



ARSENAL SUPPORTERS' TRUST

**Written Responses from AST members
to the Annual Survey
*May 2012***

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Question:

Further Comments on Ownership issues at Arsenal:



ARSENAL SUPPORTERS' TRUST

» I'm not particularly in love with the idea of David Dein returning but someone with his profile and willing to support the manager in closing transfers quickly is required.

» I just do not Kroenke has impressed on any level whatsoever.. he comes over badly, has not set out his vision for the club, does not seem even willing to invest the funds the club has internally generated, I'm all for self sustainability but there needs to be a balance and we are not even helping ourselves.. would say I'm disappointed but in fact I am just disillusioned by my club and its ownership and control..

» More shareholders but in same model as now. Ideally, have 15% of shares owned by AST

» I think the self-sustaining model is important, and I think that it's a source of pride for Arsenal supporters. But I also think that there could be a small injection of cash. I think Kroenke could use his connections here in America to raise Arsenal's profile in the United States. Why haven't Arsenal come to the U.S. to play a series of friendlies? I think Kroenke still owns the Saint Louis Rams of the NFL; could Arsenal use that high-profile team in the U.S. to raise Arsenal's profile? If there were a way that overseas members could inject cash directly into the club, I would do it in a heartbeat. Right now, we can't be members of fanshare.

» The board should admit to making a mistake with David and allow him back, he is part of our success and future. He loves the club dearly and understands us the fans.

» I believe in a self-sustaining model as I am a firm believer in long term strategy. In the future I am confident that Arsenal will distinguish themselves from other clubs that have short term strategies (Chelsea, City etc). However in order to protect our long term strategy we have to ensure that we maintain consistency through the club as a whole. Comparing Arsenal to Chelsea. If Chelsea have a bad season they reinvest in a new manager and a few more players. This is a continual short term strategy. Arsenal are different as we consistently perform well each season but never 'the best'. This is because we have a long term manager and decide to invest in younger players. My concern is that this will run out and we are closer to falling out the running than to winning the race. Although I believe in the self-sustaining model, I believe that Kroenke would do well to introduce some additional capital into the club as an incentive for some new players and to keep some older ones (RVP). All Arsenal have to do is win one trophy and the media, fans and players will believe again and suddenly the self-sustaining model becomes thriving rather than surviving.

» Having someone on the board who challenges/disagrees with consensus is a good thing. Debate brings better ideas.

» I think your questions are borne of your/ fans understandable frustrations on a model that is developed to safeguard Arsenal's future. And in unprecedented skewed times. On one hand the traditional sustaining sources of a football club are dropping due to very severe global financial problems, whilst the clubs winning trophies are spending 115% of revenues on salaries. I think Arsenal have delivered on a vast and unsettling project and remain stable, all things considered. We cannot compete for the major trophies YET. Give it time.

» We want to be able to compete with the elite clubs both on and off the pitch. how do the board hope to achieve this as we are falling behind.

Question:

Further Comments on Ownership issues at Arsenal:

- » Not 100% clear about either Kroenke or Usmanov's plans. What would happen if one of them was to sell to the other? What would happen if one of the dies?
- » I'm undecided on David Dein. I don't think there is any way back for him to be on the board. He burnt his bridges and made a fortune selling his stake to a man of disturbing history/ethics. However, no doubt the club, and Wenger, could benefit from him being involved on a non-executive level. Not sure that would work though.
- » Usmanov MUST be offered a seat on the board at once
- » Fans to have a vote on all ownership issues
- » Transparency on all aspects of the clubs plans along with dialouge is a must in the immediate future.
- » Ethos of club is now more about healthy balance sheets than winning trophies at board/ownership level, not matching the ambitions of supporters.
- » Younger board members needed and female representation
- » I am not the sort of person who wishes for that which is desirable but unreasonable or unattainable, so I am prepared to largely accept things as they are, but in principle do not wish for short term success at the expense of long term sustainability. In short I have no desire to see the club follow the Chelsea to Man City models.
- » Need wider involvement and representation, especially in terms of understanding transfer market and commitment to winning something!
- » Need to make sure that any money generated is used to buy players rather than on dividends.
- » My personal belief is that the ownership structure and management of Arsenal Football Club better than any other football club. In my opinion the most important thing is solvency and as long as the club continues to remain competitive in the top 4, there is no reason to change anything. As a Life Member of the AST, I find the constant attacks on the ownership structure and management of the Club by the AST disappointing. In particular, I think that Tim Payton's constant negative commentary, whether on Twitter or in the National Press to be deeply unhelpful. It is worth remembering that we finished behind only the top two in the league. This is despite a terrible start, no fit defenders for half the season and not receiving a single penalty at home all season. Rather than constantly attacking the Club over it's particularly well run management structure, perhaps AST would do a better job of supporting the Club by discussing how Arsenal can go through an entire season without getting a single penalty at home?
- » My interest in Arsenal in toto has declined since Kroenke assumed his silent majority stake and no serious pressure was put on the manager to change his ways

Question:

Further Comments on Ownership issues at Arsenal:

» Dein must come back. We must give usmanov a voice. We are in troubled times. I don't know how we managed to finish 3rd. This is thanks to AW. But it is clear that we are struggling. We need a fresh impetus into the running of the club. We have solutions waiting and we are not listening

» I think the board need to be more diverse and representative of the demographics of the supporters.

» I would like to see Arsenal collaborate with AST and supporter groups to mobilise new sources of finance to equip Arsenal with additional finance in a way that binds the club more closely to its supporters and lessens its dependence on oligarchs or remote foreign owners

» Arsenal need to aggressively pursue more commercial opportunities at both national and international level. Manchester United's 33 commercial deals make our 8 seem rather embarrassing. With more money coming in from the commercial wing it will enable us to compete in the transfer market, which in turn will help us to compete on the pitch. The extra revenue should also be used to subsidise tickets. Imagine a sponsorship deal with a company, let's say JVC, paying X amount and that amount being used solely to subsidise cheaper tickets with JVC then being able to use an advertising slogan such as , "JVC. Supporting Arsenal Supporters." In return JVC could have exclusive advertising within the Emirates, in and around the toilet, food and drink and betting areas. JVC could use one of the Arsenalisation walls to have a monthly "Arsenal Supporters Art" exhibition and similar events.

» Current board members should all step down.

» Red n white holdings are in my view an essential ingredient for a large cash injection into the club for the sustained competition that we will encounter next season. this is essential to ensure that we get into the side top top quality "world Class " players and not "potential" for the future which appears to be a future which is further and further away.

» I think David Dein has a fantastic relationship with Arsene Wenger and there is a big trust with both parties. David Dein is also Arsenal through and through and would always have the clubs best interests at heart.

» A virtual absent owner is not good. Kronke should appoint a strong experienced board member to be his very visible representative with a regular commitment to being present at matches and who can speak for him authoritatively when necessary. New Board members are required appointed by Kronke with the wide range of skills set out in one of the previous skills. David Dein would be a great addition. He has a proven track record and is Arsenal through and through. Arsenal's best days were when he worked with David Dein. The Russian should be on the board and encouraged to inject substantial additional capital in a rights issue. This would resolve the present problems of running a tight ship financial (with which I agree) but at the same time provide cash to enable us to compete for the top top players when needed to complete a super team.

» My answers to 11 reflect the skillsets needed in addition to what is already well represented by the executive team

» Just that open dialogue is crucial between two major shareholders. Failure to have dialogue of any kind will inevitably lead to a concentration toward each other rather than looking forward and outward in an Arsenal-benefitting way.

Question:

Further Comments on Ownership issues at Arsenal:

- » PHW is out of touch and shows disrespect to the supporters. He should go.
- » Stan Kroenke does not seem particularly interested in the club and seems to know nothing about football
- » I am strongly supportive of the view that custodianship of our club requires a view to the long term stability and sustainability of our club.
- » Fans should be encouraged to purchase shares. The club should put into place like our scheme where fans can make small monthly payments towards purchase of shares
- » Transparency with the supporters would be welcome. However private ownership means that this will never happen.
- » David Dein's experience in the transfer market and his skill in getting deals done would aid Arsene Wenger and take some of the pressure off him.
- » Why can't we receive donations from benefactors with a vested interest in the success of the club if it is their personal choice. This can be separate to the self sustaining model as it will be a donation but surely will be best placed to happen before the Financial Fair Play rules come into force. The board are slow to react and are lacking the dynamism to take Arsenal to the next level. For example I moved to Singapore last year and Asia is hungry for Arsenal to be successful, there are so many fans here and they need a reward of a trophy. There needs to be a 'speculate to accumulate' vision which is cautious but provides financial returns. Why is there no Arsenal shops in Asia? Singapore has a Man Utd shop and it is always full. Arsenal are just as popular but need to satisfy high spending casual fans, it's kept Man Utd at the top of world football for years.
- » A major shareholder like Usmanov must be represented. We must pull together.
- » Whilst in the ideal world it would be nice to continue on a self sustaining basis, we ARE being left behind by Man City and Chelsea, so I think it is time to let Usmanov put his money where his mouth is, and let's compete properly. After all, the price we pay for our season tickets etc, we the supporters deserve more.
- » I do believe that Kroenke should look to invest in the club. I am vehemently opposed to Arsenal being completely reliant on a benefactor, but I do believe that Kroenke could bridge the funding gap until the shirt and ground sponsorships can be renegotiated
- » As a bond holder who came to clubs assistance when is needed funds I feel more 'perks' should come the way of bondholders, ie; invite to functions like the 6th SEPERATE to any other membership ie trust, redaction
- » They just seem quite happy with the things are, and unless they inject money into transfers and players wages fourth is the best we can hope for as City United and Chelsea will take the best players, also do not know why we can't have 5 super contracts available to special players like RVP to match Chelsea and United wages.

Question:

Further Comments on Ownership issues at Arsenal:

» More openness from the board on transfers & contracts. Too much secrecy making the fan believe its the fault of the board all the time when we lose a good player.

» At present neither of the majority owners have actually put anything into the club. Just what is Kronke's reason for owning the club if not to make a profit?

» All shareholders should work together to strengthen the Club and use all resources to maximise performance. No credible reason has been given as to why R&W are denied a position on the Board although it is clear they would challenge the cosy status quo!

» Keep Ivan and Arsene

» As a season ticket holder, paying the highest prices for a ticket in the league, i am getting to breaking point and close to protest at the way our club is being run. A self sustaining money making entity, with no desire to challenge for any silverware. For the past three seasons we have continued to sell our best players at a mark up price, and I hope Van Persie isn't added to this list this summer. No significant investment is ever spent on buying the finished article now, and its quite simple really - invest in quality, win trophies. However, I feel completely detached from the board, and as though they really do not care for footballing success. A large bank balance seems to be success in their eyes. Are Kroenke and Gazidis really in touch with the values of Arsenal as they claim they are? Its just a smoke screen - we haven't won a trophy in 7 years. If we do not invest in significant quality this summer, I will be protesting next season. The board now need to know that we won't quietly accept being treated as fools, paying high prices, for mediocrity.

» I support Fanshare but if we want to compete we need extra cash. The American model seems to be make a profit, we want to win trophies, not the same thing. Mr Kroenke and Mr Gazidis seem happy with 3rd place. Most fans are not!

» The board have struggled without a deal-maker in the David Dein role since his departure. Is Richard Law up to the task? Someone to take the pressure off Wenger has to be a priority.

» A lot of my answers are based on UEFA not ensuring fiscal fair play is applied. If it is successfully introduced I would revise these replies to something more supportive of the present club management

» The owners need to ensure whatever profit the club makes is put straight back into ensuring the team is competitive at the highest level. We are here to compete and win not show profits

» I feel it is most important to retain plurality of ownership, and not to become a `trophy` of a single individual, with all the attendant problems that would arise when initial interest waned, and the Club packaged up for sale.

» Re question 12 David Dein is a fan firstly and did wonders for the club when he was here, BRING HIM BACK!!!!

