



Fan Forum

5.30pm-7.00pm Tuesday 23rd January 2024

The Boardroom, Highbury House & Online via Teams

Members:

Club Representatives

Khali Parsons – Fan Services Lead (Chair)
Mark Brindle – Supporter Liaison Officer
Tom McCann – Venue Director
Amy Trynka – Ticketing & Venue Strategy Lead
Rob Fawdon – PR & Corporate Communications Lead
Alistair Cripps – Senior Communications Manager
Callum Haymes – Supporter Service Senior Coordinator (Minutes)

Supporter Representatives

16-21 Rep	Liam Patel
ADSA	Anne Hyde
AISA	Richard Smith
AST	Akhil Vyas
Ethnic Minorities	Draco Wang
Gold	Darren Epstein
LGBT	Angus Moorat
Over 60's	Richard Stubbs
Red	Ben Buckstone
REDaction	Raymond Herlihy
Silver	Joshua Webley
Supporter Clubs Domestic	Dave Harrold
Women	Linda Duffy

Agenda

1. Welcome

Khali Parsons welcomed club representatives and supporter representatives to the meeting and thanked everyone for joining, both in person and virtually via Teams. The agenda of the forum was discussed, and Khali Parsons opened the floor to any questions before handing over to Amy Trynka and Tom McCann.

2. Ticketing Update

Amy Trynka thanked the supporter representatives for their questions ahead of the meeting before moving on to update the forum on Cup Games / Cup Scheme:

- We had some reports of supporters not receiving the original comms via email so we reopened the window for STHs to sign up for the Cup Scheme, but by then it was too late to guarantee their own seat for Liverpool – though it will be effective from Porto.
- It was the first time we'd run a process like this, so we will improve communications and supporters will also become more familiar with the process. Information about cup scheme and windows will always be posted on the ticketing information page for the relevant game found on arsenal.com/tickets. We are currently undertaking a website review of are working with an agency who specialise in making information clearly visible and accessible.
- Angus Moorat queried whether the website review relates to [Arsenal.com](https://arsenal.com) or the eTicketing site. Amy Trynka clarified the website review will incorporate [Arsenal.com](https://arsenal.com). We are limited to what can be altered on eticketing.co.uk/arsenal as this is a Ticketmaster run platform, however, we are in constant dialogue with Ticketmaster about how improvements can be made.
- We understand that there were some teething issues. There are now over 20k Gold STHs signed up for the Cup Scheme following the second window – a further c.4k STHs purchased for Liverpool and c.12k for Porto in the priority STH purchase windows. We are pleased that the FC Porto sales process went a lot smoother than the Liverpool (FA Cup) process).
- We have received a number of questions as to whether we will open another Cup Scheme window for ST Holders to sign up, should we progress past FC Porto. Amy Trynka clarified that we are not intending to open a further Cup Scheme window. Once the window has closed, all ST Holders have the opportunity to buy their seat on a match-by-match basis. ST Holders will be

given the option to sign up for the Cup Scheme each season. Signing up for the Cup Scheme this season does not mean you are opted in for future seasons.

- **Tom McCann asked the forum how important is it, given that ST Holders have had the opportunity to opt into the Cup Scheme, that they also have the opportunity to purchase their seat on a match-by-match basis?**
- **Richard Stubbs commented that the current system allows flexibility for families, some of whom prefer to sign up for the Cup Scheme to secure all games whilst others prefer to purchase match-by-match.**
- **Angus Moorat commented that ST Holders like sitting next to the people they are used to and that the opportunity to purchase your seat even if you haven't signed up for the Cup Scheme is useful. Supporters also do not know months in advance whether they will be able to attend a particular fixture.**
- **Akhil Vyas made the point that the purpose of a ST is to offer choice and variety and therefore the match-by-match option is key to that, especially in a cost-of-living crisis where supporters may not be able to afford all matches included in the Cup Scheme.**
- **Linda Duffy asked what would happen if a ST Holder missed the window to purchase their seat, especially some elderly fans who may experience difficulties purchasing online. Amy Trynka said that if a ST Holder who missed the window to purchase contacted us, we would do our best to assist, however, there does have to be a deadline before we release their seat to the ballot. This is why we are doing our best to ensure that all the relevant information is available for supporters to access.**
- **Richard Smith commented that sending email reminders the day before the fixture goes on sale as a prompt would help to make ST Holders more aware. With regards to the Cup Scheme, the reason that some ST Holder may prefer to buy matches cup matches individually is due to fixture scheduling and the uncertainty this can cause.**
- **Tom McCann clarified that we are not proposing to make any changes to the Cup Scheme as it stands and thanked the supporter representatives for their feedback which has been useful.**
- **Angus Moorat noted that the fact 20k Gold STHs have signed up to the Cup Scheme shows the value in offering this service as the remaining seats not purchased by ST Holders can be offered to Silver/Red Members.**

