

Charlton Athletic Supporter Forum
Thursday, October 15th, 2026

Chairs:

LB – Lucy Bishop – Charlton Athletic Fan Advocate

Club representatives:

GC – Gavin Carter – Chairman, JB – Jon Blythe – Head of Operations, CS – Chris Samson – Head of Marketing, TR – Tom Rubashov – Head of External Relations, HJ – Hannah Jacobs – Fan Engagement Officer

Fan representatives:

HA – Heather Alderson – Charlton Athletic Supporters' Trust (CAST), AB – Alan Buhl – Charlton Athletic Disabled Supporters' Association (CADSA), ABA – Aiden Barrett – Armed Forces Addicks, MB – Michael Barrett – Armed Forces Addicks, LD – Lorraine Dean – Her Game Too, JD – Joseph Doran – Charlton Athletic U11s Fan Group, MG – Matthias Gerdes – German Addicks, 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, RW – Richard Whiskin – South West Addicks Group

Apologies:

Lewis Catt – Charlton Athletic Fan Advocate, David Wood – CASC West Country Branch

Ticketing

HA said supporters understand the need to maximise revenue and noted the recent State of the Game report but added there is a concern about ticket affordability amid ongoing cost-of-living pressures and wanted to raise the topic as a discussion point.

GC said affordability is one of the elements considered around ticketing, other elements include maximising revenues, the opportunity to create a better atmosphere, to create a better matchday experience. He said that the price of the football club playing in the higher tiers means that the price of a ticket is going to be higher, simply because the costs are higher and the loss rate of the football club this season will be higher than in previous seasons. GC said with regards to affordability, the club look to offer options and gave a few examples: specific games at a lower price, Family Bundles making it more affordable to come as a family. TR referenced the work the club has done around the Schools Partnership, giving future fans an affordable way into watching Charlton.

TR said that the discussion was useful and the club are working in consultation with the Stakeholder Advisory Board into next year's season ticket and matchday ticketing strategy.

GC added that the club have benchmarked pricing against other Championship clubs in London and the club aren't above the market in London. HA said that QPR are the most expensive in the country, GC referenced that London is the most expensive city in the country, so the club's costs are higher than clubs in other parts of the country.

JD and AH welcomed the Silver Saver package but wanted to make the club aware that the frequency of midweek games could make matchday packages a viable alternative to season tickets and they wanted to make sure the club was aware that it could detract from the value of season tickets with deals.

GC said with regards to affordability, the season ticket worked out at around £16.50 per game, which he said he hoped ticked an affordability box - although he acknowledged that the value was specifically tied into attending every game. He said attendance at and frequency of midweek games is a challenge for a lot of EFL clubs, especially with the increased international break, and is on the agenda at a lot of clubs across the league.

LL said it took longer than it should have for the Swedish Addicks to get a response on their ticketing access to an upcoming away game. He said he now had the tickets. CS said he would look into it.

Catering

HA said CAST have been getting a lot of feedback on the quality of the catering at The Valley. She acknowledged the detail in the club's recent response to CAST on the topic, [which can be seen by clicking here](#). She said it feels like it is taking a long time to sort out and suggested supporters with experience may be able to help with the progress. JB said the club were with their previous caterer for a number of years. He said there hasn't been much infrastructural improvement for a while. He said the club has got a new contractor who have come in and want to move things forward, but the current infrastructure isn't able to

deliver on it which caused problems around the first few games. He said a lot of that has been addressed and the team have been working hard behind the scenes on it. He said the new systems in place means the process is becoming much more data-driven to help with improvements. JB gave the example of issues they have had with beer cellar coolant, so the beer isn't coming through how one would expect the beer to because the cellars haven't had investment for years. He said those points are being addressed to get everything up to what he views are the bare minimum. He said once it is an acceptable standard then the club will focus on further improvements. He said he hoped supporters will be seeing gradual changes.

SL said he doesn't bother with half-time food or drink in the Alan Curbishley Stand because it is too busy. JB said the kiosks aren't built for the demand there is now, which is why improvements are needed and being made. He said the club have trialled elements such as pre-pour pints, fast pour options and with it being a new season there are new kiosk staff in place too, which hasn't helped as they've needed training. He said the focus is on using data to highlight issues and help bring down transaction times. He said there is investment now and changes are being made.

GC said the club has two outsourced partners - Levy who are the caterers and Asahi who have the pouring rights, with Levy looking after the staff that pour the beer. He said both the contracts have been contracts that were put in place when we were in League One and had half the matchday attendances. He said the Levy contract is being renegotiated, and the club will sign off significant infrastructural investment to go into the facilities which will help things like the beers staying cooler and the ovens being fit for purpose. He said the club are looking at holding Levy accountable for the quality. He said working with the Advisory Board there are a set of KPIs that will be made publicly available once finalised.

IW referenced there were issues at the start of last season and the club addressed them quickly and IW congratulated the club on the work done. He said it has gone the other way and that it is now really hard to get a drink and referenced staff at the bars need much better training. He referenced a payment issue at Saturday's game against Bristol City. JB said there was an issue with Mastercard on Saturday, which wasn't just specific to Charlton and the bar staff worked to make swift solutions. He said the issue has been resolved. GC and JB accepted the additional feedback and will follow up. JB said all the feedback helps and encouraged supporters to fill in post-match surveys and email fans@cafc.co.uk if they have issues.

