

Charlton Athletic Fans' Forum – Thursday, June 15th 2023

Chair

LB – Lucy Bishop – Fan Adviser, LC – Lewis Catt – Fan Adviser

Fan representatives

HA – Heather Alderson – Charlton Athletic Supporters' Trust, AB – Alan Buhl – CADSA, AF – Adam Ferris – Dubai Addicks, CH – Clive Harris – Armed Forces Addicks, RH – Rob Harris – Proud Valiants, CL – Christine Lawrie – Reminiscence Group, ML – Martin Long – North American Addicks, SL – Simon Ludden – East Kent Addicks, JP – John Perkins – Valley Away, AP – Alan Pledger – Maidstone Addicks, BR – Bernie Razzell – City Addicks, IW – Ian Wallis – Bromley Addicks, DW – David Wood – West Country Supporters' Group

Club

PS – Peter Storrie – CEO, TK – Tony Keohane – Director of Operations, RD – Ron Dangerfield – Club Secretary, TR – Tom Rubashow – Head of Communications

<u>Topic</u>	<u>Raised by</u>
<p>Takeover process Click here to read the discussion on the takeover process from the initial notes published on June 17th 2023</p>	All
<p>Transfers Click here to read the discussion on the summer transfer window from the initial notes published on June 17th 2023</p>	All
<p>Academy Ad Poot (Dutch Addicks) sent in a question about the new owner's plans for the academy. PS said the club have been working hard to make sure the club signs up our young players. He said the club had a really good season for the academy with the success of the U21s, U18s and numerous players establishing themselves in the men's first team. He said it was really, really important the club signed up some of the young stars and he was pleased the likes of Henry Rylah, Nathan Asimwe and a few others had signed long term deals and referenced further announcements were expected in the coming weeks about the club's young players. He said it shows the club's academy is continuing to produce and progress.</p>	AP
<p>Season tickets HA asked about options for season-ticket discounts for blue light/first responders/key workers and suggested maybe it was an opportunity for those in the armed forces too. TR said the club have looked at options around this and are looking at creating options for matchday tickets for key workers and based on the feedback would look at matchday ticket options around those in the armed forces too. He said the club would then factor into discussions for season tickets next season around season ticket purchase. CH said there was a real opportunity around the Armed Forces Addicks. He said there was an opportunity around Woolwich Barracks and the local Gurkhas. He said a Tickets for Troops initiative would make sense. PS agreed and said the club would look into it. PS said he'd like to thank all the supporters that having purchased season tickets. He said the club are 4% down on where they were last season which is a lot better than expected. BR asked if the club are going to do anything to win back the missing 4%. TR referenced that obviously the football element will play a key part on that. He said that a lot of those choosing not to attend will want to see actions rather than words. IW said signing some good new players will help. TR agreed. He said from a marketing perspective the club will continue to encourage both past season ticket holders to renew and continue to reach out to potential new season ticket holders. He said the club are reviewing what they do to attract younger supporters with activity including the return of junior memberships, to further engage young supporters, as well as plans to bring back the previously successful Schools Partnership and continuing the club's engagement with the club's community trust. He said the club are also reviewing their communications channels this summer to look at becoming more appealing to a younger audience. He said the club would also be reliant on supporters to continue to encourage the next generation of Charlton fans.</p>	HA

<p>BR said he has spoken to long-term season ticket holders, including himself, who have made the decision not to renew at this point. He said he hopes that something will change once the club changes hands.</p>	
<p>Remembrance Activity CH said the November 11th is a Saturday this year and the Armed Force Addicks would love to be involved in what the club has going on. CH said there should also be a separate day to celebrate those in the Armed Forces. PS agreed. TR said the club would involve CH in themed matchday discussions once they are underway after the fixtures are out.</p>	CH
<p>CharltonTV HA said the EFL have done a deal with Sky Sports which starts from the 2024/25 season. She said it has some good advantages for supporters in the deal, including making them aware earlier of when games are being moved for television. HA said the club won't be able to stream games in the UK. She asked if given that and the success of CharltonTV, will CharltonTV continue for the 2024/25 season. TR said the club has been pleased about how well CharltonTV was received. He said that it was important for fans during the pandemic and important for the club too in terms of generating revenue. He said that since then it has been helpful in growing a community of international supporters who are more engaged than ever in the club. He said it is still popular in the UK too. He said that the games the club can currently stream in the UK (midweek, international break etc.) provide important revenue to put the club in the position to continue to deliver CharltonTV. He said the streaming numbers aren't the same level for the weekend games which can't be streamed in the UK. He said with that in mind the club are looking at options around CharltonTV for the 2024/25 season. He said whatever happens the club will still be able to stream the games abroad, he said whether than presentation is the full CharltonTV production or a slightly dialled down version is something the club will be considering over the coming months. He said the club are aware how important CharltonTV is for international supporters and want to make sure the club can put on as good a product as possible for them. AF asked is CharltonTV would be the normal setup for this season. TR said the plan at this stage is that the club are moving ahead with CharltonTV in the same setup as last season for the upcoming season.</p>	HA
<p>Coaches IW said he was aware of the bad experience supporters had travelling to Bristol on Good Friday where they left too late which resulted in them not getting to the game. He asked what happened and what the club were doing about this. TR agreed what happened for the Bristol Rovers game wasn't acceptable. He said the club had refunded the supporters and provided a streaming code on the day so they could watch the game on CharltonTV. He said unfortunately in that situation an error by an individual caused the issue. He said that the club haven't had any issues to that level before or since in recent years and that following the Bristol Rovers game the process for setting times has been improved with more checks in place with the coach company running the service. JP asked who sets the timings. TR said they are set by the club and the improved process means increased communication between club and coach company.</p>	JP
<p>Catering IW asked about the process for food options in the Fans' Bar. He said that if he had pie and chips – he had to queue up for the pie in one place and the chips in another place. He said it wasn't a big issue at all but just wanted to raise it. TK said following the previous meeting the club had met with Gather & Gather. A survey took place in the Fans' Bar over the last two games of the season. That detail has been reviewed. Ahead of the start of the season, Gather & Gather would like to offer the opportunities for supporters to come along to taste the menu options and feedback. He said within the survey there were other comments about background music, television size, optimum table sizes – that is being reviewed and will be acted on. For example, the club are looking at putting larger televisions in.</p>	IW, SL, AB

