

WESTVIEW

To support the introduction of the new Westview concourse at Stamford Bridge, we conducted a review of our matchday experience, alongside an in-depth independent fan survey and consultation.

Over **450** minutes of conversation and feedback

with a representative sample of current WSU STHs.



WSU STHs feel more closely connected to each other than other stands, and majority of these STHs have

10+ year tenures

2 MAIN IMPROVEMENTS



Fans rated concourse facilities and higher quality of F&B as two of the three most important improvements they would like to see at Stamford Bridge

70%



70% of current season ticket holders in the West Stand Upper told us they are interested in an enhanced season ticket offering



6,452

Survey respondents

46 Consultation participants



60% of West Stand Upper season ticket holder respondents told us there is room for improvement in their current matchday experience

60%

75%



75% of fans in the West Stand Upper ranked view from the seat and view of a big screen as most important to their experience in the bowl

CLUB

CHELSEA