IW said he didn't know why the club stopped serving London Pride. He also said he was eating in the Alan Curbishley Stand last season and the food was good but the individual outlet hasn't been there this season. JB said he would follow up.

JD referenced he didn't think the service was as good this season as it was last season after the improvements. RW highlighted the importance of staff training.

GC said that representatives from Levy and Asahi will attend Supporter Forums in future.

HA said Larry's Mobile Bar would like to be able to serve Charlton fans. She said that he hadn't heard anything back from the club. GC said the club have responded to him and said he can serve but commercial terms have not been agreed. He said the club have a position which is in line with the contracts with Asahi and Levy. JB said Levy are going back to him and it will be up to the individual if he wants to agree.

MG asked for a signed International Supporters' group meeting point in the Fans' Bar. JB said that would be fine and he'd sort.

Accessibility

AM said some handrails in the Alan Curbishley Stand have been done but he believes more are set to be done and asked when it would be completed. JB said there is a phased plan in place but investment has been prioritised elsewhere, which is why it wasn't installed this summer. JB said there is a plan to do more in the stand and then elsewhere in the stadium but that there isn't a timeline on it at the moment.

HA asked about rails in the West Stand around hospitality. JB said he didn't want to put a wall up, so he thought the handrail was a better solution for all.

AM asked about having more areas locally for disabled parking. JB said CADSA had looked into it but it fell through. AB said if anyone has any suggestions about potential parking locally then they should let CADSA know. JD said the club should look at shuttle options from different points, such as The O2, where there is parking. JB said the club are working hard with CADSA to find more parking options and would look into shuttle options.

AB asked for an update on disabled platforms in the away end. JB said the club have changed the process around away end tickets and are no longer getting any complaints from away disabled supporters.

Communications

HA asked for an update on plans for quick alerts to the control room in the case of emergency. JB said the initial company the club were speaking to were quoting a lot of money. HA enquired whether in the light of the project being initiated in response to the passing of Norman Barker, whether fan fundraising may play a role. JB clarified that unfortunately the sum was more than would be reasonable, so he is looking at alternative options.

A number of supporters highlighted issues hearing the main speakers in the Covered End Upper and Lower. Others sitting elsewhere said they didn't have the same issue. JB said he would look into it.

HA raised an issue around a camera gantry gate. She agreed to copy the individual into JB.

AB said there were parts of the matchday survey that were mandatory but didn't give options where options weren't applicable. CS said he'd look into it. *(Post meeting note: Post-match survey setup has been checked over and tested multiple times since the meeting. Non-mandatory questions have been in place all season and supporters don't have to answer them in order to submit the survey.)*

MB asked where he could fill in the post-match survey. CS said it is emailed a day after the game to season-ticket holders and those purchasing match tickets. He said a QR code for the survey is also in the programme and goes on the big screen.

IW said he was having numerous issues getting through to reception at The Valley. SL said he was having issues too. JB said the club have brought back a receptionist at The Valley but he'd look into any potential phone issues.

IW asked for earlier notification for Supporter Forum meetings. It was agreed notification would be two weeks in advance of the meeting.

IW asked about notification of fixtures for U21s games and asked for earlier notice. TR said the club have increased coverage of the U21s this season with more post-match interviews, earlier publications of previews and more social media content. He also referenced the club have brought back the Meet the Scholars series, [with the first in the series published during the meeting](#). He said sometimes games are changed later but that the club was looking at the internal process to ensure supporters are aware of new U21s fixtures as early as possible.

LL praised the club for contacting his group around player sponsorships. He said it was something he'd raised at the Supporters Forum in the past so was pleased to see the club acting on it. He asked if payment could be done in a different way to invoicing, so he could pay by card as he believed it would be simpler for all involved. TR said he would mention to the commercial team and pass on the positive feedback.

Supporter engagement

HA said within the Fan Engagement Plan it referenced about the club consulting the forum about how often the group should meet and whether the club would bring its own matchday and operational agenda items to the forum to scope solutions. The consensus that meeting once every six months wasn't regularly enough to ensure things move along in a timely fashion. It was agreed that the next forum would move forward from April to February. RW suggested a "You Said, We Did" page which the club will look at. A regular newsletter-style update was also discussed. There will be a follow-up on how these elements might work in the coming weeks.

JB said he's been in the role two-and-a-half years and the club and the meetings have come a long way since he started. JB said he looked at the agenda and the issues are now about how we become better which is a positive step. HA agreed and said there has been real progress, which is why maybe more meetings can help continue to move things along. LB and RW agreed that celebrating the successes of the group externally was something to be looked at.

HA, IW and JD all had questions on process for club attendees at supporters' group meetings. TR said that the club are hoping to send out a player appearance policy for supporter groups shortly.

JD to meet with Katie Cowling, Head of Ticketing and Fan Growth, and HJ around further work to create new supporters.

Next meeting

Thursday, February 25th, 2027