» Bring back David Dein immediately

Question:

Further Comments on Ownership issues at Arsenal:

- » There has been no articulation of any kind of strategy or vision by Stan Kroenke. We need a clear statement of plans to further strengthen Arsenal Football Club, both on a short term basis and a long term basis.
- » Cannot have a silent shareholder as the biggest holder. He needs to be active otherwise what is the point?
- » Although I agree that fans should have a say in the club - some of the questions such as making it a “priority” to support fanshare are not the correct focus for the board. The involvement of Red & White and David Dein are also dependent upon them sharing the same views as the board - it important to have a shared vision to move the club forward rather than in-fighting and point scoring.
- » I also think Wenger has been there to long. The Arsenal defensive frailties is seen by everyone but him.
- » A clear decisive plan is required. At the moment there doesn't appear to be a plan or any structure.
- » Very disappointed by Kroenke's tenure so far, and not at all convinced by Gazidis' efforts either. Would happily see Dein offered any kind of role on the board, but feel the club would benefit most if he was able to continue in a similar position to which he held before.
- » An ownership should get a ballance between financial responsibility and footballing matters unlike at Arsenal where they seem to be at the other end of spectrum to Man City & Chelsea
- » Until Kroenke or Usmanov or rights issues are able to inject money into the club we will never be able to compete with the top clubs and will continue to fight the same old, same old battle to secure fourth or third place and be a feeder club for Man City.
- » I'm not sure why the old board sold their shares? If they had held them surely the club could have continued and with the stadium paid for and sold out each week surely it would have thrived?
- » I feel the board is completely out of touch with reality and the Arsenal Fans. Which represents unfairly on Arsene Wenger. The lack of leadership and direction is blindingly apparent. Without Arsene Wenger we would not have finished last season as strongly as we did. Investment is now needed more than ever. A marquee signing (like when we signed Dennis Bergkamp) would be a boost for the club and the fans. Although I have no faith what so ever that the Arsenal Board will recognise this and it would not surprise me if they end up selling RVP instead.
- » I think it's shameful that Usmanov hasn't been invited onto the board. The current board seems to be relying on FFP having a significant effect, but I have little faith that it will.
- » Regarding Fanshare- I like the idea but asking Kroenke to support it is too far. If Twitter is anything to go by, the vast majority of Arsenal “fans” are moronic and blinded by the success of clubs with rich benefactors. A situation whereby the club is influenced too much by the fans would be a bad thing. AST as a fan medium is a good thing, but fan ownership is not an ideal I believe in, past a certain extent. Regarding David Dein, he is not the answer. He served his purpose. We do need someone

Question:

Further Comments on Ownership issues at Arsenal:

with clout (with the FA/UEFA) and someone to drive the transfer policy. Just not him. We also need someone to drive revenue without milking the fans. I hope the new commercial deals will help in this regard but the board are totally disconnected with the reality of how much we pay. I cannot afford to loan a season ticket from another AST member anymore. At least, I hope they are disconnected rather than wilfully disregarding our struggles to come to games.

» We must put an end to overpaying mediocre players and losing our star performers. This may require a more flexible approach to transfers and finance than the rigid "sustainable" model. Orient have a sustainable model as well.

» I want Arsenal to be self-sustaining but I also believe the likes of Alisher Usmanov due to his shares holding should now be offered a place on the board at this, he is an astute business man and proven to be very successful and we could certainly do with someone like him on the board. I also believe that Peter Hill-Wood should step down even though he has been a great chairman and represented Arsenal to the best of his ability, we are all appreciative of what he has done for us but I think it is now time for someone else to take control. I am all for David Dein a proper out and out Arsenal man to be brought back on to the board and maybe even be offered the position of chairman. In the coming year's an Arsenal great in Thierry Henry will be retiring and I believe we should move to put him into a similar position that both Patrick Vieira and Zinedine Zidane hold at Manchester City and Real Madrid. All of the above will move our great club forward and help to keep us among the great clubs of European football and on the world stage.

» Just feel that this stand off between KSE & Usmanov group isn't good for the club and that the two sides should break the ice and try to form some sort of agreement if at all possible. I see no reason why Usmanov shouldn't have a seat on the board.

» Very simply the ownership of the club should be the hands of people who understand Arsenal, understand and can strike the balance between investment, sustainability to help create an environment where failure to mount a real challenge for the trophies on offer, given the prices being asked at the turnstile, should be seen as failure with appropriate accountability.

» In regard to the ownership / fanshare issues, I would definitely like to see more shares available to existing owners within the scheme, and also the Arsenal trust should have an option to expand its ownership.

» Wish they would stop dragging their feet it seems we are making 2 steps forward then 1 back

» The board should help support growth and investment in the club through Arsenal Fanshare to ensure supporters have a long term stake in the club's future.

» Usmanov should be invited to the board and we should hear his view about his thoughts and plans for the club

» Even though the board keep re-iterating the self-sustainable model rant. We have surplus revenue earned from transfer sales ie Fabregas and Nasri just to mention pre 2011/12 and yet still reluctant to spend this to invest in our team and in success of the club. Success in winning trophies also increases the marketability of the club greatly - I do not think the board respect this enough

» Feel Stan Kroenke has blocked our chance of an effective successful ownership, and will do nothing else. Self-sustainability needs no owner, it would be better to have a socio system if the goal is to balance the books. The board sold out yet stay

Question:

Further Comments on Ownership issues at Arsenal:

where they were, doing nothing. But they have taken hundreds of millions away from the club and into their own pockets that could have been partially used for competitive success, which is what the fans who actually sustain Arsenal want. I hope I am completely wrong, but the ownership and board seem to be a complete mess, or at best a state of well meaning ignorance. Imagine if they didn't have a totalitarian like Arsene Wenger running everything; we could go downhill very fast.

» Yes/No answers do not give one the chance to expand. Whilst I personally would like to see DD back I doubt that would happen without a radical change at the top. Whether or not IG could work with him is a matter for conjecture but of the two I know who I would prefer. Player acquisitions in DD day were spectacular, Wrighty, Dennis B, TH14, Bobby P and that has been sadly lacking since his departure. There are notable exceptions, the Verminator, Kos etc but the emphasis on youth has not worked and there has to be someone to place a size 9 at le derriere du Prof.

» Promote active, engaged & informed supporter-shareholders through Fanshare.

» It might be nice to see Stan Kroenke at a few more matches and I think it would be a good idea to have a supporter representative on the board. Red & White Holdings should at least have a seat on the board to stimulate debate on the club.

» They need to be more involved otherwise what's the point of them!!?

» Kroenke owns numerous sports franchises in US. None have demonstrated any sustained winning capability. It is not clear what his motives might be for owning any sports franchise, particularly one as capital-intensive as EPL. No question that more capital will be needed until UEFA enforces the revenue sustainability model.

» We need to use red and white Holdings ASAP before we get left behind.

» Who manages the Manager?

» A Rights issue is something that could be done, but a lot more discussion is required on the pros and cons of it. Without that, the only option is to say 'no'.

» Without knowing the board members day to day activities, it's hard to judge.

» Alisher Usmanov needs to be brought into the board immediately. Also David Dein should be brought in in any capacity.

» We definitely need to bring in at least 1 more director into Arsenal to bridge the gap between management and board level. At the moment there appears to be a major knowledge gap within our existing Board over the fundamental football issues that need to be tackled in order to make our club a true global leader and football brand.

» Kroenke's vision for the club is clear: it's to turn it in to a cash-generative business to ultimately enable dividends to be paid

Question:

Further Comments on Ownership issues at Arsenal:

» I think David Dein should be sed in some way I also think we should use Mr Usmanov and Ldy Bracewell-Smith with their business and contacts in Eastern Europe and Asia I also think we should have some younger members on board to join existing members.

» Kroenke has not stated his intentions at Arsenal, has done nothing...

» The comments Peter Hill-Woods made about the fans that companied, due to the major price increase of the season ticket, was unforgivable. If he was in a public sector job he would have been sacked on the spot almost.

» Current directors only intersted in themselves ot the club or supporters hence sale of shares to kroenke with AFC appar- ently paying take over costs and inept directors keeping their positions and in the case of Gazidis paid 100 times his worth

» Before the Kroenke take-over, the Board should have set up a Supporters Share Scheme for eventual Supporters' Owner- ship of the Club. Howver they had no real vision but there is no reason why it cannot go ahead now.

» Mr. Kroenke has been a failure as owner of Arsenal. He simply does not appear to carry about anything other than his im- mediate profits. He's a short-term thinker and lacks any real vision. The same, of course, should be said for Mr Hill-Wood and his cronies on the Board.

» If the Club is satisfied with current model and thought, then they aren't pushing, evolving the brand. Must embrace change, new ideas and unfamiliar people.

» Even I've answered yes, I think maybe DD's age may be an issue with this now

» Would like to see the Fanshare Scheme opened to overseas' members

» Watching Abramovich at the CL final showed his passion and link with the players. Kroenke has attended very few games. He is an absentee owner

» No view has been ticked where it is not possible to give a simple yes or no answer

» I dont think its right that the second biggest shareholder is not on the board.

» I dont think its right that the second major shareholder has not got a place on the board.

» I think Kroenke is a professional sports franchise investor who is in to make money. I would prefer Usmanov who is an Arsenal fan and who is happy to subscribe large amounts of money for new shares (not as a repayable loan) and this would enable Arsenal to competye with the Man City's and Chelsea's in the transfer market and to pay the same level of salaries that

Question:

Further Comments on Ownership issues at Arsenal:

other clubs are able to pay.

» The two dominant owners should invest money into the playing squad. We cannot compete under the present model.

» I think we need new young members who know about our great club communicate better I think we should also use David Dein and Mr Usmanov in some way as with Lady Bracewell-Smith but also let current board members see out the dream of the Emirates experience. Mr Kroenke needs to speak more or get a representative to sit on board and push this club back to the top everything is in place if we are taken in the right direction for years of success.

» It's Stan's club, not Usmanov's. But Wenger needs support and that includes executive directors who feel strong enough to argue with him. And all the money has gone into shareholders' and ex-shareholders' pockets, not into the team. Result: zero triumphs since 2005; feeder club for Man City

» Mr Kroenke needs more visibility and hands on. If he cannot spend time in UK than we need a more visible Chairman who is action packed.

» It would be nice if some of the money went into the club instead of just into the pockets of previous shareholders. It would also be good if more fans could be involved in the ownership, so raising money by selling new shares is something I would support. I also think that there needs to be some kind of football executive handling transfer and wage negotiations, to allow Wenger to concentrate on what he does best. I am not entirely convinced that David Dein is the best person for the job, due to his chequered history, but I have no-one else in mind.

» There seems a complete lack of leadership and vision at board level and above and too much deference and power given to one man, the manager Arsene Wenger. He seems to have carte blanche to do what he likes and due to a lack of strength and football knowledge at board level no one to help him and more importantly challenge him and review/revise a football strategy that by Arsenal's standards has been a dismal failure over the past 7/8 years.

» Absolutely David Dein MUST be brought back to the club he loves

» THE SOONER WE GET DEAN BACK THE BETTER HILL WOOD IS PAST HIS SELL BY DATE AND WE NEED dd back as he understands the transfer amrket and is a good friend of aw.

» It is not doing the club any good if Mr Kronke does not want to invest in the club. He just wants capital appreciation which doesn't help us compete with man city etc

» Mr Kronke does not seem very proactive in the overall management of the club. It appears that he views Arsenal Football Club as some kind of benign investment. What was the point of his assuming control?

» The owner(s) should be emotionally invloved with the club as well as seeing it as part of a business portfolio. Unfortunately Silent Stan has proved by his lack of attendance that this is not the case.

Question:

Further Comments on Ownership issues at Arsenal:

» Personally I don't feel Arsenal, or any football club, should belong to an individual or company. Therefore I am opposed to Kroenke's ownership on principle. But, given his anonymity and lack of investment, I fear the purchase was one designed to cultivate a cash-cow only, with no genuine interest in the competitiveness, tradition or development of the club.

» Whilst we self sustain, in view of so called financial fair play, we cannot compete with clubs that dont abide by either of those factors.,

» Question on Arsenal's inability to compete in the transfer market and retain our best players since the move to the Emirates stadium. Obviously, our spending power has increased but our willingness to spend has dropped.

» Totally disillusioned after being promised greater financial competitiveness in moving to a new stadium. We seel our best players because they don't share the vision of the club

» our owner is not UK based no Board member with executive power all Directors over 60. Younger blood required

» KSE likely to be bad owners of the club. Not engaged, ignoran about footballt and only here to make money. To be honest the Russian may well be a better owner

» The Arsenal owners should have the clubs interests made a priority and not worry about increasing their own bank accounts.

» It is very difficult for me to comment on the requirements for change at board level without understanding the factors which have led to fans' (and key players') frustrations with performance and lack of investment. I would like to say that David Dein is the answer to this, but it is hard to say for certain without knowing what is going wrong in the first place. I do think there are issues that need to be addressed, but the club seems quite opaque in its business management.

» Kroenke owes it to the fans to tell us his plans for the club. His performance at the AGM was embarassing.

» If Dein cared about arsenal he wouldn't have sold his shares

» It is an absolute scandal that Kroenke has been allowed to own Arsenal for the length of time he has and generally show nothing but contempt for it's fans in his silence and lack of involvement. Love him or hate him Usmanov has made positive statements and suggested good ideas.

