

## **Charlton Athletic Supporter Forum**

### **Wednesday, April 16th, 2025**

#### **Chairs:**

LB – Lucy Bishop – Charlton Athletic Fan Advocate, LC – Lewis Catt – Charlton Athletic Fan Advocate

#### **Club representatives:**

EW – Ed Warrick – Chief Financial Officer, Chief Operations Officer and Board Member, JB – Jon Blythe – Head of Operations, TR – Tom Rubashow – Head of External Relations, IR – Isabelle Rogerson – Supporter Liaison Officer

#### **Fan representatives:**

HA – Heather Alderson – Charlton Athletic Supporters' Trust (CAST), SA – Steve Ashenden – Charlton Athletic Disabled Supporters' Association (CADSA), MG – Matthias Gerdes – German Addicks, AH – Adrian Howlett – Charlton Fans in Scotland, LL – Lars Liljegren – Swedish Addicks JP – John Perkins – Valley Express, AM – Alan Malloy – Reminiscence Group, APL – Alan Pledger – Charlton Athletic Supporters' Club Maidstone and the Weald, AP – Ad Poot – Dutch Addicks, CS – Clare Sadler – Her Game Too, MS – Marc Stellmacher – International Addicks, IW – Ian Wallis – Bromley Addicks and Charlton Athletic Museum

#### **Apologies**

David Wood – Charlton Athletic Supporters' Club West Country Branch

#### **Fan engagement structure, roles and responsibilities**

HA updated on the CAST survey. The majority (77%) of survey participants agree that current ownership is committed to fan engagement but only half that number were clear about who to take a query to at the club. EW said that it was a number to aim to beat next season. [Click here to read the survey results.](#)

HA stated that supporters need pointers on who to contact at the club regarding certain matters. HA said fans want to be signposted on who needs to be contacted. TR said that the [fans@cafc.co.uk](mailto:fans@cafc.co.uk) is the main point of contact for queries and is monitored daily. TR said the club would look at increasing the visibility of how supporters can get in contact.

SA asks for a direct point of contact for the disabled supporters. EW wants to ensure that all supporters feel safe and secure at The Valley. JB referenced the point of contact is [dlo@cafc.co.uk](mailto:dlo@cafc.co.uk).

SA raised concerns over disability play-off parking and ticketing, and thinks that it needs to be addressed in advance. EW said he would look into it.

SA wants to publicise CADSA and what they do and what they offer. TR asked for information and text from CADSA to put out communication to supporters' season tickets.

#### **Club website**

IW praised how good the Charlton website is. He referenced because of the regular news updates, that key news can drop off the main page quite quickly. TR said the club would look to continue to pin key news to the web page as has been done in recent weeks.

IW raised the issues around player appearances, stating there is no system in place regarding appearances at fan meetings. TR said that the Charlton Advisory Board will be reviewing this process with supporters' groups ahead of the 2025/26 season.

#### **International supporters' engagement**

LL raised he feels that international supporters groups feel disconnected from the club. He stated that engagement from the club has declined. EW apologises and acknowledges that LL feels that way, he said the club are fortunate to have an international following. EW also referenced the club are evaluating player sponsorships and the potential for packages overseas fans to feel a part of the club on the back of supporter feedback. EW said we had 1,500 international fans at the Wrexham game this season, and that the club needs more engagement with international supporters.

LB raises how the Fan Advocates will set up a meeting with the international supporters' groups to see how both parties move forward.

#### **International Supporters' Day next season**

MG expressed disappointment on the International Supporters' Day this year. EW and LB said next year International Supporters' Day needs more work and planning.

#### **Update on the safety railings for the Alan Curbishley Stand**

HA asked for safety railings update in the Alan Curbishley Stand. JB stated that he has reached out to companies, and has had processes in place and that it is progressing well. It has to be done in the off-season, which HA understood.