- Amy Trynka made a commitment to look into sending reminder emails to ST Holders regarding the purchase of cup tickets and thanked the forum for their feedback.
- Richard Smith raised the point that Cup Scheme emails serve as a reminder as to how much a ST Holder is paying for a particular match, in this instance the FC Porto fixture.
- Tom McCann acknowledged that we have received some feedback on the pricing structure of our Champions League fixture against FC Porto. We have to make a judgement call on what we think the appropriate pricing is. Our first Champions League knockout game in seven years is objectively a higher profile than for example a Category B Premier League fixture. We have analysed historically how we have priced Champions League knockout ties and with only a couple of exceptions, almost every Champions League knockout game at the same stage (Round of 16) has been a Category A, including FC Porto in 2008/09. There is an established precedent for this to be a Category A fixture. We take on board the suggestion that we could have waited longer to take the payment for FC Porto, given that many who were charged for their ticket in January may not have been paid post-Xmas. We acted reasonably in making Liverpool (FA Cup) a Category B fixture when there was an argument to make that fixture a Category A game, however, it was felt the fair thing to do was to make the fixture a Category B with it being the 3rd Round of the FA Cup.
- Richard Stubbs commented that the sentiment from supporters he has spoken to is that the pricing seems excessive for such a game. Tom McCann confirmed that no booking fees were charged to ST Holders for this game and acknowledged Richard's comments whilst noting that historically ST Holder were charged up front for the seven Cup Ties previously included in the ST package. Amy Trynka added that ST Holders do have the option to sell their seat on the Ticket Exchange if they believe the fixture to be unaffordable. Season Ticket holders are not charged an admin fee for selling their seat on the Ticket Exchange.

3. Attendance / Seat Utilisation / Empty seats

- Amy Trynka updated the forum on average attendance which stands at 98% this season which is an improvement on 95% last season and 90% in the 21/22 season – this is extremely high by Premier League standards.
- On pitch performance plays a part, but we have been very impressed by seat utilisation stats. We sent out a seat utilisation 'status' email to all ST Holders earlier this month – the vast majority (83%) have utilised their seat for game this season. There are currently a couple of hundred ST Holders that are at risk of not meeting the seat utilisation target of 17 games. We understand that there may be some extenuating circumstances so we will

be in touch with those supporters ahead of the ST renewal window to discuss their eligibility to renew their ST.

- Ticket Exchange is up this season to an average of 4,500 tickets per game – this is up from approximately 4,000 tickets per game last season. 99% of these seats have sold. For Ticket Transfer, on average 12,200 tickets are being transferred per game this season. This is up very significantly from last season where approximately 4,500 tickets were transferred per game. This is most likely the result of NFC digital ticketing which prevents supporters from passing on their membership card to another supporter. Our articles and step-by-step guides to Ticket Transfer are some of our most viewed articles on our Help Centre.
- Tom McCann opened up a question to the floor – we see it constantly mentioned that there are not enough tickets for members. One of the suggestions that has been brought forward is that ST Holders should only be able to transfer to paid members and not to anyone within their network who is not a paid member. What is the general feeling about that?
- Raymond Herlihy commented on the figure of 12,200 tickets a game being transferred and questioned whether these transfers are linked to accounts where tickets have been sold for over face value. Amy Trynka explained that Ticket Transfer is only available to ST Holders for that exact reason. Ticket Transfer generated a PDF ticket which is very easy to use due to the fact it has a static barcode on it. We very closely track the Ticket Transfer and anybody who is transferring their ticket very often or for every single game will appear on our system for a data check/seat check or will be asked to collect their ticket with photo ID from our Box Office. We are aware that people share Season Tickets between themselves and another family member/friend and we also have supporters who have more than one ST in their name, especially on Club Level where it's not uncommon for Platinum Members to have two/three/four Season Tickets under their name or their company's name. Khali Parsons added that Season Ticket holders are the least likely to be transferring tickets with the intention to tout them as they have the most to lose if they are caught doing that, with the ST being revoked.
- Angus Moorat commented that by only allowing ST Holders to transfer to paid members, it would help to cut down on the use of PDFs which is a touting loophole that needs to be closed.
- Akhil Vyas raised the point that if you have a relative travelling to the UK for one match, would it be fair to ask them to pay £34 to become a member. It could potentially impact Red Members whose ballot chances may decrease if more people sign up.