» It's a repeated opinion amongst fans that the Club / Arsene may benefit from a David Dein like character being involved again - an arsenal man, someone with global contacts, knowledge about the game and someone who can sensibly challenge views/decisions of others!

» Since Dein has been off the board silverware has been missing from the cabinet.

Question:

Further Comments on Ownership issues at Arsenal:

» I would like to see an owner of Arsenal FC who understands football and whats needed in our game and for our club, and not a baseball fan who knows nothing about the game

» we have an owner who gives the impression he does not need to explain anything to anyone or acknowledge the concerns of other shareholders and fans. He seems to have an its mine if i ignore you you'll go away strategy.

» All current Board members should be sacked. David Dein should be appointed as Chairman.

» I do not view getting into the realms of quick fix cash injections as sensible, particularly in light of financial fair play. Arsenal's direction is not dominated by a single individual and that is healthy. Yielding to a desire for significant external cash injections would significantly change this dynamic

» We need a board that challenges the manager on footballing and performance. Impression is that Wenger runs the entire club.

» My issue with Kroenke's continued absence and silence is that it seems to have left a power vacuum at the club. As he has limited knowledge of football, or interest from what I can see, I don't expect him to come in and take a hands on approach. But someone should. As it stands there appears to be a power struggle between Arsene Wenger and Ivan Gazidas, created in part by the clubs decision to let Arsene Wenger have a say in who his boss is. If Kroenke isn't going to address this issue to ensure that a plan for the future of the club is not only created but executed efficiently then calls for Usmanov to join the board or even buy out Kroenke will grow. The coming season is a massive one for the club as it's the last chance they'll have to secure significant silverware to aid in sponsorship negotiations. We simply can not afford to have another summer like we did last year or a league campaign to stall as embarassingly as recent seasons have.

» it is totally unacceptable to have a major shareholder who appears to have little impetus in club affairs

» All Board members should have a shareholding even if only through Fanshare. Fanshare should be enabled to contribute direct to Arsenal by purchasing new shares at the most recent Market price (ie circa £15k). David Dein should be Chair but all this should be conditional on his son NOT representing Arsenal players as an agent. Finally I would like Arsene Wenger to be appointed Director of Football on the Board (which would leave a vacancy for Manager and first team coach).

» The Owners Should pay all outstanding debt to enable Arsenal FC to spend all excess income on the squad, thereby maintaining the self-sustaining model.

» I think the "apathy" between the 2 main shareholders is very unhealthy. This seems to stem historically to personality clashes from way back. They should now move on. Whilst not expecting an "Abramovich" style investment. The wealth of the main shareholders should allow at least a minoe investment

» I believe everything is very hidden about what is going on finacialy at arsenal and how much we can spend on improving the club, the least they could do is inform arsenal trust about targets to help supporters

Question:

Further Comments on Ownership issues at Arsenal:

» I believe that is important that Stan Kroenke as majority shareholder should outline his vision for Arsenal football club through statements and interviews on the Club website and through meetings with Fans groups such as the AST, AISA, Red Action, etc.

» Need more board commitment to win trophies and establish the club as a world leader and subsequently grow revenue and income from international markets

» Unbelievable that someone who owns almost 30% of the club is declined a place on the board! Quite what SK thinks Uly would do that is so terrible I don't know, but it would do his popularity several favours and quell one area of fan concern to offer him (or a representative) a role within the club.

» I will be severely disappointed in the AST if you actually go to Arsenal with a line of thinking that Hill-Wood is unfit and Dein needs to be reinstated. I think you should focus on maintaining things like fan share. It would be great if it could be extended to overseas supporters as well. I think you destroy the credibility of the AST to achieve these positive goals when you start demanding a vision and money from Kroenke, telling Mr. Hill-Wood to resign, and thinking misty-eyed nostalgic about Dein - a man who has personally enriched himself in the process of bringing to would be full owners into the club. Especially when you consider the character of Mr. Usmanov.

» Interested in Kroenkes overall goal - profit from selling up, or profit from owning successful sporting venture as part of his portfolio

» Two points: (1) With City and Chelsea hoovering up the top players we will struggle to compete on the current funding model. We have a ready-made billionaire shareholder who's just made \$2bn on facebook and it's in our (the club and supporters') interest to tap that cash, even though the majority owner doesn't like the idea. (2) We need to stop obsessing over David Dein. The club needs younger directors with football backgrounds, but it muddies the waters and creates resistance to the general concept within the club if people keep harking back to DD.

» Red and white holdings should be offered a place on the board with DD becoming CEO, i.e. replacing Ivan Gazidis

» I do think more shares should be issued to widen the ownership of Arsenal

» Dein was a major loss. GET HIM BACK! And, we do not simply self-sustain but operate below potential budget!

» Sold his shares to gain maximum value, should not be allowed back

» To say I am disappointed is a huge understatement. There are personnel on the board at Arsenal who may as well be invisible in the role they play. Serious lack of communication with the fans who pay the salaries and the Owner cares little for where the club is heading.

» Whilst I may not appreciate Usmanov as a person, he is a major shareholder in the Club and as such should be respected by giving him a position on the Board. We speak of honor and marginalizing a man is not honorable; I would have thought

Question:

Further Comments on Ownership issues at Arsenal:

Kroenke would recognize that after Hill-Wood's infamous 'We don't want his sort' comment. Further, I believe that we need David Dein back in the Club. He was removed for orchestrating the sale to Kroenke, ironically. Whilst I don't agree with his actions of selling his shares to Red&White, I do understand the psychology and politics behind it. Bring David Dein back; remove Hill-Wood who is and has not been a properly functioning chair for years; and give Usmanov a seat on the board.

» the owner must attend matches and communicates with the supporters

» a senior figure such as Bob Wilson seems an ideal fit, on behalf of supporters

» I'd like it if the owner actually turned up to matches and gave the impression that the club was more than just a hobby to him

» We have moved with the times with the new stadium. However when it comes to bringing in new players we seem to be behind with the youth policy compared to other clubs. Wenger has too much power in the decision making.

» Found q 10 hard to prioritise, my personal view is to allow red and white to sit on board, have Dein back in charge of transfers and contracts, gazidis can concentrate on business model, commercial and marketing. As a whole the old guard (hill wood, friar, etc) and dein would represent the values of the club and hopefully the feelings of the fans. In an ideal world there would be some kind of fan representation on the board.

» AST should be invited to be a Board Member, particularly given it's growing FanShare holding. Kroenke and the Board to loosen the purse strings somewhat. A Rights Issue would also support a pluralistic Ownership Model whilst generating capital

» I am very wary of Alisher Usmanov's background and the club should exercise great care if they are to involve him more closely.

» We need our owners/ leaders to be as ambitious for regular top trophy success as the leaders of the other top clubs and find ways to source the required finances, or we will be excepting second best.

» More clarity re ownership would be nice and for me tradition is important

» The ownership groups should not affect the make up of the board. Red and White hold enough shares to be represented at board level, provided they make a constructive contribution. The club should make use of past players/managers who have influence within the game e.g. the way Bayern Munich, Real Madrid etc use their former players.

» Ownership brings responsibilities. Communication skills are also crucial.

» FFP seems to be being ignored red and white should be invited on and both owners should put money into the club not other shareholders pockets

Question:

Further Comments on Ownership issues at Arsenal:

- » I wonder is US owners fully understand that the EPL is the NFL or MLB. We have multiple football clubs in many cities, promotion and relegation and lots of other ways for fans to spend their money. Yet the US owners seem content to take the money and hope for the best after their initial investment. I really hope that doesn't happen at Arsenal as it has at Villa.
-
- » Whilst I believe it should be a self-sustaining model, Kroenke should be injecting far more equity. He appears to be injecting none.
-
- » I would not wish for Arsenal to be in massive debt to a benefactor. Although Hill-Wood is not effective, his family has a long tradition with the club and it would be a shame to remove all old links for the club. I want Arsenal to spend the money they earn, and I do not think the manager does this, or has done this in previous years. Lets hope this changes this year, or RVP will be RIP.
-
- » The lack of sufficient investment in the team has seen us move from title contenders to fighting out at 3rd to 5th. The prices and game has moved on and we will not always be able to shop in the bargain bucket basement. The failure of the board to recognise that they are required to commit funds or bring in outside investment, beyond the revenues of the club, has seen us loose pace. By the time our revenues are sufficient to let us compete with the big guns, where will we be?
-
- » Generally ok with the ownership but maybe a bit more transparency from board level about the state of affairs on the pitch and where they want the club to go or not. See whether or not they match the supporters ambition on the pitch as well as maintaining what on the whole is a good business model or if the business side of it is more important to the board.
-
- » Owner needs to be honest. Do we compete with City, United, Barcelona & Real Madrid, which means we need more money, or do we settle for 2nd best and accept we're a feeder club for the big boys. Wenger needs to be seriously challenged by the owner, as his strategies no longer works in the new world of mega-money benefactors.
-
- » Red and white holdings MUST be brought in. 30% ownership and no comment on the running of the business. David Dein with the person he is, the doors he opens must be brought back in. Arsene is a good friend of his still and this partnership can only be good for Arsenal as a whole.
-
- » Quickly please!
-
- » I do not think a dividend should be paid to shareholders.
-
- » Just how can you have a 30% shareholder seeing outside of the board and the market place has changed and we will be left behind if we dont hold onto players and start winning cups and also we will lose new fans whose parents are not AFC fans are these type of fans become supporters when they are young of succesful teams and this means we could lose a generation of supporters.
-
- » A shake up is badly needed at the top. It has gone stale. Hill-Wood has given good service but he is out of date & living in another bygone world. Until he moves aside and Usmanov or Dein are allowed back in we will never be able to compete.
-

Question:

Further Comments on Ownership issues at Arsenal:

» Stan Kroenke should be more proactive in his strategy for the club and explore options for additional funding to raise the calibre of the squad

» Kronke is the worst case scenario as an owner, because he has wrong mission in his head - he wants Arsene Wenger to work instead of Arsenal to win.

» You asked if I preferred a benefactor model or a sustainable model of ownership. I believe there is a middle ground in that I would like to see a sustainable model where a larger portion of the profits be spent on developing the team rather than the current trend of hoarding money, or at least it appears that way. I would like to see somebody on the board that can be more ruthless with this squad releasing and or selling players that are surplus to requirement. It seems to me that our heavy wage bill is weighing us down rather than whether or not we have a benefactor injecting money

» Ownership is out of our hands. The ideas suggested above, such as cash injections and bringing back David Dein are fuelled by disgruntled investors who can't come to terms that the club is not, presently, available for take over by them.

» I think it is the AST that should review it's board and it's priorities.

Question:

Further Comments on Off-Field Issues at Arsenal:



ARSENAL SUPPORTERS' TRUST

» Look ticket prices are too high for the average fan. This is directly linked to the decision to go with a self sustaining business model. With Manchester City and Chelsea breaking the rules Arsenal have to be able to access extra funds without killing their fans financially.

» Re Gazidis where do you start, he is a politician doing an average job trying to keep everyone happy, the tail does seem to be wagging the dog with regard to his relationship with Wenger, his ability to up our copmmercial side has been suspect and I guess we'll see in next eighteen months how he progresses there.. his Arsenalisation initiative to an extent has been good but his assertion that "Arsenal should not settle for second place" just sounds hollow.. re the rest of "board" and PHW I despair except for Ken Friar who has put in the hard yards over the years but isnt getting any younger..

» Need to focus on international marketing...I see man u, man city, Chelsea, even Liverpool all over the US, but never arsenal.

» I've never been to an Arsenal game, nor am I a season ticket holder. So I can't really discuss ticket prices. But via my connections with fans in the UK, I know that the rise in ticket prices last season was annoying.

» Only attend one game per year due to price. Although Arsenal are very expensive the reason for only attending 1 game per year is non-specific to Arsenal as I believe there is too much money in the game in general.

» I think with the exception of ticket prices, Arsenal very much looks after and stands up for the interests of its supporters. Ticket prices are far too expensive though...

» We always seem to lag behind others ie far east pre season tour should have been started years ago

» watching Arsenal is very expensive and is a major contributing factor to the club losing its core values. The club is out pricing itself. Would fans mind paying the prices if the club showed an interest in investing its main business, players

» Gazidis is ultimately a stooge for the two people that control Arsenal - Kroenke and Wenger. He has no real power to do his job.

» You can't expect supporters to pay high ticket prices without high quality players on the pitch

» Arsenal is the only club where I am unable to obtain a concessionary ticket in general seating areas.

» On the season ticket issue I feel that both the club and the AST should make a bigger media response to 'value for money' issues as I do not feel the media compares like with like when saying that Arsenal have the most expensive season tickets. Friends at Spurs (only 2 cup ties inc in ticket inc Carling Cup) and Chelsea (no cup ties inc) pay far more over an average season for equivalent seats than we do.