#### **Maintenance - broken dryers, lights, hot water etc**

IW said not all hand dryers in the Meantime Fans' Bar work. JB said it would be fixed and for future reference IW should report to a steward, who will report it to the control room and run a maintenance report that will then get picked up and actioned by the staff here afterwards.

HA suggested signage in the bathrooms and other places around the stadium to tell supporters to report it to a steward, who will feed back to the team.

EW addressed how The Valley is used by thousands each week and that we have a full-time maintenance team at the stadium who can fix elements quickly up. He asked supporters to tell stewards so action can be taken.

#### **Procedures for medical emergencies**

JP asked if a process is in place for medical emergencies as he wasn't convinced with actions he'd seen at a recent medical emergency. JB said processes are in place and read out the topline process and referenced that the processes were followed at the emergency referenced by JP and the individual had recovered.

SA and JP said the stewards don't all know what their responsibilities are. EW said he will feed back the supporters' opinions to the safety team.

#### **Catering on matchdays – cost / quality / service**

LB asks JP to send questions regarding catering to LB and LW, who will address and feedback.

#### **Memorial stones gold lettering**

JB explained restoring the gold lettering on stones is an expensive process. He said he is looking into an individual process for those who may want to restore the gold lettering. He said the stones are under review for relocation and refurbishment.

### **Ticketing**

#### **Movement of season-ticket holders' seats to accommodate away fans**

Supporters want to know what the chances are of this happening. EW said that the club may never move season-ticket holders to accommodate away fans in the West Stand. He said though that there was a possibility it will be done for a handful of games next season, which is why the club wrote to supporters who may be impacted. HA said the club could have taken more time to make those supporters impacted aware. EW said they would be updated well in advance should they have to move for a game and would be relocated to an available seat of their choice.

#### **Valley Gold and priority tickets**

HA asked around lowering the senior citizen age to 60 and raised points around Valley Gold and priority tickets.

EW said that the senior citizen age is not changing. HA praised the club on keeping concessions.

EW stated how any ticketing priority allocation policy results in people missing out being unhappy. No change will be happening next season as season tickets are on sale, but that he wants to get supporter opinion as the club will review the current loyalty process in advance of the 2026/27 season.

When asked, EW said that the club have no plans to introduce a five-year season ticket.

#### **Ticket Office system for selling for away games**

IW praised the Ticket Office and their efficiency. IW asked for notice when going on sale with away tickets. TR said that the club have a process now in place that supporters receive up to 24 hours notice of tickets going on priority sale.

#### **Disabled car parking**

JB explained the current process around booking spaces. AM raised that disabled supporters that miss out and that they don't have any other option in getting to The Valley. JB asks for other suggestions and processes to be sent in by AM and CADSA because he is interested to hear and review. JB also explained how the club offers a 'drop-off' process until 2pm. Richard Wiseman's article on local parking and accessibility parking was referenced as a great reference point of information.

#### **Car parking**

APL had concerns over the price of parking for matchdays, when on non-matchdays is £4 for four hours. EW said there is demand for matchday parking and that the pricing wouldn't be reduced - if anything given they are sold out, prices would most likely move upwards in future.

#### **Potential play-off plans**

JB stated that plans are process driven and will be looked at should the club secure a play-off place.

#### **Hall of Fame**

IW provided updates.

**Player of the Year**

IW provided updates.

**Valley Gold Jackpot tickets**

HA said jackpot tickets used to be sold in person pre-Covid and that they should revert back to this. EW explains how Valley Gold is an entirely separate entity to Charlton Athletic, and that HA should contact Carlie Thompson or Matt Baker at Valley Gold on this topic.

**AOB and close**

HA asks if the club can host a VE Day celebration. TR confirms it is being looked at.

TR raised questions submitted by AS, who said the club website was getting worse and areas needed review. TR said that there will be a website review over the summer. She said that accessibility needs to be improved in areas away from the West Stand. She asked if the club could look at government grants and speak to fans' businesses to help repair parts of the stadium. EW said the club were always open to these options and looking at opportunities.