- Liam Patel asked if supporters accepting a Ticket Transfer could be sent a link to download an NFC ticket rather than a PDF. Amy Trynka confirmed that we are working on a development piece to enable supporters who accept a Ticket Transfer to download their ticket via the Arsenal App, which would not require a supporter to have a paid membership and would prevent the issue of PDF tickets being forwarded on.
- Amy Trynka addressed a question that has been raised regarding empty seats on box level and whether there are any penalties in place for box holders who do not utilise their ticket(s). We have only recently sold-out of all seasonal boxes, so no penalties have been in place but it's something we may look at moving forward.
- Richard Stubbs queried whether Season Ticket holders with more than one ST held in their name would be able to nominate a person to take over ownership of their ST, as has been discussed in previous meetings. Amy Trynka confirmed that we are exploring this option but have not confirmed timings for at present. We always encourage supporters requesting a name change to get in touch with us before renewals, as this is difficult to action mid-season.

4. Email Confirmations – Ballot successful/unsuccessful emails:

- Amy Trynka confirmed to the forum that we have undertaken work with Ticketmaster to make improvements to the system that send successful/unsuccessful ballot emails to supporters. Whilst we have been making those changes, there have been some teething issues. For the Liverpool Red ballot, emails were sent from the internal Arsenal email system as opposed to the Ticketmaster system whilst the transition took place. There are lots of complexities with email accounts and often emails can go to junk/spam. If any supporter has an example of them not receiving an email, we would encourage them to get in touch with us via our [enquiry form](#) so that we can investigate further and talk them through the steps to ensure that they are setup to receive our emails.

5. Bots/Touting - Any updates/numbers around bots blocked/touting? Are the changes making a big difference?

- Amy Trynka confirmed that we have identified and blocked over 25,000 accounts so far this season where we have detected suspicious activity. Those accounts have been identified both through the ballot and through Ticket Exchange.
- From the Liverpool Premier League ballot onwards, accounts must have registered in the ballot to access the Ticket Exchange. Since this came in, we have seen a significant change in behaviour from the bots and touts trying to access tickets. For example, for the Crystal Place ballot, we saw

fewer people entering the ballot than we did for the Liverpool game, and we saw six times as many suspicious accounts enter the Liverpool Red ballot. This would suggest that bots/touts were previously not trying to obtain tickets via the ballot but were trying to buy on the Ticket Exchange. As soon as that policy has changed, they have then tried to enter via the ballot, but we have identified the vast majority of those accounts.

- We have been tracking how quickly seats sell via the Ticket Exchange and we have seen an increase in time between seats being posted and seats selling. We believe we are seeing success with these changes with the vast majority of tickets now being bought by genuine Arsenal fans. We continue to work with Ticketmaster and technology partners to ensure that our protection against bots and touts is as robust as possible.
- Angus Moorat thanked the club for their work on this, noting that it is a huge step forward in improving ticket access for genuine members and reducing the number of touts/bots.
- Khali Parsons asked the forum whether they have noticed any changes on the Ticket Exchange? Raymond Herlihy said that a seat he posted on the Ticket Exchange took 45 minutes to sell.

6. Ballots

- As shared previously, Amy Trynka confirmed that there are very few supporters who have entered the majority of ballots and missed out. However, we understand the frustration of those who have been particularly unlucky in the ballot, and we are going to review those numbers and assess in the summer when we have all the data to consider.
- Richard Smith asked how many supporters have failed to obtain a ticket so far this season? Amy Trynka said that recent statistics show that very few supporters have been unsuccessful in every ballot and not been able to buy a ticket on the Ticket Exchange at all this season.