<p>SL said in Block G, that some parts of the Alan Curbishley Stand are so busy you can't get food at half-time. He said you can't see the end of the staff and get served. He said with more people coming into the stadium it would make things worse. TK said improvements need to be made from the beginning of the season, so people can see the changes. Gather and Gather to reach out to SL to follow-up. TK said when the beer supplier changed to Meantime, the club saw a dramatic increase in what was being sold on matchdays. AB said that since the start of last season, there are certain areas in the stadium where card payments can't be taken, which had previously been sorted out but it has been an issue again this season. TK said the club would follow-up to get the exact details and fix the problem.</p>	
<p>Disabled areas in Alan Curbishley Stand</p> <p>AB said for less attended cup games, disabled supporters could use the Alan Curbishley Stand disabled seats, rather than sitting in the wet and cold pitchside. He said CASDA would like that option made available. TK agreed a solution was required when it rained. He said the club were tracking who the Alan Curbishley Stand was being opened for and it was one individual, who they were able to talk to and move to accessible seats in the West Stand. He said the club would continue with that and make it available to whoever wants to use it and the club will deal one-to-one with disabled supporters. He said supporters who need to should contact Jo Hawkes and Kishan Parmar at the club. CL asked how many seats were available in the West Stand, TK said 100s were available, he said it would depend on what the accessibility needs were. AB said it would be worth reviewing how well publicised it is.</p> <p>AB asked if there were CADSA rain coats available. TK said he would find out and make sure stewards are briefed.</p>	AB
<p>Pitch update</p> <p>HA said some pictures had been seen on social media of the pitch renovations at The Valley. She asked what the changes to the pitch would be.</p> <p>TK said a full renovation has taken place which has been completed. He said the growing is going well. He said the preparations continue ahead of the first game on July 29th against Aberdeen. He said the challenge last season was the Bristol Rovers game. He said the pitch was semi-frozen and on the day of the match the club had to scrape the ice off the top. He said the club had a large amount of staff helping to get it cleared in time. He said that this was staff from all departments and unfortunately in scraping off the ice, a lot of the grass came with it and In December you don't get the growth back which caused the challenges last season. He said a few weeks later Charlton were set to play Peterborough, the game was called off and the ground staff may have had an earful on Monday morning but the pitch would have looked fine. He said they were similar situations with different outcomes, Charlton got the game on but paid the price in terms of the quality of the pitch in January and February. He said the renovation went well and the club will have a strong pitch next season.</p> <p>HA asked if the renovation mean the club would avoid the frozen pitch situation. TK said the renovation was separate and ensured the pitch would start next season in excellent condition.</p> <p>SL asked where the club were with undersoil heating.</p> <p>TK said there is a pipe system in and a pressurised system in place. He said the undersoil system works, it is pressurised and at a time when the club connects boilers up to it, it will work effectively. He said it doesn't have a boiler system at this point connected to it. He said that would be something for the future.</p>	HA
<p>Half-time scores</p> <p>CL asked why the club didn't put half-time scores up at all games on the big screen.</p> <p>TR said he knew they often did but he would follow-up with the individual who manages the big screen. He said half-time is very tight but that the club would look to ensure they are up for every game next season.</p>	CL
<p>Kits for 2023/24 season</p> <p>AF when supporters would see kits for the new season. TR said the club are working with Castore on the reveals around the kits and the photoshoots are coming up shortly. He said</p>	AF

the club will be wearing one of the new kits in the pre-season friendly against Welling (July 1 st), so the plan will be for the kit worn in that game to be revealed a few days ahead of that game.	
<p>Pre-season trip to Marbella</p> <p>CH asked how many supporters were going to Marbella to support the club during pre-season. TR said the numbers were very impressive but he didn't have an exact number to hand. He said supporters can attend a training session on July 13th and the game against Leyton Orient on July 14th. He said tickets weren't required but the club needed to know the names of those attending. He said supporters interested should email website@cafc.co.uk. He said the club will have a content team capturing content in Marbella and were keen to make the supporter element a key part of the club's coverage of the trip. He said it is important to build the connection between fans and players because it can play an important role on a matchday.</p>	CH
<p>Season DVD</p> <p>IW said he had been asked to ask if the club had stopped doing DVDs of the season. TR said there hadn't been one for more than six seasons. He said all the goals from the last 35 seasons are available on the CharltonTV archive. He said the club looked at doing a DVD a few years ago but the feedback from other clubs and the club shop was that there isn't enough demand for DVDs to justify the cost any more.</p>	IW
<p>Online abuse</p> <p>HA said a group met in December about tackling online abuse between the Charlton family. She said the online abuse since then seems to have increased. An anti-abuse campaign, that includes players, staff and supporters was agreed upon. It was agreed for a follow-up meeting specifically on online abuse would take place next week.</p>	All
<p>Date for next Fans' Forum</p> <ul style="list-style-type: none"> • Currently set for Thursday, September 14th 	Club