

Charlton Athletic Supporter Forum
Thursday, April 16th 2026

Chairs:

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

Club representatives:

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

Fan representatives:

HA – Heather Alderson – Charlton Athletic Supporters' Trust (CAST), KB – Ken Burnett – Charlton Athletic Disabled Supporters' Association (CADSA), LD – Lorraine Dean – Her Game Too, JD – Joseph Doran – Charlton Athletic U11s Fan Group, CF – Colin Foakes – Dutch Addicks, TG – Tony Garrett – Charlton Athletic Disabled Supporters' Association (CADSA), AH – Adrian Howlett – Charlton Fans in Scotland, LL – Lars Liljegren – Swedish Addicks, SL – Simon Ludden – East Kent Addicks, AM – Alan Malloy – Reminiscence Group, IW – Ian Wallis – Bromley Addicks and Charlton Athletic Museum

Apologies:

David Wood – CASC West Country Branch, Marc Stellmacher – International Addicks

Medical and emergency procedures

HA said CAST were contacted by a supporter who was sitting near Norman Barker on the day that he passed away. She said there was no criticism of the procedures. She said the fan asked if there was an opportunity for fans to directly contact the club's control room in the case of emergency. HA said CAST had raised it to the club and thanked them for looking into it. She said it would be great if it was something Charlton could lead the way on. She asked JB what the latest was. JB said the club had looked into ways to lead the work and have considered a number of options on this topic. He said the club are currently looking into options around a panic button that is given to stewards that would alert the control tower immediately. He said they are following up on the viability of this. HA said she appreciated the challenges, including phone signal, and thanked the club for looking into it.

Supporter Liaison Officer

HA asked about the status of the SLO and said that the club's SLO listed on the EFL's website was out of date. TR said that Hannah Jacobs had taken SLO responsibility and this was announced by the club in March (www.charltonafc.com/news/staff-update-chris-samson-joins-head-marketing). He said he would follow up with the EFL to get it on their website. *(Post-meeting note - this has now been updated: www.efl.com/supporters/slos/championship/)*

HA said it would help if it was made clear to supporters and to stakeholders as the club may be missing out on invites. TR said the club would look to make it clearer across channels.

EW referenced that the fans@cafc.co.uk email address is monitored by Ticket Office staff, in part because a large amount of the queries are related to the Ticket Office. He said if it isn't a Ticket Office-related query it gets sent to the correct person in the business.

HA asked if HJ would come to Supporter Forum meetings in future. EW confirmed she would, as part of the SLO role.

CEO

HA asked for an update on the club appointing a CEO. EW said there was no update at this stage.

New supporter group set up

IW asked for clarity of benefits for the new supporter group set up as he was at the initial task and complete group and felt he didn't have all the information and that he'd been chasing it. TR said the official supporter group structure doesn't launch formally until July 1st as it is a summer project for the fan engagement team. He said the benefits were listed on the club website (www.charltonafc.com/news/be-part-clubs-official-supporters-groups). He said he appreciated some areas of what were listed were vague, with full information to be communicated around the official launch.

IW said he'd had feedback from the official supporter group Q&A and meet and greet at The Valley on Tuesday. He said there was a lot of positive feedback and supporters had enjoyed the opportunity to meet the players. He said it was well hosted by Charlotte Richardson, who asked good questions, but that everyone he had spoken to also felt supporters should have had the opportunity to ask questions in the Q&A section. TR agreed and said the club would do a feedback form to supporters, but that for similar events in future supporters will have the chance to ask questions during the Q&A section. HA agreed that sentiment had been positive from those she knew that had attended. TG agreed with the points made and said his members enjoyed the opportunity to meet players. JD said he brought nine U11 kids from the Ashford area. He said they all enjoyed it but agreed that having the opportunity to ask questions would be beneficial. He said it was well organised and good for adults and children alike. LB said if there was any further feedback then it could be collated.

IW said he felt that player appearances should be part of the supporter group activity and that the local supporter groups would suffer without them. SL agreed that not getting players to their events has their supporter group wondering what the future may be for their group. CF agreed and said that in the past players, directors and owners used to go to Ashford, Canterbury etc. HA said geographical considerations need to be factored in. EW said he had heard and understood the feedback and is something the club will think about carefully.