7. Supporters Clubs

- Amy Trynka said that discussions continue to take place but there is no update since the last Fans' Forum meeting.

8. Away Digital Ticketing:

- Amy Trynka placed on record that we will be doing more large-scale trials of digital away ticketing (e.g. half allocation as digital tickets / half as physical tickets). We did this for Aston Villa (A) and it worked well – it's more secure, more convenient for supporters, and helps us identify suspicious behaviour.

- When taking digital tickets as an option from other clubs, wherever possible, we will opt for NFC to align with home tickets. We intend to be really clear in our comms/servicing of fans about what we have in place for genuine supporters who aren't able to use digital tickets.
- We know that we need to have a solution in place for supporter clubs whether that be physical tickets or PDF tickets, we will work with supporters' clubs to ensure that they have in place what they need.
- There is no intention to go fully digital immediately for all away games, but we plan to continue with these partial trials and will update at the next Fans' Forum in terms of the success and effectiveness of those.
- Anne Hyde asked whether any further progress has been made to enable disabled supporters to book online for away matches? Amy Trynka confirmed that we have recently run a workshop on this. We are still working through some of the technical challenges. Amy Trynka and Khali Parsons to liaise with Aaron Heskins (Disability Access Manager) to provide Anne Hyde with an update.

9. Ticketing Platform

- Tom McCann updated the forum on our partnership with Ticketmaster. We have a long-term contract and no intention to move from Ticketmaster – 10/20 Premier League teams use Ticketmaster and we're confident they are the right partner for us. Doesn't mean that we are complacent. We continue to develop the platform and work with Ticketmaster on that. All feedback we receive is appreciated and noted.
- Richard Smith raised a query regarding Box Office opening hours. We've received complaints that calls with urgent enquiries were made to the Box Office on the day before the Liverpool match, but it was closed. Why is this, and what can be done to make contact and opening hours more accessible for supporters?
- Khali Parsons clarified that working hours are Monday – Friday, 09:30 – 17:00 plus matchdays. On Friday 5th January, there was a club wide IT/VPN issue (ahead of Liverpool match 7th Jan) meaning that staff could not access systems in order to take calls or respond to enquiries. We can only apologise for that. Additional staff and extended phone hours on the Sunday to mitigate. Our usual opening hours are always Mon-Fri 9.30-5 plus matchdays (4 to 5 hours before KO). All outstanding enquiries were dealt with.

10. Beer Promotions

- Are there any plans for further beer promos this season? Only one so far, at the opening fixture (multiple promos last season).

- Tom McCann confirmed there would be more beer promotions this season. Asked the forum whether there was a particular match that the forum would like to see this done for.
- Raymond Herlihy commented that a lot depends on the day of the week and the kick-off time. Newcastle may be an option (8PM kick-off time), or Chelsea depending on when this is scheduled for.

11. Atmosphere

- Tom McCann noted that we have received a few questions on atmosphere at the stadium. We are totally committed to ensuring that we have the best atmosphere stadium-wide. The Angel (Louis Dunford) is amazing and has created a beautiful atmosphere before the game starts. Some factors are outside of our control, i.e. team performance, nature of the game. We are keen to drive as much of the controllables as we can. We really struggle to view the ballot as a driver of any change in atmosphere on the basis that these are still tickets being bought by Arsenal members. The second half of the season, when we all agree that the atmosphere was fantastic, tickets were effectively a lottery anyway. Want to open the conversation to the forum to ask what should we be doing to drive and improve the atmosphere?
- Raymond Herlihy – Regarding the pre-pouring on half time beers. There is a noticeable departure of people from the bowl from 35 minutes onwards and slow return to their seats. Arsenal fans love at half time beer, there continues to be challenges with getting that if you want to see all of the football either side of half-time. Pre-pouring trials don't seem to have made any difference. The service speeds per transaction at the tills continues to be a frustration. An X (formerly Twitter) poll was run asking supporters whether they wanted a fresh point or a quick pint. Overwhelming response shows that people just want a quick beer, based on the fact they only have 15 minutes to drink their pint. Atmosphere vacuum either side of half time could be reduced if the beer service was a bit better.
- Tom McCann acknowledged Raymond's comments. We do a limited amount of pre-pour in part because of the infrastructure. There's not always a lot of space to stack pre-pour. A lot of feedback from supporters is that they are paying £6.90 for a pre-poured beer that may end up being warm and/or flat. The club is in the middle of a project spending about £2 million upgrading our beer supply. Everything from investing in the pythons, in the sellers, in the technology, in the number of kiosks. Before we commit to whatever system we are going to put in stadium wide, we'll make sure that it's the right one. There is technology out there that pours pints quickly and reliably and limits wastage. We'll be putting more carts in the Lower Tier, other mobile carts in the Upper Tier. We're going through various stages of the procurement process and tender process this year. The plan is to have that rolled out by the start of next season.

