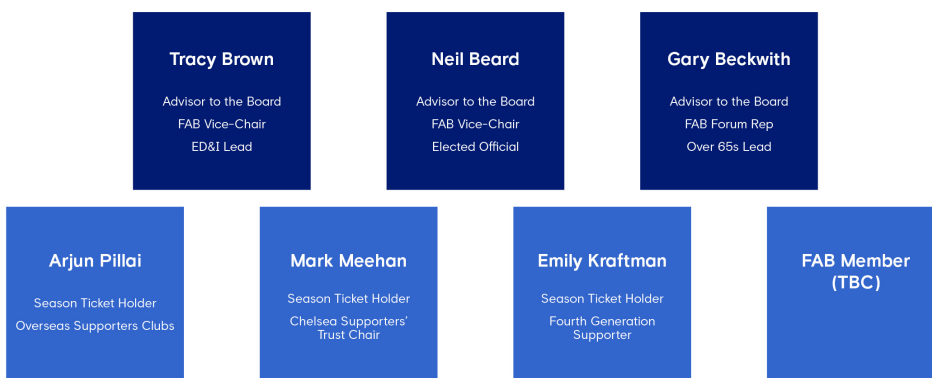
For every meeting, the NLBO and the head of supporter relations for Chelsea FC will attend, as well as other members of the executive team when required to do so.



## Supporter Advisors to the Board

Since July 2021, there has been supporter presence at the club's board meetings. There are currently three representatives, one advisor selected through the Fans' Forum, one through diversity and equality representatives on the Fans' Forum and Chelsea Pride, and one from recognised supporters' groups, elected by season ticket holders and members. These make up the first three positions of the FAB and will continue to engage in the 2024/25 season.

## The FAB is structured as follows



# Fan Advisory Board Engagement 2024/25

**In addition to the existing mechanisms, the FAB will implement several new initiatives to connect with supporters on a regular basis.**

At each Premier League home game there will be a 'meet and greet' session with matchday supporters and the Fan Advisory Board in the Tea Bar prior to kick-off.

The FAB will also host 'meet and greet' sessions at numerous fixtures at Kingsmeadow.

The FAB will conduct a multiple of supporter surveys across the season to feedback to senior club officials and ownership.

The FAB will release regular articles onto the club website updating fans and informing supporters of key strategic consultations and developments.

## **Key FAB information**

All summary reports of FAB formal meetings can be found on the Chelsea FC website by visiting [the Fan Advisory Board page](#)

The FAB has eight sub-committees which look at key topics for advising on club strategy. This includes (but is not limited to) focus groups such as ticketing, heritage and loyalty, and stadium redevelopment.

The FAB can be contacted via [supporter.relations@chelseafc.com](mailto:supporter.relations@chelseafc.com)



# Our Heritage Assets

**As a uniquely important stakeholder, Chelsea supporters will continue to be invited to partake in consultations on areas known as heritage assets, should there be changes. These will include aspects such as:**

- *Joining a new competition that is not approved by FIFA, UEFA and the FA*
- *The club name*
- *A material change to the club crest, or change in recognised home shirt colours*
- *The location of the club ground, whereby consultation will be delivered through Chelsea Pitch Owners (CPO)*
- *A change to the name of the club's stadium be they Stamford Bridge or Kingsmeadow*
- *Any decision to terminate any playing aspect of Chelsea Football Club*

*This will be in line with FA Rules of Association relating to heritage.*

**These consultations will be organised in conjunction with head of supporter relations Michael Cornall and board director Lord Daniel Finkelstein OBE**



# 2024/25 FAN ENGAGEMENT INITIATIVES

Across the 2024/25 season we will look to engage with supporters through multiple campaigns and initiatives. A few are listed on the pages that follow.

# Matchday Whatsapp Channel



Launched for our pre-season friendly against Inter Milan, the WhatsApp announcements channel enhances the match-going experience for attending fans. It not only provides key matchday information for fans, like turnstile opening times and Megastore offers, it also offers updates such travel information for away matches and ticket sales news to ensure fans are as prepared and informed as possible. Supporters can join the channel by [clicking here](#)



# Premier League Fans Fund



Working in collaboration with the Chelsea Foundation and key supporter groups, the club was proud to introduce the first-of-its-kind Youth Supporters' Group. Assisted by the Premier League Fans Fund, local schools were invited to Stamford Bridge to present on how they would grow youth participation in the women's game. Those with the most outstanding presentations formed the group, which will advise the club on issues facing young football fans throughout the coming school year.

The club will also continue to support the Over The Line initiative, aimed at supporting the mental health of our fans, by working closely with the Chelsea Supporters' Trust (CST) on this.