Loyalty points for CharltonTV

LL asked if annual CharltonTV subscribers could get loyalty points, like those who purchase a season ticket. He said this is because supporters have to plan trips well in advance and having loyalty points would help with that. LL praised the support he gets from the Ticket Office around games he is travelling to. EW said that the club are looking at loyalty point allocation. He said the club holds some tickets back for international supporter groups and is something the club can do moving forwards with the new official supporter group set up. He said he didn't think loyalty points would be factored into CharltonTV subscriptions, but away game options may be factored into packages for international supporter groups.

Attracting and retaining young fans

JD asked about the opportunity for players not taking part in a match to take part in a pre-organised, controlled meeting opportunity for young supporters with players around a matchday. TR said it was a nice idea and something the club would follow up on.

EW said he wants everyone across the club, including supporters, thinking about attracting and retaining young fans. He said it is something club are keen on, through the Schools Partnership Scheme with Junior Addicks. He said The Valley is a good ground for people to come with young children.

TR added that the club have been really pleased with the impact of the Schools Partnership Scheme and that this season's 16-year high attendances have been contributed to by those coming via the Schools Partnership Scheme. He said it was pleasing to see and hear of those who have come via the Schools Partnership Scheme becoming season-ticket holders or coming to more games. He said the team have worked really hard at re-establishing the Schools Partnership Scheme in the last 18 months and it has been good to watch it grow and have success.

Loyalty points and away tickets

IW asked for an update on loyalty points and away tickets. EW said it isn't fully signed off yet and goes hand-in-hand with the new membership scheme, but when it is finalised the club will communicate it. He said the club have taken advice from the Charlton Advisory Board on both loyalty point allocation and the number of away tickets fans are able to purchase before games reach general sale.

Valley Gold discount

AM said there had been no notice about the Valley Gold season ticket discount being discontinued. AM said it implies there is no benefit to being in Valley Gold. EW said the discount hadn't been discontinued. When season tickets went on sale the club were considering how to develop Valley Gold and this will be launched before the start of the 2026/27 season, and within it will include a rebate for season-ticket holders, who are Valley Gold subscribers, at least equal to previous discount levels (www.charltonafc.com/news/202627-season-tickets-sale-now). EW said further updates on Valley Gold

and the membership scheme will be confirmed in due course. He said that Valley Gold, at the moment, is a separate organisation to Charlton Athletic. He said VG own the license to run the prize draw and over the years a number of benefits have been added to incentivise it. He said it gave the club a bit of a quandary, as when the club wanted to run a membership scheme, a lot of the benefits that might be associated with that were already assigned to Valley Gold. He said it was a messy set up and the club are looking to have a membership scheme that is clearer. He said the club are liaising with the Charlton Advisory Board on the membership scheme and he thinks it will be well received when finalised.

Facilities

DW thanked the club for the handrails that have been introduced. A number of topics were raised where slight improvements would benefit, including disabled toilets in North-East and North-West quadrants, water on the floor in the ladies toilets, more seating in the Fans' Bar, hot water and dryers in the Alan Curbishley Stand and additional shelving in the Alan Curbishley Stand. JB said due to the increased crowds, things are being highlighted, such as the toilets in the Alan Curbishley Stand. He said some work was done during the international break and that the club are constantly trying to improve things in those toilets. HA said some of the queries come from improving the levels based on being in the Championship. HA said the general feedback is that people are noticing the positive improvements being made.

JB said on all the topics, the operations team will be working during the summer to improve things. He said the Alan Curbishley Stand toilets will be further improved in the summer. He said the dryers in the Alan Curbishley Stand will be in the final phase of upgrades next year. He said the club has done a three-year phased plan on upgrading dryers across the stadium. He said there are 15 or 16 hand dryers remaining. JB said hot water is a very big job and isn't top of the agenda. He said he was pleased with the positive impact of handrails and the positive feedback around them. He said there is no current proposal to put them in elsewhere, but JB is currently reviewing the feedback and working out what can be done in the summer. IW praised the introduction of the handrails.

EW said the club would like to improve everything. He said even the newest parts of the stadium are 25 years old and haven't been updated properly since then. He said the club can be reactive to key elements and with bigger plans the club needs to work out the best ways to allocate budget when available.

EW said the Alan Curbishley Stand is the stand where attendance goes up and down most depending on the size of the game and has therefore caused the most challenges when the stadium has been busy. He said the club are considering options around that but some of the bigger challenges may require substantial investment. He said the club will consider all elements when prioritising where budget is spent.