- **Angus Moorat mentioned that at Spurs you can buy a bottom-up poured beer. Amy Trynka commented that when they work, they can be really fast, however they are not always reliable.**
- **Linda Duffy mentioned that catering staff could be more efficient, and that additional training could be beneficial.**
- **Raymond Herlihy placed on record that he is sympathetic to the output and productivity of the catering team. It's the infrastructure and the processes that Delaware North need to enhance to enable staff to succeed.**
- **Draco Wang commented that service levels can differ, specially before kick-off but there are times where staff can be very efficient. Improvements to staff training is needed.**
- **Richard Smith made the point that atmosphere is not necessarily dependent on people drinking alcohol. Focus should be on what the club can do to make people be more vocal. Playing loud music through the PA system can be deafening. Angus Moorat agreed that the music is too loud which can lead to the crowd stopping singing.**
- **Amy Trynka said that we can invite our brand team to our next meeting and have further discussions with them on this as the feedback would be valuable. They've done a lot of great work to improve the atmosphere over the last few years, including conducting a lot of surveys with supporters.**
- **Richard Smith commented that he has received a lot of questions regarding the Ashburton Army - what is the club's policy towards them, and do they make a difference?**
- **Khali Parsons said that for some people, the Ashburton Army do make a difference. They're a vocal group, they like to chant, they like to bang the drum. That is their USP. They like to attend together and purchase their tickets in the same area. Opinion is split - we have people that contact us to say they don't like the drum, for example. We also have an equal and sometimes higher number that say they love the drum. It's a matter of opinion. Whether or not the fans feel that that the level of noise and support is a positive addition to their match day experience sometimes depends on where the individual sits.**
- **Richard Stubbs noted that there is a deep sense of feeling within the younger age groups that balloting has affected atmosphere. Also, more people may engage in singing The Angel by Louis Dunford if the words were on the screen.**

- Anne Hyde made the point that when the Ashburton Army were first introduced a lot of people took notice of them, but now that doesn't appear to be the case. There also does not seem to be enough songs for the players, seems to be the same songs repeated every match.
- Josh Webley commented that the matchday atmosphere from last season compared to this season has changed a lot, however, the option to choose the area you are balloted into may shift the atmosphere moving forward.
- Linda Duffy – The Ashburton Army add to the atmosphere and encourages supporters in the Clock End and the North Bank to join in with them. Also commented that we have a lot of Season Ticket holders who are not sat with people they want to sit with. Needs to be a better process for seat relocations before the start of next season. This will likely improve the atmosphere as supporters are more comfortable being vocal around people they know.
- Amy Trynka responded by saying that the challenge with seat moves is that they are extremely time consuming for everybody involved, including our supporters. We have a very short window to be able to process any seat moves due to renewals. We're always looking to find a more efficient way to be able to offer that, but there's a lot of things that we need to do during the closed season, which in the last couple of years we've had the effects of COVID and people coming back from COVID holidays which we've had to prioritise. We also get a lot of requests for seat moves on medical grounds and they will continue to always be the priority. It's something that we continue to keep under review though.
- Angus Moorat asked if there has been any update on licensed standing.
- Tom McCann – Currently no update, it's still a work in progress. Populous are our consultants and we are working with them on a broader piece of work of which licensed standing is a part of. Intention is to have something more concrete in place in the next few months.
- Tom McCann addressed the question of moving seniors from the Lower Tier to the Upper Tier for those who do not wish to stand. We often find that seniors are moved to the Upper Tier and then want to relocate to the Lower Tier because they struggle with the stairs. Lifts are on priority for disabled supporters, meaning seniors often end up using the stairs to climb to the Upper Tier. We completely understand some of the challenges around that which forms a part of our thinking around licensed standing.