» I understand and actually admire the business model - I'm just not sure that within the current context it's sustainable with support and players haemoraging from the club. You see a lot of kids and foreign visitors in London in Chelsea shirts - far, far fewer in Arsenal shirts.

Question:

Further Comments on Off-Field Issues at Arsenal:

» Atmosphere needs dramatic improvement. Club should be at forefront of terraces. We are big enough to drive this. Away fans should be in upper tier. North bank should be free seating (if not standing). This will identify the real fans. There is proof (Milan, spurs, man city) this season that the fans can make a good atmosphere if the situation is right. This needs building on. Rearrange the ticketing now. Move people. It will be worth the pain

» I would like see more community involvement. Also as the parent of a child with autism perhaps some sort of disability development scheme.

» I find the increasing negativity of many supporters troubling. They seem to behave as if they are entitled to see their team win whenever they are at home, and not to understand the essence of sport which means winning is difficult. We have to find a better way of managing their expectations to avoid a cycle of booing and demoralisation

» Away fans should be placed in the upper tier in more expensive seats and our own fans should have the current away section at a cheaper rate. I travel away to many games and more often than not, we are put in the worst seats available because the club we are visiting values its own fans rather than the visiting fans. The Arsenal board should reward us loyal fans by allowing us to have the better seats in the lower tier in our own stadium and not be forced to sit at the back paying extortionate prices where you cannot even make out the player that has the ball.

» I had a box at the Emirates for the first three seasons and was very dismayed by the extremely high charges for entertainment. Whilst Delaware were responsible for the charges and needed to recoup their investment, to be charged £17.50 for a child's fish fingers and chips, as I was charged is considered OTT.

» David Dein needs to return...end of. Arsene Wenger needs to be left to concentrate on footballing affairs solely and we need to get Arsenal back to where they belong. It's great bedding in youngsters, but Arsenal have always had great experienced leaders in the ranks- where are they now. We let Patrick Vieira, Sol Campbell, Robert Pires go far too early and for what...to save a couple of quid on wages by bringing in youngsters.

» Impressed with Arsenal Player service available to Red Members at no additional cost. Club should be commended for refunding fans who attended "the 8-2" at Old Trafford. Ticket prices are extortionate and I don't agree with the "category" pricing system; bore draws against Chelsea and City are some of the worst games I've watched in the past couple of seasons and I paid £71 for the privilege...

» I think in everything but ticket price, Arsenal leads the way with Premier League clubs. Tickets are just too expensive.

» FIFA should be pressed to enforce a rule that 25% of any extra TV income should be used to subsidise the cost of the cheaper seats. The cost of attending all Arsenal home matches for a man with just one child is very expensive. See the empty seats at so many other grounds when the TV cameras are there.

» Please note that my value comparisons regarding AFC ticket prices are in comparison with other professional sports team ticket prices in the US and NOT in comparison to other football teams in the EPL.

Question:

Further Comments on Off-Field Issues at Arsenal:

» Because of the high prices we pay, the perceived value for money is always going to be felt in results on the pitch. As long as the club never lose sight of that, and that investment in the squad is paramount then the board will be backed (largely) I think. But while competition for places at the top table in European football remains so fierce and the fine margins that exist, it's paramount the commercial deals that are struck (and renegotiated) soften the necessity to create revenue through prize money.

» This season the standard of Football has been poor value for money. Games were substandard

» While the club has been held back by some of the long-term deals in place commercially because of the stadium, there is a complete lack of vision and clarity in the commercial planning within the company. There isn't a single customer or fan database, no commercial planning and a highly short-sighted technology strategy. It's run as an amateur business. Given that the club has clearly made it known that it is a business, it underperforms against any other customer lead event business. Ultimately, both on and off the field, the buck stops with the CEO. Revenues have not grown sufficiently, the football performance of the club has decreased since his arrival and a lack of honesty about the future of the club doesn't exist. Gazidis needs to accept his share of the responsibility of this.

» Gazidis comes across as a 'yes man' he doesn't instill confidence. Where is the commercial expansion into North America? He should be building a team to run the commercial arm of Arsenal like a corporation, not a tea shop, very slow to react to global trends and market conditions. No originality and failed (in the most part) in the transfer market.

» Going to the Emirates tends to be boring and expensive so I only went to one game this season. Working with supporters group to ensure there's more noise, music and chants at the Stadium would be a start. Though the club seems more concerned about bringing in prawn cocktails diners than actually generate a real atmosphere at the ground.

» I have answered yes to the value for money question as I believe £985 to be good value for 25 games. If you compare it to our London peers it is good value, and works out cheaper than most away games with significantly better facilities

» Food quality and service still poor at the outlets in the lower tier stands.

» Lack of commercial revenues are holding the Club back. Surely no more can be squeezed from the supporters!

» We need Ivan's leadership...

» Should be concession priced tickets in all stands not just family enclosure. Why do we have to pay other club's 'category A' prices for away matches when it's a 'category B' game for us?

» The interest of the supporter is simple - win silverware, and enjoy following the team. I have found that since 2005 I have been getting more despondent, and frustrated with Arsenal year on year. So, are Arsenal in touch with the interests of the fans? No, we haven't won a trophy in 7 years and pay the highest prices in the country.

» RE Q18: Would I want to be like city - who effectively won the lottery? No. Would i want to be like united - who effectively used their credit cards? No. Would i want to be like liverpool - who effectively stole their mums credit card only to buy stupid

Question:

Further Comments on Off-Field Issues at Arsenal:

worthless stuff? No. Would i like to be like chelsea - who effectively stole the money? No. Would i like to be like spurs...? silly question. IN THEORY we do it the way it should be done, but we could still do it better. Not different, but better. I have taken the word "interests" in the question to mean the fans perception of what we spend and who we spend it on. Along with an explanation why we have spent what we spent. Asking the "compared to other clubs" question is a little unfair. It shouldnt matter. We are the arsenal. We do it our way. And most of the time we do it better then the rest.

» Not sure how the new ticket policies will work out yet but why are there handling charges for tickets bought on the internet? Why can't we sell/buy tickets on the exchange on the day of the match?

» Ticket prices are simply too high and are ever more unaffordable, but it will take empty seats - of which there have been a number - until the situation changes. Sponsorship and commercial deals are improving under Gazidis, though, but he is hamstrung by those deals agreed to pay off the stadium. All clubs are struggling to stand up for the interests of their supporters, not just AFC.

» We have disinvested in the squad every year for about 15 years. I would estimate our net spend on players (i.e net transfers) is worse than virtually any other team in world football - i.e. we continually sell more than we buy, every year, for big money. No doubt this summer will be the same - sell RVP and a few others, and reinvest maybe 50-60% of it. The truth of the matter is that the supporters are paying off the debts of the club for the sole benefit of the shareholders. We have made quite a few people alot of money over the last 15 years, whilst the quality of the playing team has slowly got worse and worse

» I would like more vocal passion in supporting arsenal rather than trying to be too PC on match days

» Unfortunately as I live in Guernsey I can't get to any games.

» AFC take fans for granted with regard tickets. Another poor season will see sales dropping off

» A bug bear for me is the complete lack of comments on transfers yet they have a media watch section on the website full of speculation.

» Too much emphasis on finance not enough on football

» The club should concentrate on growing commercial revenue.

» My answer to Q18 reflects my lack of knowledge of what other clubs do, so didn't feel comfortable in saying whether Arsenal are better or worse. Overall I feel the board is ineffective, particularly in its management of Wenger.

» They milk us dry. It's shameful. Even ignoring the on-field aspect, we don't get value for money. The tickets are too expensive, the food and drink is ridiculously overpriced and served by idiots. And it always runs out and shuts too early. The atmosphere in the ground has been decimated by the influx of a large proportion of corporate and foreign (primarily Asian) attendees. I don't know where they get the tickets. Having a global fanbase is wonderful, but at the games there seems to be a revolving

Question:

Further Comments on Off-Field Issues at Arsenal:

carousel of foreign groups (pockets of 4) taking up large proportions of seats for every game. While this is good on the one hand, on the other it means no atmosphere as they don't sing or clap. The club is happy though as I always see them with hundreds of pounds worth of merchandise from the Arsenal shop. The club could do simple things, like ask fans to be seated before kick off, or ask us to sing over the tannoy before a game. Basically the whole atmosphere is anodyne and could really be from any club in football (except only really us, as only we are that corporate friendly). The club needs to shift away from milking the fans and onto milking tv and sponsorship.

» I believe the prices inside the stadium need to be reviewed and lowered considerably. Not just from a personal view I also feel the prices are stopping fans from spending money inside the stadium and forcing them to use outside vendors around the local area and outside the stadium. More should be being done to entice supports inside the stadium to spend there money with cheaper food and refreshments aswell as offers. I also feel live entertainment inside the stadium will improve the atmosphere inside and subsequently on the terraces.

» I am a RM since 2004 (& hold a SM also) Firstly, I agree 100% that STH should receive preferential treatment, & my comments are no way a slight on them. They pay big money & deserve every perk that goes with it. I do feel however that the club should try & implement some sort of loyalty points scheme for RM especially. More often than not, they are left to fight over the very expensive tickets in the upper tiers, which in my opinion are the poorest seats in the stadium. You get credits for away games, why not home games? For example, get to 10 credits, & you can use your RM as a SM for a game of your choosing. I appreciate that this will be difficult to implement. But there are countless people with SM that do not use them, saving them only for the big games. I am not advocating the club takes these memberships away from people that don't use them. But if RMs are actively going to games, I don't think it's fair that a SM can rock up once or twice a season for a couple of big games, at the expense of a RM who's been going all season. I don't really know what the answer is, but reward by attendance should be looked at (if possible.)

» Ticket prices are far too high

» We pay more than most other supporters in the world for our tickets yet, Wenger and the board continue to overpay average players. The acquisition of the likes of Squillacci, Park, et al and continuing to pay the likes of Denilson, Bendtner and Vela makes me believe I am not getting value for money.

» We pay elite prices to watch good but not elite players.

» We are treated as meal tickets.

» Cup tickets should be optional, not included in price of season ticket

» On 18, I beleive that despite considerable efforts to improve the atmosphere at the stadium and that there is also clear evidence that they are starting to take on board views of fans through better dialogue with a number of groups, I think that too many fan groups helps cloud the issues and that the scale of AFC limits it from doing things that smaller clubs may be able to do.

» There should be a group of fans that are regularly bringing huge banners to games and flags as well...the atmosphere at the emirates tends sometimes to be a family picnic one as opposed to a religious gathering of football fans (such as Anfield for instance)

Question:

Further Comments on Off-Field Issues at Arsenal:

» The catering at the ground is a disgrace, poor quality, poor service & west end prices. I very reluctantly use these services, whereas they were part of my matchday.

» The club have acted with arrogance towards its supporters in the past 5-6 years. The fans have not been engaged in some key decisions whilst events such as the AGM have been censored orchestrated affairs. There seems to be no strategy on transfers and the effectiveness to close deals seems extremely poor.

» We need someone separate dealing with transfers other than AW, of course his choices but the actual involvement in negotiations should be transacted by an executive specialised in this field. We missed out on Cahill and Mata (to name a few) who now have CL winners medals. Both players could have been at the Arsenal if we hadn't been so tight with a million or two!

» The stadium is excellent, so I expect high prices. But lack of investment when obviously needed diminishes whole point of the tickets. Some initiatives have been very good - the arsenalisation of the stadium works for me. But we don't have the football community clout we had with David Dein. Most of all, I hate how we have away fans around us on European nights. I'm next to them and I think the club has been very lucky that nothing major has happened yet. Circumstances have helped diffuse situations, but my view is they are being blind to an important issue. And this shows a lack of regard for their own fans. On other points: information to fans, I can understand being limited; that's normal. But I think the stadium atmosphere created by the fans themselves should bear a lot of criticism as well. And we should look at ourselves as much as at any other factor.

» I am unable to comment on Q.18 as I have no idea. I do not believe supporters are getting value for money when the ticket prices go up and the playing standard is inconsistent.

» PL ticket prices generally are a complete rip-off.

» Can't understand why there are not reduced prices for students and even more so for OAP's other clubs have reductions

» Poor return, on success to prices, playing staff ratios!!

» More capital is needed to compete until UEFA rules are enforced. Much more intense marketing on a global scale also needed.

» Too expensive when all we doing is going for a champ I place every year

» Retail is appalling, poorly marketed and poor quality products at times

» Pricing for the CAT A Games needs to be reconsidered. £70 for the Milan Champions League game I thought was scandalous and it was the first time I have refused to buy a ticket for purely financial reasons.