Transport partnership

JD asked if the club could look at a travel partnership with someone like Southeastern Railway to help get people to games from Kent - with the benefit of supporting the club's sustainability goals. He said Kent is an untapped audience and other teams are targeting the area aggressively. EW said it is important the club support in making it easy to get to The Valley. He said he agrees the logistics of getting to The Valley is important. EW said the club are considering travel partnership options and have spoken with various companies including Southeastern Railway and Transport for London.

He added the club are looking at ways to make it easy for supporters to get to The Valley. He said the club have taken advice from people who have been involved with Valley Express in the past to see what more the club can do with it. He said the club want to get lots of people to home games, which is better for the bottom line and better for the atmosphere.

Disabled parking

CF referenced he's aware of supporters who have had challenges with disabled parking. TG said it has been a challenge this season as the demand for disabled parking far outweighs the supply, especially now with attendances high. He said that CADSA are working with the club on an improved process and additionally, CADSA are looking at opportunities for more parking spaces nearby. Supporters in attendance were encouraged to direct people to CADSA's official website (www.cadsa.org.uk/).

TG said he will pick up with the club about sight lines in the Alan Curbishley Stand and disabled seats in the West Stand. LB to create WhatsApp group for in-between meetings.

West Stand relocation process

HA asked how's it going and how has it gone. EW said some people are unable to renew their season tickets in areas they had them this season [in specific sections the West Stand Lower and West Stand Upper]. TR said season ticket renewals in the areas affected by the changes have been sold at a very similar rate to renewals around the stadium. He said there have been individuals who haven't been happy and the club have been looking to work with them to help them find a solution that works for them. EW said asking people to relocate from seats they've had for a long period of time is a last resort. He said the club need to relocate behind the dugouts because of EFL-mandated changes to the dugouts. He said the home dugout is closer to the Fourth Official than the away dugout, which is why it needs to be changed to comply with EFL rules. EW said for the other seats, the club have had issues for a period of time. He said when most clubs have their hospitality offering, people tend to sit in the same space but that isn't the case at Charlton - an issue inherited from the various ownerships over the years. He said when the club were in League One it wasn't an issue. He said now it is, so it is about bringing the hospitality offering up to a Championship standard. He said the club are now looking at refreshing lounge and hospitality offerings. He said now was the time that all in hospitality sit together. He said it was always going to come at some point. He said it is regrettable because people have been in their seats for some time. He said, as a long-standing season ticket holder at an EFL club, he appreciates how people feel.

Stewarding

CF said there had been reports of inconsistency with bag checks, with some people just waved through. JB said this has been raised and the club will monitor.

Museum questions

IW asked about pigeons living outside the backdoor of the Museum. JB said he will follow up. IW said the Museum are awaiting a ladder being returned. JB said he will follow up.

IW asked about the Museum being included in pre-match things to do on the club's website. TR said it would be added.

IW said Chris Samson [the club's new Head of Marketing] visited the Museum in his first week and asked that a visit be part of staff inductions. EW said the club's staff inductions need work and he definitely wants it to include a visit to the Museum.

IW said Southampton wore a special throwback shirt in the FA Cup this year to mark the 50th anniversary of their FA Cup win and asked if the club would like to do something to mark the 80th anniversary of their FA Cup win next season. EW said the club would like to do something like that but couldn't go into more detail on it at this stage.

Any other business

LL asked about the fan survey from January. TR said the club would follow up with the various groups on it.

EW asked why there was a low attendance at the meeting. HA said that the fact things are being done maybe means the meeting is less relevant, whereas under previous regimes there was more to complain about. HA said the other element of it is helping grow the fanbase and supporter groups - she said the new supporter group structure will hopefully help on that front. EW said he would like more people to turn up to get a better understanding of problems impacting the whole fanbase.

AH said he wasn't impressed with the catering offering in the Family Stand, as they ran out of hot water before kick-off. EW said there were some really bad issues in the first two games of the season and stern words were had with the club's catering company. He said since then, the club have been working with the catering company to improve things. He said that while things have improved, it has just been to get it to a basic level and the next steps will be moving it on to the next level. LB and LC acknowledged that the service had improved in the Covered End Upper and IW said in the Fans' Bar. LC and HA said improvement was still needed which JB agreed on.

SL asked if there was a chance to upgrade season tickets online. EW said the club would look at it.

HA asked about how legitimate people get access to tickets for games on restricted sale. EW said this was something the club are looking at very closely ahead of next season.

LD said she had signed Her Game Too warm-up shirts to raffle. LB and HA said they would help with the raffle process.

LB said she is running a raffle for the Lennie Lawrence Dinner and encouraged all to get involved.

Next meeting

Thursday, October 15th 2026