Fan Rep Questions

- **Q) Updates on (a) the stadium Wi-Fi - we were promised the new system would be in place soon a year ago; (b) the panels around the stadium's exterior, beneath the 'core' artworks. The test panels have been in place for six months or so. What is the latest on the plan to replace them all with ones related to the images above?**
- **A) Tom McCann – I am not aware of any plans nor communications to supporters during my time from Sept 2022 regarding Wi-Fi, so can't comment directly on prior comms. However, I can confirm that full stadium Wi-Fi is not currently on the roadmap. Our primary connectivity strategy for the stadium and our supporters is via 5G. Our new DAS (Digital Distributed Antenna system (DAS) solution to deliver 5G is already in-delivery and the intention is that this will be in place for the start of next season. DAS is like having many small antennas throughout a building that work together to improve wireless signal strength and coverage. This solution is due for go-live in late 2024 and its deployment will be delivering a first-of-a-kind solution to provide the very best solution, and the ease of connectivity by simply using their existing phones and data plans; no registrations needed, no marketing opt-ins etc. Wi-Fi is not on the roadmap.**
- **Q) Transport issues for Liverpool FA Cup game – no discussion of bringing forward KO due to tube shutdown? Even by 15 minutes due to the 7pm 'shutdown' of the tube network?**
- **A) Tom McCann – That, unfortunately, is not within our gift. These things are determined by the broadcaster. Ultimately, broadcast determines kick off times. There was no request from the authorities, police or the council to bring the kick-off forward. Luckily, the strike didn't go ahead. Appreciate that a lots of things, largely outside of our control, contributed to that being a challenging evening.**
- **Q) Why has the stadium clock on the East Stand halfway line disappeared, while the West Stand version is still there?**
- **A) Tom McCann – This broke and was beyond economic repair so a decision was made not to replace. There are conversations around what we are going to do with the ribbon board, potentially that could go to LED like the ribbon boards on ground level. If it does, then obviously we wouldn't replace that clock with something like for like.**
- **Q) What is the process around upgrading members from Red to Silver? Do other factors other than position in the waiting list contribute? As I know of people who have had a Red Membership for a shorter period of time being upgraded first.**

- **A) Tom McCann – It's done purely on chronology, so anyone that's been upgraded that wasn't due to be upgraded would be very strange. We upgraded so few members last year because we're conscious of the pressure, particularly on tickets from Silver Members. We essentially operate a one in, one out policy but with renewals so high for Silver Members effectively there was a very small number of people that were upgraded.**
- **Josh Webley commented that he receives a lot of contact from supporters querying how long it takes to be upgraded to Silver Membership. Asked if the club has any information on that and what was the churn last season?**
- **Amy Trynka clarified that last season we didn't upgrade any Reds to Silver, we only upgraded Cannon Silvers to Silver. It is done on a per season basis based on churn. Churn last year was believed to be 99% for Silver Members. Amy Trynka to take away Josh's question and follow up with an email to him.**
- **Khali Parsons added that there are situations where a supporter thinks that another member has been incorrectly upgraded before them when they believe they have been waiting longer. Invariably, in those situations, the supporter has had a break in their membership in the last ten years or so. That's very common and if anyone wants to get in touch, we can share their record with them.**
- **Q) Few queries on stadium expansions again, extending seats through the burgundy gaps in the Lower Tier etc?**
- **A) Tom McCann – We would love to have more supporters come and watch Arsenal, but there are a lot of challenges around that as you can imagine. No current plans to expand our capacity. One final comment on atmosphere, we have a working group internally to look what we can do to help improve the atmosphere, but fan reps are encouraged to put forward any ideas that they have themselves or through their constituent bodies, i.e. the supporters they represent.**
- **Raymond Herlihy – We have not had a full stadium tifo for multiple seasons. I know that there are sustainability targets for the club to meet and I know that that is a high-profile topic, but it would be great to just take the plunge on that for at least one fixture before the end of the season. I know there is a lot of cost involved and many other factors there, but it would be good to see that the entire stadium decked out in a red and white display. One the occasions where we have been able to do it at the Emirates Stadium, the atmosphere at that fixture has been really boosted.**
- **Khali Parsons – We have an internal working group who are working with the team that deliver the match day experience. They're keen to talk to our fans and take on board feedback. All in attendance at our Fans Forum are**

valuable because they represent large groups of fans. In the next couple of weeks, we'll likely reach out so that we can start to put together a diverse and eclectic group of fans that can work with us.