» GIVEN THE CURRENT CONSTRAINTS I think that the commercial team have performed very well in growing commercial revenues. They have found some quite creative opportunities despite working with at least one hand tied behind their back.

Question:

Further Comments on Off-Field Issues at Arsenal:

- » Club take supporters for granted. Pricing out future supporters (I can't afford to take my two young sons at a time when they are showing interest in attending matches and beginning to develop allegiances)
- » I would like us to up our commercial side of things I would also like to see the club engage more with supporters on match days and through own TV Channel with more supporters forums and old players and staff also have amusement arcade for supporters and get more entertainment before and after games getting supporters involved so that they build a strong bond between club and supporters also bring food and drink down so fans are at stadium linger and also building bonds.
- » On Club Level prices were increased, was unnecessary...
- » As the Arsenal season ticket price is the most expensive in the English Premiership, As a result the real fans are being priced out and subsequently not renewing their season ticket only to be bought up by corporate attendance who are mostly only out for a jolly. This has had a detrimentally effect on the audience participation and not getting behind the team as a collective.
- » Gazidis and board not intersted in supporters hence we are the only club not to offer concessions in all areas - hence effectively discriminating against home fans by allowing concessions for away supporters
- » Re Question 18, I do not think that Arsenal is good in this aspect but have no idea how that compares to other clubs
- » The commercial team recruited by Mr Gazids is a massive weakness in Arsenal. The club continues to fall behind the pace being set by big clubs.
- » I have been a Red member for more than 10 years and have never been advised as to where I am on the list for Silver Membership
- » We need more footballing people involved, a Dein figure but I'm not sure I could name anyone who suits. Maybe Viera once he's learnt the ropes at City(could we match his wages?)
- » Whilst chasing the money, the club have lost sight of it's core support. Those that have supported in good times and bad are being lost to those with money.
- » Q18 I have little knowledge of how other clubs behave towards their supporters
- » It is time the Board left the 20th century and realised what is happening in this century. Much as none of us like what is happening with the finances in the football world we have to change to have any chance of being competitive
- » The increase in Club Level ticket prices was an indefensible disgrace.

Question:

Further Comments on Off-Field Issues at Arsenal:

» I think the club can involve supporters more than they do now, I think we should have a club where supporters could meet and socialize an Hotel and games arcade, bring food and drink prices down with entertainment before and after games to get supporters closer to the club and each other. Its own TV Channel involving supporters ex players and staff and of course promoting our club and its history around the world.

» bloody expensive. We appear to wield zero influence with FA, EPL or UEFA.

» Transfer policy needs review. Last feww summers we as fans have had to suffer. This year is set to be the same. There must be someone within the Club otherthan Mr Wenger to tell the truth and don't string on the fans all summer.

» THE BOARD JUST DOES NOT LISTEN TO RANK AND FILE SUPPORTERS NEVER SEE KROENKE AT GAMES SOONER RED AND WHIOTE INVOLVED THE BETTER

» We should be renegotiating our big commercial contracts now and success on the field i.e trophies would have a big impact so we should be pushing for that now

» AFC seem to be well off the pace for generating commercial revenues. Last summer's debacle suggests an incoherent transfer policy. My comments on the fan experience are limited by just a handful of visits to the stadium since its been built. I am disappointed that, like most clubs, AFC will not consider reviewing a standing section as they have in Germany. Given the reverse in team performance the raised ticket prices are unacceptable.

» Still difficult for a red member to sit with their junior gunner son/daughter due to the desparity between red/jg membership, was mentioned at fans forums 2 yrs ago by myself & others. The away fans need to be relocated to upper tier & only overspill into lower tier, has been mentioned before at fans forums , no season tickets in clockend? needs addressing

» Would like to see more done for loyal non-corporate supporters who attend all games home and away, eg; discounts or rewards, vouchers to spend in club shop.

» poorly run football club. We are fooled into thinking otherwise.

» Man United are moving the away fans to the top tier next season and Arsenal should be doing the same

» Arsenal used to have a set up that linked extremely well with it's fans. A great example of this is David Dein who used to chat to fans queing outside the stadium when the new shirt was unveiled. Could never see that happening now.

» The undercurrent of press negativity needs to be addressed somehow. -It was good to see Man Utd take issue with Bilbao over the price of their tickets. Prices in the Premier League & Europe have increased quite considerably over the past few seasons. I think Arsenal should champion the removal of categorised tickt prices for away fans - why should we pay more than £200 more than, say, Fulham for watching away games at the same grounds over a season? - I seem to recall a proposed strategy of making Arsenal synonymous with London. Travelling around the capital, I see nothing but Chelsea advertisements -

Question:

Further Comments on Off-Field Issues at Arsenal:

from match information, to stadium tours, to corporate hospitality, conference facilities...

» The costing for silver membership is too high

» Arsenal don't seem to benchmark themselves against other similar clubs in explaining policy or reviewing performance. That is poor for 21st century big business management.

» Need to be more aggressive seeking commercial income. I understand constraints re shirt sponsorship/kit but other avenues need to be pursued. There needs to be a realisation that football success will breed commercial success which will allow more flexibility in expenditure terms and this means winning and not just finishing in the Champions League places.

» Arsenal fans remain loyal to the club whilst Board members make millions selling their shares. Whatever happened to the famous lock down agreement to protect the future of the club?

» it has to improve on many fronts

» Notwithstanding the fact that certain sponsorship deals were necessary to build the new stadium we lag behind all the major European clubs in merchandising revenues.

» Whilst little can be done about our main sponsorship deals until 2014 I am somewhat dismayed by the club's extremely limited ability to secure secondary sponsorship deals to ease the financial burden on supporters. The club's decision to raise prices for match going fans already feeling the pinch from the recession was wrong, despite the fact that it did not have a significantly negative impact on the season's attendance figures. Total matchday revenues for the season are to break the £100m mark due to last summer's ticket price & VAT rise. I believe this will be a first for any sports franchise in the world, but I refuse to see that as a good thing considering. Fans, myself included, are hurting from the extra costs and with the club's continued reports of profit making I'm of the opinion that this well has been tapped dry. The club simply must do more to bring in money from sponsorship deals and other partnerships. The club's failure to commercially capitalize on previous successes like The Invincible season has clearly hampered us in ways that other successful clubs haven't. I realise that new faces have been added to the board to deal with marketing and so can't be blamed for previous failures, but it's been a couple of years now and their impact has been negligible. We can't keep selling off our playing assets to not only keep us in the black but to continue to achieve Champions League football each year.

» I would point out that club level members have had the price of their tickets increased this year

» Most supporters are embarrassed by 'The Wonder of You' which was foisted on us by a previous Club Director. It should be dropped immediately in favor of a song chosen by the fans.

» Wenger must keep rvp

» Commercial revenues at the club are pathetic (stagnant at ~£45m for the last 5 years), and while aware that the two drivers

Question:

Further Comments on Off-Field Issues at Arsenal:

of growth in this area are locked in until 2014, very little growth has been experienced in secondary revenues such as those at Manchester Utd where ~£35m has been brought in through secondary commercial deals. Why was Tom Fox recruited at great expense if not to drive growth in other areas?

» Arsenal look too much at its supporters as a cash cow, to interested to sell them something, be it in the shop, commererating bricks, yet another kit, exorbitant and nasty food etc etc

» still concerned that the club is pricing its fan base out of attending games

» The balance between AW and IG is wrong. The club needs a CEO who has the gravitas and courage to force decisions on AW where his eccentricities are damaging the club. Like saying he doesn't need a defensive coach and then shipping 49 league goals when it was obvious we had a problem in that department.

» A result of our self sustained approach (which I fully agree with) seems to be to the detriment of supporters in terms of costs. I feel that the club could reward supporter loyalty, and the best way to do this would be to offer discounts or coupons to redeem at the Armoury or via the shop online. For example Platinum/ Gold members recieve 5% off all products including replica kit, Silver members - 10% off all products including replica kit, Red members - 15% off all products including replica kit... I think this would be a novel way of rewarding members loyalty and should in tern increase the number of highly accessible red level members, making up for the potential shortfall in shop revenues caused by the discount structure.

» I think Arsenal are more interested in money than pleasing the fan. Fans are seen as 'customers' only when it suits them.

» No Player-Fan engagement. No Manager fan engagement Gazidis talks a good fight but...

» I am still awaiting Arsenal FC's explanation for the what Ivan Gazidis has done to be rewarded with such a healthy bonus. Club's performance on Sponsorship when compared to others are comical. I understand the deal was tied up with a view towards building the stadium but why has the club not looked into options of other commercial partners. It was suggested that the club could have incurred a penalty fine by cutting Emirates Deal short. So why have they not looked into this with a view to recouping any losses with a better commercial deal? Also, Mr. Gazidis' explanation for the rise in Club Level Prices was pathetic. Us Platinum members are seen as corporate money making machines when in fact many of us struggle to save up through the year to afford a season ticket at club level and away games. Due to the waiting list on Gold level, many are getting by trying to afford a Platinum Level membership as it's the only option of being able to watch every game home and away. But we are slowly being priced out of Club level!

» the directors take the supportersfor granted

» not sure all 'customer facing' employees appreciate how important matchday attending fans are and how we should be treated with respect

» I think the club should be more open with the fans about transfer policies and what players we have approached. Particularly given a number of our best players are leaving because they believe the club lacks ambition.

Question:

Further Comments on Off-Field Issues at Arsenal:

» New ticketing policies are good, but more is needed - moving away fans upstairs most notably!

» Merchandise is far too costly. More and more spectators are standing up during games. None of the stewards do anything about it. When you ask people to sit down you are told no shut up or f off. Older people are not able to jump up and down all the time or stand for 90 minutes plus. There are a lot of older fans who have been loyal for a long time rather than those who come and go and shout abuse at the players when it does not go well.

» I feel all cup games should be optional at this time, due to financial restrictions of fans. This would also allow other fans to get to games they may not ordinarily get to. For example they could offer them at a block fee at the start as an add on to season ticket price. At a discounted rate for cl group games and fa cup, this would represent a show of loyalty to fans that are loyal to club. Also for those that do not take up the block cup ticket, give them first option when the games go on sale enabling them to pick and choose both cl group games and fa cup, in my opinion cl a diluted competition and some early games i don't want to attend or pay for. This happens at other clubs and reduces initial season ticket fee. With the FA cup i believe this should be removed from the season ticket as the club clearly do not the the early rounds seriously. While these tickets can remain at the cat b pricing system we should be offered the option to purchase game by game. This again gives other supporters the opportunity to purchase tickets if available after being offered to season ticket holders. While i'm aware that we can put all these tickets on ticket exchange, giving us reduced season ticket for next year, we still do not get face value for that ticket as we basically sell it back at a reduced rate. Also it still means the initial layout for season ticket is high and you are paying for games you may not wish to go to or games that may not even happen. For example we go out at the group stages of cl and 3 rd round of fa cup, there are 3 games that we have paid for that will not happen, if we come 3 rd in cl group and go into europa, the assumption is that the club will reduce prices for these fixtures therefore will not use up cup credits. In essence we have paid for 3 cup games that won't happen giving our money to the club for nothing and only getting the money of the next seasons ticket, should you decide to renew. The privilege of the season ticket should go to the holder not the club, it is our choice to attend and purchase season ticket. Feel the club has lost sight of the supporter in this whole system. This issue is something i feel very strongly about. This may also affect credit system for when and if we reach finals. however due to increasing amount of corporate tickets at these events and reduced fan numbers i believe that system is outdated and should be reviewed. There is a lack of tickets at these events and i believe that a ballot should be held for all supporters and the lucky ones get to go to events. I believe this should apply to all supporters. While i accept that away supporters make a great effort to follow our team home and abroad and should be rewarded, any fans after this should go into a ballot. As someone who travels abroad to cl games i feel this is a choice i make and that a ballot is the only fair method in this time of reduced ticket availability.

» Too Corporate orientated, particularly at Club Level where a premium price is paid by fans for all food and drink. The AST and other Supporter Organisations are to be congratulated for their team working collaborative approach to Supporter Advocacy. Without these efforts it is doubtful that the Club would automatically give a platform to the Voice of the Normal Fan given the belligerent nature of some Board Members and over emphasis on wooing Corporate Supporters (by nature transient and not particularly interested in Supporter issues and Ownership)

» Mr Gazidis is a good and professional man, but the club can seem very undynamic and complacent while other clubs are vibrant, proactive and innovative.

» It feels like the supporters are being asked to bridge the revenue gap that other commercial deals should be doing. The rise in season tickets last year raised such a small amount of money for the club but placed a financial strain on the match day supporters.

» I have 2 season tickets, so my answers are based on those prices not club level. I don't really have a lot of sympathy for club level ticket increase.