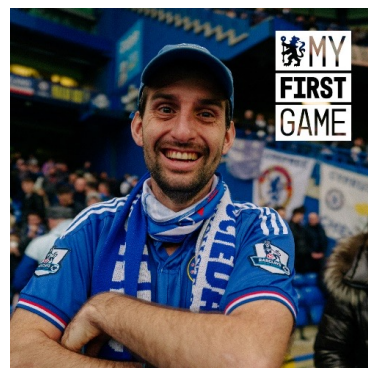
# Collaboration with Supporter Groups

We are also pleased to continue our strong and positive relationship with our recognised supporters' groups. As in previous years, Stamford Bridge will play host to the CST's annual Sleep Out event, where fans will join club staff in sleeping in our stadium to raise funds for local charities. We will also host matchday heritage events, celebrating Chelsea's history, and the supporters' tournament, which gives fans a chance to play at Cobham training ground.



# My First Game

Launched in the 2023/24 season, this initiative has been renewed for 2024/25 as we look to introduce more first-time Chelsea spectators to Stamford Bridge. For every game played at home by our men's and women's teams, the club provides the opportunity for 30 local residents and community members to watch the football. Tickets are available for one adult and one child to come together to watch one game during the season, and the scheme will be redeveloped and relaunched to increase its scope this season.



# Pride in our Bridge



The Pride in our Bridge campaign is an upcoming initiative that aims to strengthen the relationship between the club, supporters and residents by enhancing the matchday environment. It is designed to reduce the impact of Stamford Bridge visitors on our neighbours and encourage a sense of joint ownership among supporters and residents for the stadium itself and the local area around it.



# Relaunch of the Chelsea Disabled Supporters Association (CDSA)



Following its relaunch this season, the club will work closely and strategically with the CDSA to ensure that supporters' voices are heard. Across the 2024/25 season, the club will consult with the CDSA on accessible needs for supporters, ensuring we provide a fantastic matchday experience for all.

Stamford Bridge  
Access Guide  
2024/2025



## 2024/25 Access Guide

With the creation of new access guides for both Stamford Bridge and Kingsmeadow, including separate guides for away supporters, the club is dedicated to providing all our supporters with the information they need.

These guides will be accessible in themselves, using easy-to-read colours, language and symbols. The guides will also be available in large print, digital and printed hard copies. The guides will highlight new facilities the club has invested in and changes in processes for accessible services.



# Supporter Services

**We pride ourselves on delivering a positive experience to all our supporters. However, sometimes things can go wrong. If that happens, we want to know about it.**

On a matchday, the best people for our fans to speak to are stewards or uniformed members of staff. If the issue cannot be resolved on the day, or concerns another matter, our supporters can contact us directly. Equally, if they have had a positive experience, we want to hear about it.

Our Supporter Services team can be contacted via [supporter.services@chelseafc.com](mailto:supporter.services@chelseafc.com). Alternatively, by post to: Supporter Services, Chelsea Football Club, Stamford Bridge, Fulham Road, London, SW6 1HS. Once the communication has been received, our team will send an acknowledgement confirming the case reference number. The logged complaint/feedback will then be passed to the relevant department.

If a response is asked for or warranted, we will use our best endeavours to respond within 14 working days from receipt of the complaint/feedback. If it is felt the complaint/feedback cannot be resolved within that time, an acknowledgement of the communication will be made as an interim measure.

If dissatisfied with the outcome, a request can be made to escalate the complaint to a senior manager of that department to review. As a final measure, supporters can [contact the Independent Football Ombudsman \(IFO\)](#)



# How to contact the club and find out more

Supporters can contact the club via a multitude of mechanisms. We have dedicated in-boxes for supporters.

- [Supporter.relations@chelseafc.com](mailto:Supporter.relations@chelseafc.com) – For all supporter enquiries and questions
- [Supporter.services@chelseafc.com](mailto:Supporter.services@chelseafc.com) – For all supporter complaints and issues.

More information is available on the following club website pages:

- [The minutes from Fans’ Forum, Women’s Team Forum and Access Forum meetings](#)
- [The FAB meeting summaries](#)
- Our Frequently Asked Questions. If fans cannot find their question there, they can use the [Contact Us page](#) on the website

The best place for supporters to hear the latest news is the club website – [www.chelseafc.com](http://www.chelseafc.com), the Official Chelsea App and across the club’s social media channels.

To find out more information about any of the supporter engagement activities, or to contact any supporter representatives, visit our website’s [supporter relations page](#)



# Useful Links

[Chelsea FC's Supporter Charter](#)

[Ticket conditions of issue](#)

[Safeguarding policy](#)

[Sustainability policy](#)

[Matchday guides](#)

[Ground regulations](#)

[No To Hate campaign](#)

[Chelsea FC Foundation](#)