- **Richard Smith asked why the club repeats the message on matchdays asking supporters not to stand as this is often ignored.**
- **Khali Parsons explained that we have to take all steps we can to address persistent standing and another poor behaviour. We are assessed by the SGSA which is a sports ground safety authority. We are also assessed by the council and by the Premier League. Our messaging that forms part of the strategy to address behaviours that shouldn't be happening i.e. persistent standing. It's one tool amongst many that we use to try and remind people of the impact of those around them. Stewards do intervene when it's safe to do so. The reporting text service that we operate is for any antisocial behaviour and challenges, not only for discrimination and abuse.**
- **Anne Hyde commented that our disabled supporters who are hard of hearing and deaf have found that having the signer at pitch side has made their experience so much better and they would like to thank the club for this.**
- **Linda Duffy asked whether the club has considered moving the Family Enclosure over into Block 31 and then putting the Red Members in Block 30 to aide with the issue of persistent standing which affects supporters in the Family Enclosure.**
- **Khali Parsons thanked Linda for her suggestion, commenting that we will take that under consideration.**

Khali Parsons (Fan Services Lead) Updates

- **Our new Safety Operations Director, Richard Greggs and Senior Event Safety & Operations Manager, Wills Payne are due to attend the next Fan Forum. They will be introducing themselves to the forum and will be available to answer questions relating to stadium management and safety operations.**
- **Premier League Fans Fund – Samir Singh (Inclusion Manager) presented at the last Fan Forum, and we invited feedback and suggestions. We've made two applications, one for the men's team fans and one for women's team fans. Our Community Team have put together a great proposal that incorporates the foodbank initiative, the Islington Ecology Centre at Gillespie Park and a project for fans volunteering days. We will be running cause-led tournaments, such as a football tournament for Gay Gooners, as well as visiting sessions with participants in the community to further strengthen the relationship between the community organization and the**

fan base. For the women's team fans, they have made an application that's relating to women's health – a shape-up project which includes 10-minute matchday health MOT's. Also, the shape up for women, which is a 12 week of health, fitness and weight loss which have been incredibly successful for male fans in the past. Finally, beginners' women's football and walking football initiative.

- Richard Stubbs queried if there has been enough publicity around the club's food bank initiative.
- Khali Parson's clarified that information about the food bank has been posted on our website, in pre-match emails to every match attending fan and in our matchday programme. Mark Brindle confirmed that the food bank will be in operation for every daytime game.
- Angus Moorat confirmed that for the Liverpool Premier League fixture Gay Gooners will promoting the cause. Liverpool will be making a donation as well.
- Draco Wang commented that the Premier League Fans Fund is designed to support underrepresented groups and tackle inequality. Can we form an EDI (Equality, Diversity, and Inclusion) focused fans forum to discuss all the initiatives and represent all minorities?
- Khali Parsons confirmed that we are working on forming an ESG (Environmental, Social, and Governance) group as suggested by Draco.
- Fan Rep Process & Elections – Mark Brindle confirmed that we've received some feedback, and we are going to take up the suggestion of having an Away Fans rep. We'll also be advertising for candidates for the three vacancies within the next couple of weeks. We will have open elections for those roles. Liam Patel (16-21 Rep), Darren Epstein (Gold Member), Ben Buckstone (Red Member), Richard Stubbs (Over 60's), Draco Wang (Ethnic Minorities) and Linda Duffy (Women) will be leaving their roles at the end of the season.

AOB

- Richard Smith – Can we advertise information about the food bank on the screens at half time?
- Liam Patel – Can we potentially look at offering a free matchday programme to supporters who donate a certain number of items to the food bank?
- Draco Wang – Can we ensure that minutes of the meetings are published on the website?

- **Khali Parsons confirmed that the minutes of the last Fan Forum are published on our website and that minutes from today's meeting will be uploaded as quickly as possible.**
- **Tom McCann – We are at present tracking to sell out the Arsenal Women's game against Manchester United. That will break our own record again and will be the first WSL game to sell out in main stadium.**

END OF MEETING