Question:

Further Comments on Off-Field Issues at Arsenal:

» Too expensive, poor access

» The club has lost its soul the supporters are now customers not an integral part of the club

» Every year I make a £1,200 investment in the club and get the right to sit in a seat for 90 minutes 19 or so times a year (I travel on business so miss a few games each season). Apart from that my main feeling is I'm been pressured to spend money on over-priced goods and services I don't want because that will "support the club". Just leave it at my £1,200 that's all your getting.

» Good value is never really an issue - I have no choice but to go. Only caveat is that ultimately there is a breaking point when they start taking the piss with prices. Not there yet but not that far off.

» I can see the clubs reasoning for waiting until the major commercial deals are up for renewal. Although we all want to see us earn and then spend more money it is only 2 years until this loosens up. What annoys me is that we do not spend the money we have and also that we have spent it incorrectly in a lot of instances-i.e. players who have not 'made it' yet and earn £50-60k a week!

» I just feel that with ticketing prices mixed with lack of success on the pitch Ivan Gazidis et al arent really concerned with the growing discontent among supporters.

» Where a majority of revenue comes from ST renewals, don't forget Silver & Red members also bring in money with their support. I feel there is an inequality of importance regarding the membership status of Arsenal fans.

» Ticket exchange improvements are in pipeline, good ! Playing kit - fans need more input. Hill-wood, move to non visible role. Kroenke - seriously needs to sharpen up and show us the respect of being more visible and open. Red and White - need a seat on Board but I don't agree with lots that they want.

» The Arsenalisation of the stadium has been a huge success and I am encouraged and excited about the future plans hinted at by Arsene and the club

» We charge the highest ticket prices in the Premiership and yet we are not the league's top placed team, so that would not appear fair to supporters at any level

» answer for 15 NO because it must be cut

» Whilst I understand the decision to freeze ticket prices, given the reaction to last year's increase, I think that inflation-linked rises every year would be more sensible than the current model, which sees several small increases followed by a big hike.

» Whilst the ticketing review has helped with some areas (i.e. extension of the ticket exchange) the pricing has in reality remained the same, albeit with an extra tier. Still very expensive.

Question:

Further Comments on Off-Field Issues at Arsenal:

» Ultimately Arsenal is a business, and as long as there is demand bought tickets the price will inevitably increase. Value for money and caring supporters becomes less relevant as long as there're more supporters waiting to buy tickets. I don't believe any supporter will begrudge an increase in ticket prices if they see that directly reflected on the pitch with better performances and better signings

» The lack of availability of tickets for young supporters means that we are not building up a supporter base from spectators. I think that a lot of the negative approach to the club comes from watching games through television with the commentators forming the opinions of those watching.

» Club does well.

Question:

Further comments on football issues:



» Just very disappointed with AW over past 3/4 years, yes money has affected us via CFC and City but the results this year against other “inferior” opposition and in general has been disappointing.. I support Wenger because he is our manager but I no longer believe he is effective, I do not support him automatically getting another contract without clear indication we can again compete..

» Wenger is definitely world class. I think he could use some more world-class players. I know if RVP leaves we'll be okay, but who'll replace him? He carried the team.

» I do not believe we are defensively weak in terms of defenders. We are defensively weak in terms of team defending. Although I think that AW is brilliant in terms of transfers. Although we lost CF and SN it is not AW's fault that they went and he did well to secure 3rd considering they left. I am more concerned that we have so many awful squad players. Squillaci Chamakh Park Almunia Fabianski Do you think AW just feels sorry for them?

» If not Arsene then who? Better the devil you know.

» I am not a professional football coach or have never worked in the game so therefore any response to question 21 is unqualified. I also do not have access to any substantive information beyond speculation to know how Mr Wenger and his team works in private.

» I would like to see a return to standing areas in the Premier League; clubs would have to lower prices for those areas as a result; there would be more of chance of improved atmosphere as a result.

» Need big name players who will excite fans and who we would want to pay to watch. Defensive coach needed. Bring back proper Arsenal men, Adams, Keown etc

» Transfer dealing only OK Payroll - we still have a lot of overpaid duds

» The manager does not have the hunger to win titles and this translates to the players. Song, Walcott and Sagna etc have been taught that CL qualification is fine and this mentality will transfer to new players.

» Arsenal's performance in coming third was as good as could be expected, especially after the disastrous start to the season. I would accept third again this coming season like a shot!

» I think we need to plan better and be prepared to pay a bit extra to resolve issues sooner, which is often in the interest of the team. Especially with regards to disposal of players. However I have no doubt that in 100% of cases we are held to ransom by the players and especially their agents. I don't think there are easy transfers for any clubs these days, unless you throw a crazy amount of money (e.g. Ronaldo, Torres, Carrol, Downing, Henderson etc.)

» We need to buy quality players in particular positions where the club is lacking to compete with the top teams

Question:

Further comments on football issues:

- » Need to sort out transfer business right after Euros & not on deadline day !!
.....
- » We are an average team. We have forgotten how to win. This can be demonstrated looking at the results and performances. I cannot join the out wenger brigade for what he has done at our club but it cannot continue in the current format. We only finished top 3 because of the other teams failures. it cannot continue.
.....
- » Manager needs to delegate defensive coaching and tactics to someone who could do a better job. He is very weak in both areas.
.....
- » Wenger has lost the understanding of what mental strength means in comparison to the 89,91 and successful Wenger teams
.....
- » n/a
.....
- » Whilst I believe that Wenger is far from perfect, I am of the belief that whilst a change in manager could bring short term benefit I am not convinced that over the longer term the club would be much better off. I am hopeful the the appointment of Steve Bould as assistant could be the best signing we achieve this season.
.....
- » Need to get transfers sorted before the season starts. Need to get some premiership experience and win something. I feel that Wenger needs to do something this season, or it could be his last. It seemed as though he could not pick the team up at times last season and it looked like it would be a disastrous season. I would prefer Wenger decides when he leaves, but anything like last season and he will not get to chose when he goes.
.....
- » 70 players on our books is too many. Get rid of the loanees and buy quality. Podolski is one. We need 3 more. Why did we not bid for hazard? Otherwise mvila, vertonghen and goetze.
.....
- » We need a new focus on strength in defence, building from the back which i hope Steve Bould may provide. I notice that Gael Clichy has become a much better crosser of the ball since he left Arsenal. We need to learn how to keep the ball and hold on to a lead. This includes nresisting passing back to the keeper. But i applaudeWenger's continuing ability to see potential in players and develop it and overall I think he is a marvellous manager to whom we should remain loyal
.....
- » Arsene Wenger has managed to get this Arsenal team to punch well above it's weight again. How much longer this an go on while we continue to sell our best players and replace them with worse versions is unknown. Major investment is needed if we are to even begin to discuss winning trophies. I fully support Mr Wenger as I do not believe that another manager, with the possible exception of Mr Ferguson, would be able to consistently get a team that is worsening on paper every season to remain competitive. I would argue that qualifying for the Champions League with the last few seasons crop of players is an even greater achievement than remaining unbeatable with the greatest team ever assembled. The board need to fully support Mr Wenger with some outrageous signings in the mould of Dennis Bergkamp to allow him the chance to win more trophies with the club that he is obviously still very passionate about. Bring David Dein back, open the chequebook and let's get this club back to where it belongs!
.....
- » Wengers' inability to recognise that collectively his team do not have the MENTAL TOUGHNESS to win trophies has been very costly.
.....

Question:

Further comments on football issues:

» Sometimes I feel Wenger is reluctant to buy players from within the league because he places technical players above strong or fast players. Technical football is the kind of football I like - but sometimes a stubborn dedication to this style results in getting "bullied". It seems that sometimes Arsenal refuses to be prepared/adapt to take on certain teams who play in a very "english" style. That being said, the signing of Podolski (who is very strong and direct), links to Clint Dempsey who is similar to Podolski and M'Vila who is a simple pass/move player but who is built like a brick wall and plays like a bulldog suggest a shift in style towards a more muscular/direct football.

» Appointment of Steve Bold as assistant coach should help to sort out the defence problems. If we have to sell a top player for a fortune then the money received should be invested in a new player of equal status and ability.

» I have been dissatisfied with AFC's performance over the past five-plus years. Much of that dissatisfaction comes from the policy of selling players of quality (at profit) and signing new players with little/no experience. My belief is that Arsene Wenger's hands are somewhat tied with regards to spending ample monies in the transfer market, but Arsenal clearly need to think bigger and spend, especially if they want to be considered a big club. Currently, of all the "big" clubs, we are -- by far -- the most tight-fisted with regards to summer spending.

» We got to change tactics once a while to make sure that we win at least against lower placed teams. We just can't keep playing the attractive football against teams like Stoke. It's easy to say this from the outside but when we see issues for a few years don't one think yes there is something we are doing wrong.

» Personally, the last twelve months has been exhausting, so I don't know how the staff feel. We must not repeat, nor do I think Arsène will let it happen, the events of last summer. We have an opportunity now to kick on from 3rd, but need to clear out some personnel, and obviously it's well documented about keeping our captain at the club.. Off the pitch, Red & White's inevitable arrival at 30% shareholding could and probably will lead to some friction that I don't think the club needs. A more harmonious approach from both is imperative but that will probably get worse before it gets better. Oh, and finally, can we please get rid of Nike? I'm sick of them fucking up our kits. Personally, Umbro would be my choice, I believe whoever Nike sell the brand to should be approached to possibly seal both a lucrative deal and restore a bit of class to how we look. Might seem superficial, and I am a bit old to buy shirts these days.. but we are The Arsenal.

» let's see whether Steve Bould can improve defence and tactical preparation

» It's not defenders that we need, it's a good defensive coach. Vermaelen should be considered as a number 9, Benayoun was doing more defending.

» Qualifying for champions league is only more important than winning either of FA/League cup purely from a financial point, otherwise I would put winning the cup(s) more important.

» Difficult season that was created by our own inadequacies in the transfer market. We didn't start in 17th place we were there because of our woeful transfer market activity so late on. Considering that 3rd place is a great achievement, no sign of a trophy but I'm optimistic for next season.

» I can see where this is going but I personally don't think getting rid of Arsene Wenger is the solution, it worked perfectly well

Question:

Further comments on football issues:

as long as David Dein was around. I still think he's a fantastic manager, but with so little help from the board we can't expect wonders. Another manager wouldn't be as good and would still have to work with the same board

» We must judge Wenger by our self sustaining model.

» I think the options in question 22 are quite leading. Until the club are open with the supporters as to the real transfer budget we do not know to what extent Arsene is working with his hands tied. I take the view that there are very few better options

» Arsene has got the most out of the squad he has so all credit for that, but the squad is not at a high enough level and last summer was a disaster, and it looks like we are heading exactly the same way again this summer

» Who is our defensive midfielder? Gap between defence and midfield far too big when Arteta is not playing!

» Fresh ideas needed. AW needs help or he needs to stand down. Neither will happen though!

» Let's spend the money that we are making...Simple as that!!!

» Too much being spent on too little - time to clear out all the mediocre players on high wages.

» I really don't want to seem pessimistic in this survey, but these are my honest answers as a committed Arsenal fan since 1995 when I was 10 years old. Things have never been this alarming in my time supporting the club. We are falling behind competition fast.

» I don't agree with the questions.

» Hope appointment of new Coach and Assistant Manager will improve team, especially when defending

» We don't pay the highest wages so struggle to compete. If we keep the self-sustainable model, which I support, then that cannot change long-term. The make-up of the squad wage bill is more of a problem, with far too many average players being awarded high salaries. It is surely questionable whether the manager should have such a big say in that. However, qualifying for the CL is a huge task given MUFC, MCFC and Chelsea have so much to spend. Wenger's ability to do so means he should be supported, and the promotion of Steve Bould is a positive sign.

» 49 goals conceded - not good enough. It's the most obvious reason why we were so far behind the Manc clubs

» Whilst I believe the quality of our play is generally poor, you have to give credit to Wenger for finishing third. He continually pulls the rabbit out of that with far worse players than the other teams - our spend compared to the teams we compete with is a pittance. My fear is we can continue like this. Wenger needs to be given the ammo to buy two world class players to supple-

Question:

Further comments on football issues:

ment the team. Once RVP leaves, who will we have who is truly worldclass - maybe the keeper, Sagna - they won't stay long after RVP goes

» Please bring in a defensive coach and maybe we will finally win something.

» AST should fully support Mr Wenger. Once the stadium has been paid for then the revenues will allow the club to compete with the richer clubs. However until then it great for Aresenal to be in the CL to enable them to attract good players. Although no trophies we've been in several finals and competed for the league. If we blow the budget on big name signings it's no guarantee of success. I remember the 1970's and early 80's - Arsenal were just a good cup side and not very exciting to watch - I'd rather we played well and were competitive and followed Mr Wenger's philosophy than just signed expensive players to appease the fans (eg Newcastle prior to Pardew).

» It's obvious for all to see we need defensive coaching. Let's hope the appointment of Bould injects a new emphasis on this. Pat was a great servant and did an excellent job, but a fresh set of eyes and ideas might be what we need.

» more mid term experience required less becoming a finishing school for others, we're better than that

» Although I think it is important to qualify for the Champions League, this should not be the sole ambition of the club

» An exception should be made to the rule of a strict wage structure we have in place. Otherwise we will continue to lose world class talent like Cesc and possibly RVP. I feel we are not far away from competing at the top but until this issue is addressed we will continue to be a feeder club to the bigger clubs. I also feel that the club should look at changing the team's defensive training. Because whatever is in place at the moment simply isn't working, as we see year after year. If Wenger is opposed to the idea then tough. It will continue to be a major floor in our game until this is addressed. Why do Arsenal also not keep the older, experienced players on as coaches. That surely would help. I think it's also time to sell the dead wood at Arsenal, as we don't have strength in depth like the other clubs. Diaby, I feel sorry for but from a footballing side of things he's useless for us and can't compete due to constant injury.

» Although City won the league I put Mancini 3rd to reflect their expenditure. Ferguson over the years deserves 1st place. Wenger's performance can be split into two. Great at Highbury, but it's gone downhill since the stadium move.

» We did better this season than expected but the overwhelming sensation is one of "what could have been" if we had kept our best players by signing a few good quality players each year for the last 5 years. I understand the ethos behind "project youth" and agree with it, in that we have now emerged relatively financially unscathed from the move. However, it wouldn't have needed much investment to push this team from also-rans to champions. I hope the Arteta/Mertesacker/Podolski business becomes the norm and we see less of the Park type business. Having said that, Chamakh and Arshavin turned out to be turkeys, so what do we know?

» I am not a believer in managers being fired unless there is extreme reasoning behind the dismissal. Arsene earned his last contact and he should be given until the end of it and appraised on the performances and then his position should be considered not before and I for one will be 100% behind the manager and the team until that point.

Question:

Further comments on football issues:

» Question 22 is very difficult to answer as its perception based. Nobody apart from a select few have the proper insight to the inner workings of the club/training sessions. Q24 is a pointless question. I would elaborate more but typing on an iPad is annoying

» Wenger continues to be an island and this is evidenced by the signing of Bould as his assistant. He has no footballing nous and players he has bought such as Walcott and Diaby have failed to develop over the years. The reserve team would benefit from playing with senior pros not by playing with their peers. The cupboard is bare and Arsenal do not seem to develop players they buy good prospects from Europe and hope they have the skills to make it in the pros.

» I am still disappointed at the summer's work in 2011 but do, however, feel that Arsene Wenger wasn't completely at fault. I'm sure we would all have wanted to see Nasri & Fabregas sold earlier but I can understand why the club were holding out for the best deal. The main complaint I would have is that the club should have seen that Nasri and especially Cesc were likely to leave in the summer and should have had replacements lined up before the players were sold. The way we went into the 2011/12 season as a team, was a disgrace and I hope lessons have been learned.

» Stating 'no view' on Q21 needs qualification. I feel that much is wrong with the way that the team is set up and prepared. It seems to me that a change of manager would, at least in the short term, have a positive effect on transforming the current squad into more effective, if perhaps not quite as attractive unit. That would point to me saying NO. Then I realise that as a club we value consistency and long term strategy over short-termism and AW is providing what the board wants - income and value through the coveted 4th place (3rd this year - thankfully) and all on a profitable, self sustaining model. Stadium debt manageable, sponsorship deals close to renewal etc. There are areas for improvement; a little more aggression in transfer market, a little more organisation on the team to eliminate / reduce the errors and tactical naivety of some players. And AW could do this; if the lessons of last year's close season are not learnt, and the introduction of Steve Bould does not bring about an improvement of our steadily worsening defensive record then next year there'll be no sitting on fence - AW AND SK to go.

» I can't believe Kenny Dalglish is even included in this list. Roberto Mancini is a great manager, but he always has a squad of superstars

» I think that the authorities could look at the fixture list and make it easier for fans travelling at awkward times

» It is quite embarrassing our mini 'home' section of vocal support ie as much as red action helped integrate over from high-bury to the emirates, we need a good re vamp of this to make our stadium the best for home support. our own 'kop' is needed - a whole end full of vocal support that 'sucks in' goals from corners etc. we need the backing of the board on this, moving people (yes ST holders, young people etc) into the right seats - with careful liaising with them

» Competitive football is about beating who is in front of you each game. Or at least being in with a chance in each game. Sometimes our team look like they are playing to show they learnt their training ground lessons, but without the fire of true competitors. I like two thirds of our team, ability-wise, but the rest really seems to pull it down. I feel if champions league football was gone we would really miss it, and a cup victory would not make up for that. It's both that fans really want. We have a lot of positives to our football, but without the few special attacking players we've had in the past our play is neither energetic nor clever enough to win consistently. We have been unlucky with injuries, and we have made mistakes with wages, and that is where an owner should help the manager out, to cover the mistakes and bad luck. Wages are the key part in all of this, that is where Arsenal's decisions must really be considered. There are a few managers in the world that I feel could improve the playing side overall, but not many, and many could make it much worse given identical circumstances.

Question:

Further comments on football issues:

» Q.23 cannot be answered as a Yes/No. Financially it is important to qualify for Europe but not winning trophies shows that there is no "fighting spirit. UEFA qualification and silverware should not be mutually exclusive

» I don't believe Arsene has had the money that is mentioned considering we lost Cesc and how we started the season to finish 3rd is a miracle. If and it's a big if, the UEFA financial rules actually work things might improve, if not teams will be able to buy the league and UCL which is so wrong.

» None

» Re/#23, it is not an either/or decision. Arsenal must win in all competitions.

» I can't bring myself to say sack wenger but something needs to change

» Question 24 really depends on Arsene's influence over our transfer policy. However we will never know because our Board are far too secretive over our spending policy.

» I'll only get worked up about the commercial revenues issue when Arsene Wenger spends the money that he already has available to him

» I cant wait for the new financial rules to come in and then we will see the best of Arsene Wenger with all our future planning and the dream of the Emirates we will become one of the biggest in the world

» No.23 Need to win a trophy, Chelsea have won 10 in 8 seasons, plus the revenue that comes with it.....

» Although price capping is certainly the way to run the club, other clubs are dangling golden carrots to persuade the new bread of professional footballer, the money mercenary, away from their club and the word loyalty in top flight doesn't exist any-more. With Arsenal's hesitation on buying certain players, I think resulted in previous seasons missing out on silverware.

» Wenger's judgement appears increasingly flawed

» Defensive abilities and coaching poor. Abilities in the transfer market particularly in defensive areas including centre half goal keeper poor

» Please ignore my answers to 24 because I have no view and have just placed them in League position

» This is very painful. The club simply isn't good enough. The Board & ownership has little to no ambition and the future of Arsenal is increasingly bleak.

Question:

Further comments on football issues:

» If Wenger was replaced who would be in charge of the search to replace.

» I support Arsene staying as manager but with the Board, he needs to be more ambitious. I have the perception sometimes that he is more than satisfied with finishing in the top 4 and less concerned about winning a trophy. The confidence that winning a trophy would bring to the team and supporters can't be overstated.

» It's only more important that we qualify for the Champions League from a financial point of view but as a life-time supporter I want to win trophies.

» Arsenal Board - Wake up!

» We have to invest more in the squad. We have insufficient depth of quality players. Some average players are overpaid.

» With Mancini not fair as he can spend and pay what he likes (but not for much longer) Sir Alex can spend and pay more due to gates and good sponsorships, Arsene will soon be able to pay and spend the same due to Emirates and new sponsorship deals when we have the same playing field of new finance deals of clubs only spending what they earn.

» Defense has been a shambles too often this season. Midfield, fair play, lack of Wilshere v difficult to absorb on back of Nasri's departure. Signings obviously v inconsistent: AOC great potential; Park, Chamakh Squillaci etc. bad jokes. Most worrying is fragility of team spirit; are we going to get the attitude that beat City and Chelsea, or that was embarrassed by West Brom and Norwich? Man U has average squad by their standards but their organisation at Emirates visibly superior to ours

» Chelsea has proved a team needs experience an aspect Mr Wenger has ignored for too long. Chelsea also had a bench of experience players we have kids!

» Unfortunately, the financial implications of not qualifying for the Champions League make it imperative to do so. I suspect that for Wenger it is the key to recruiting the players necessary to play the way he wants, which is his priority. If it wasn't for the finance, I would like to win cups which would be OK as long as we were also challenging for the title regularly. The league has to be the main thing, but the idea that Champions League qualification is success is not mine. Qualifying for a competition just to go out to the first decent team you meet in the knockout round is pretty unsatisfying for a fan. The big issue really is wages, the way that potential is over-rewarded and achievement is under-rewarded by the club. As well as leading to the better players leaving, it winds up the fans. I don't think it is any coincidence you hear about wages of young players at Man United being low, and increasing incrementally with their achievements, and they have a competitive spirit which puts our players to shame.

» On question 21. Wenger is 3 or 4 years past his sell-by date. Up until 2005 he was a great/very good manager, but he has gradually got worse, refusing to change a failed formula, rewarding undeserving players, failed to correct long-standing faults such as poor defensive work, failure to turn up for "small" games, while last summer's transfer debacle was unforgivable. Yes we finished third this year, but the team is getting gradually worse, with deteriorating standards of the Premiership masking our true decline. On question 23, why can't we do both win a domestic cup and qualify for the Champions League. Man Utd, Chelsea and less recently Liverpool have done both, why can't we?

Question:

Further comments on football issues:

» ANY OTHER MANAGER WOULD HAVE BEEN SACKED NOW BUT AW SEEMS TO BE ABOVE THAT WHY DO THE BOARD CONTINUE TO SUPPORT THIS MAN WHO IS THE MOST HIGHEST PAID MANAGER IN THE PREM

» Finishing 20 points away from winning the title represents no real improvement in the team's performance compared to previous years

» I believe we are at a crossroads. We can't compete with some other European clubs' spending power. I think many clubs will and have adopted NUFC's approach to player purchases. AFC have excellent youth facilities and I think that should be more productive. For what its worth I think we spoil potential with too much fortune and indulgence. But, with the pulling power AFC has, if we could create a better mix of youth, experience and star power the team could excel.

» We lost the Carling Cup Final because Birmingham had players who wanted it more...unacceptable!The manager has not won a European trophy because he has very poor tactical nous.We have been beaten by inferior teams before because they were tactically superior and were more clinically professional.This has always happened,even with our great sides,who should have won more!Conceding sloppy goals because not doing the basics.Also,don't like "ole football" when we've won the game. By continuing to go for more goals it makes the team more clinical and boosts the goal difference.

» Year after year we 'choke' March time onwards. 6-7 players are automatically picked every game regardless of performance

» Time for change.wenger has run out of ideas-is responsible for some appallingly bad player decisions. No idea on tactics. Time to go

» I have rated Pardew first but reading the press I think a large amount of Newcastle's success has to be put down to the signings recommended by lead scout Graham Carr. If we had signed Ba, Cisse or Ben Arfa I think we would have been further up the table also. Hence this assessment is more than the managers alone.

» We need to sort out our transfers early in the transfer window and not leave it to panic buys after we lose a game 8-2.

» We've gone through a period of bringing youngsters through, keeping them on high wages in the hope that they will make it or, if not, they can be sold on for a fair price. We need to review this and look at continual refreshment in key areas as Sir Alex has done successfully - we need to nurture or bring in players who are committed winners for 95min each match.

» we are not privy to arsene's assessment scorecard or even if one exists. You'd expect any executive on £7m pa to be on a complex assessment scorecard that benchmarks performance and tracks it against peers, self expectation etc and frankly i can't see why its not publicised!

» There needs to be further ruthlessness with under performing players - I support investment in young talent but a times comes when it is clear or not if a player will be succesful at Arsenal. There also needs to be reasonableness in assessing player sales in terms of value given our reputation for low balling on offers. There needs to be more disparity in the wages across the squad between top and bottom earners

Question:

Further comments on football issues:

» Wenger should be sacked for poor tactics, no ambition, refuses to spend in the transfer market, believes a top four finish is a trophy and treats fans with contempt. The defence is nothing less than a total disgrace.

» A clear case of be careful what you wish for. The removal of arsene could easily see arsenal join the club manager merry go round. With the possible exception of pep guardiola who is available to replace him that we would want and would be willing to operate, and would produce such good results relative to spend.

» The team continues to be dogged by massive confidence issues. Fact is English players play for their club and overseas players are here primarily for the money. Hence inability to get 'up' for certain games.

» I've stated that I want Arsene Wenger to remain Arsenal manager, but only because I don't think a suitable manager is currently available or that we can really afford to pay for Wenger's dismissal. Wenger has made numerous mistakes in recent years and seems unable to learn from them. Excuses made about how new financial super powers like Manchester City and Chelsea have seriously changed the playing field are only acceptable when we play against those sides. They don't excuse continued poor performances against the likes of Wigan, Swansea, and Fulham. Sides that make a mere fraction of the money we have. The teams defensive record continues to get worse year on year, conceding 49 goals this season despite bringing in 3 new faces in defence. We've conceded more goals through individual mistakes than any other team in the league yet again, which is a sign of either poor coaching or poor player acquisitions. Either way, the fault lies with Wenger in that regard. The burden carried by Robin Van Persie up front is of immense concern, especially as this problem was foreseen more than a year ago. No team should be as reliant on one individual as we have been of him. The club ended last season on a terrible run of form, which only continued through the summer and into this season. Wenger was incapable of inspiring or motivating the team and things only improved when we were forced to dive into the transfer market in it's final days. A clear sign of poor planning and judgement of the playing staffs ability. Arsene Wenger is not a bad manager by any means, but he is a flawed one. If he doesn't acknowledge both his and this teams weaknesses then we have no chance of getting our hands on any silverware any time soon.

» it is totally unacceptable to concede 49 goals.the worst in nearly 30 years.why cant they get good defenders and a good defence coach?

» I think there needs to be defence training implemented so we know how to hold on to a game like the invisibles did

» The consistent failure of Arsenal's defense over the last 5 seasons has been shocking and while good defenders things continue to deteriorate. This MUST be addressed.

» This box ain't big enough. Suffice it to say that 2011/12 was the most painful season I can recall since GG got the sack. And most of the painful moments don't cost money to fix: organisation, tactical flex, leadership, preparation, focus.

» Yet again we face a situation whereby we could well lose our captain and best player we have not learnt by past mistakes and this is the main point that is starting to make me wonder where is the ambition of AW and the board 4th to 2nd is not good enough we should aim for 1st each season as we always did in the first 7 years of AW reign

» Embarrassing Transfer debacle last summer. Embarrassing results i.e. 2 - 8 Man U and 4 - 0 AC Milan. Mocked the Arsenal name

Question:

Further comments on football issues:

» We need to win something soon

» It has been a while that Wenger has not addressed the issue of having a proper Defensive Midfielder. I'm not sure who he's kidding but Song has provided very little protection for the back 4 and that has led to us conceding 49 goals this season. The board MUST do more to help Wenger, especially in the transfer market. Are we really to believe that our transfer activity failing at the same time David Dein left is a coincidence? All we ever hear is speculation and in advanced stages of negotiations when it comes to transfers. Clearly that means the player is needed and yet we don't close out the deal (refer to Juan Mata situation). More involvement is needed by the board to place a competent person that can help negotiate transfers and close deals. Dick Law does not seem like he has the same qualities as Dein had. With Wenger saying how everyone at the club is working day and night on transfers and the team is left to survive on panic buys, where is the efficiency?

» We are dangerously dependent on a small number of top players - where would we have been without RVP and Arteta this season?

» I don't want to see AW decline or be under too much stress to think clearly so additions to his staff seem crucial at this stage

» I personally think it's time Wenger left. Our defensive record is clearly our most glaring weakness and our goals conceded tally gets worse every year. Yet Wenger won't sign any players or bring in new coaches. This determination to not change anything but expect different results is madness and shows that he no longer has the ruthlessness to manage a premier league football club or Arsenal's stature.

» Hopefully Steve Bould will be allowed to bring more stability to the defense and make the team defend together and bring some bite and spirit to the team. I hope he stands up to Wenger for the good of the team and does not become a 'yes' man.

» Q 21 is far too polarised. With the passage of time perhaps we get closer to needing change but not change for change sake. Hopefully Steve Bould will bring fresh input. If Guardiola is available for the 2013/2014 season then perhaps Q23: why does it have to be either/or, why not and/both? Other teams seem to have managed this trick!

» Like nearly all fans, I'm sick to death of hearing how the team has shown great mental strength when that seems to be the quality that is regularly missing. We need to prepare better defensively and tactically. Just sending the team out to do their own thing is fine if you've got the best players - as we did about eight years ago - but when you haven't you need to prepare better and show the opposition more respect.

» There is of course much to admire about Mr Wenger but he has failed to create a strong defence in seven years, too often our players seem slow mentally and he has frittered away significant amounts of his budget on very average and poor players, both young and old. For a man who loves talking about efficiency he is not himself efficient.

» As much as I would love an FA Cup trophy, the fact remains that the Champions league is the holy grail.

» As fans we can just say if we are satisfied with the result not if the manager works properly!

Question:

Further comments on football issues:

- » The manager should be changed only if a decent alternative is lined up.
.....
- » The introduction of Steve Bould as defensive coach is a welcome sign.
.....
- » Arsene does the best with what he has, trouble is what he has isn't the best, simple.
.....
- » Although supportive of Wengers stay he needs to be told to invest in the team and have the correct wage structure at the club.
.....
- » I do not think there any manager at present that ability and money wise that could replace Arsene
.....
- » Transfer activity last summer was inexcusable but there were mitigating factors that are not all the managers fault. I would like a more adventurous transfer policy but not outside of self sustainability. Wenger needs help in a) transfers b) player preparation c) opponent responsive tactics And I think there is an over reliance on optima stats. All sounds like too many manager concerns but despite everything I would not swap him for any manager in the world considering the business model he is operating in.
.....
- » I don't think these questions should be on this survey. We appoint a manager and let him manage. Running the team is not something that's done by consensus. AST should be putting all its energies into off-field, financial, commercial and structural matters. I want a say in how the club's run not how the team's managed. I can comment on the latter at games, with my spending decisions and via other means. I value the AST's expertise and influence regarding off-field matters. I am embarrassed by the assumption of any kind of expertise by the AST on football matters. We should comment, lobby and organise in relation to how the club/business is run and resist the temptation to be trotted out in the media as supporters' representatives in relation to team performance, which undermines our credibility as an organisation both in the public sphere and within the club.
.....
- » Given spending on transfers and wages, Arsenal have outperformed expectations for almost the entirety of Arsene Wenger's term as manager. He might be too close to his players, and he might eschew tactics designed to match the opposition in favour of his 'Arsenal way', but in general the results have been good, we now have a hard-working side, and it has been a dream to watch.
.....
- » You worry that Arsenal have to accept being "also rans" and sitting at the top of the second tier in the league below the Manchester clubs. It doesn't need to be like this, and it certainly shouldn't be like this.
.....
- » Honesty got the better of mean when I rated King Kenny below our 'arry.
.....

Question:

Further comments on being a Fan: Sentiment and Expectations



» The game has undoubtedly changed, our future is somewhat assured and a lot of credit needs to be given to those board members and AW in getting us to AG.. having said that we have under achieved since moving from Highbury.. we have shown no risk whatsoever with regard our finances, I firmly believe our model is a lot more robust than has been tested.. as for expectation, mine has deflated, I am not impressed or confident in either the owner (board) or manager in being able to get us back to the very top.. having said that there was a lot of relief for how we ended 3rd last season especially after the disastrous start but when you also take into consideration performances in rest of competitions and in the actual performance of the team in general, its just disappointing that we have dropped from our own high standards..

» Always hopeful!! But not expecting too much

» I think a lot of fans are still traumatized by last summer and the beginning of last season, i.e. the 8-2 loss to Man Utd. There's some trepidation.

» I love Arsenal but sometimes we fall out because I don't think Arsenal loves me very much. The media are to blame for most bad things in life as they thrive on negativity, Arsenal should appreciate that although they are intelligent enough to rise above the media storm a lot of supporters get sucked into it. Of course I am biased but I do believe Arsenal receive an unfair share of media coverage. However, Arsenal do not help themselves. Carling Cup, Fabregas, Nasri, RVP. I do not think Arsenal appreciate how much fans get battered (bbc, talksport, sky sports etc) by the media. Arsenal could easily silence this by deciding to win something.

» Feel increasingly distanced from the club. At times I feel they take us for fools.

» Don't feel a sense of entitlement Cultivate patience Hold your nerve Stay loyal and vocal Support the club before the team Understand the global game and modern footballer Don't read speculation and gossip Don't brag Keep expectations manageable Read and understand history and economics to understand Arsenals present context The grass is not always greener on the other side

» I will be an Arsenal fan whatever happens. My main concern is that I don't think that UEFA will have the balls to implement their own regs. I would have put a statue of PV4 up first. Everything changed when he stepped on the pitch. He should be at Arsenal now.

» I'm happy to pay more if it's spent on players. I'm ambitious and wish the club were.

» I feel that the club works on, and should be commended on the efforts to improve the feel of the stadium and help supporter groups enhance the atmosphere. I believe and hope that UEFA enforce FFP correctly. I do not think it is fair for clubs to spend beyond their means, and I think that organic and sustainable growth should be the norm.

» I really love this club and as a fan like thousands of others of this wonderful club I would like to know why everybody except Arsene feels we desperately need new players and he is insistent on not buying players so we can compete with Man Utd and Now Man City and of course Chelsea. as without these additions to the squad we will once again struggle to challenge for any honours next season.

Question:

Further comments on being a Fan: Sentiment and Expectations

- » Of course with most fans I would love Arsenal to win some silverware. Money must be spent.
- » We are further than ever from winning the holy grail that is the champions league yet our turnover compares favourably with Chelsea > please explain
- » NOT HAPPY WHEN FANS BOO THE PLAYERS ESPECIALLY AT H/T WHEN THE TEAM HAVE NOT ON THEIR GAME ALSO FANS LEAVE VERY EARLY WHEN THE TEAM ARE BEHIND SOME FANS NEED TO UNDERSTAND THAT SOMETIMES JUST LIKE WHEN THEY ARE AT WORK AND HAVE A BAD DAY SOMETIMES EVENTS DO NOT GO AS YOU HAD PLANNED. MORE PEOPLE NEED TO TAKE THEIR SEATS EARLIER TO STOP THE CONTINUAL UP AND DOWN IN YOUR SEAT WHEN THE GAME STARTS SOME PEOPLE NEED TO START THEIR JOURNEY EARLIER OR HAVE 1 LESS DRINK BEFORE THE GAME - HAVE THE EXTRA 1 AFTER THE GAME
- » it depends on what descions/actions are taken this summer, we re at a crossroads.
- » I no longer anticipate winning either the CL or Premier League as long as Wenger is manager
- » Being a fan means logically wanting your club to win everything. But equally logically one knows that it cannot. Personally I would sooner achieve success, or not, with the current model than finding some Johnny come lately sugar daddie who funds the success in the short term but who 'may', and I accept it is only a 'may' walk away and leave us in trouble. I want my grandchild to support a team at the upper levels of the premiership in say 30 years time rather than one which finds itself in the Championship!
- » We have to win something, or else players will continue to go to other clubs that do actually look they will win something.
- » i have become bored in the last couple of years; the team has stagnated; i haven't enjoyed going to games; the only reason i am renewing my tickets is because they are shared with others who want to go more than i do.
- » Hopefully Steve bould will challenge arsene more than pat rice appeared to do. Until we start signing players of quality at the beginning rather than the end of the transfer window, we will continue to struggle to keep our dwindling numbers of top class players. We should also dispense with the significant number of average players who are being paid high wages such as djourou.
- » Need to get with the times
- » I would like to find a way of mobilising the posive fans and marginalising the boo-boys who dont know how spoilt we have been over the Wenger years. I am still immensely proud to support Arsenal and its approach
- » This transfer window is critical and will probably determine Arsenal's' short to medium term future.
- » i fear that because we are constantly buying extremely "average" players and paying them very high salaries we will either

Question:

Further comments on being a Fan: Sentiment and Expectations

stagnate, decline, or both and be a selling club who is happy to take part, play attractive football and win nothing. i would rather we won everything we enter for and not play the “managers political mind games “ regarding his vision of a “good” player.

» I love Arsenal more than anything and the feeling of community that i get at every game I attend is truly outstanding. There is no other context in life where i would wildly grab a total stranger in total euphoria and have them grab me back with the same feeling. Everyone is an equal at Arsenal. The history, heritage and sheer sense of class (especially in comparison to a number of our neighbours) that we possess is world class (trying to be objective!) and i think we should celebrate that more. This season in particular has seen a lot of fractures between supports but in reality we should be celebrating who we are, why we are together and supporting our team to get them over whatever line we’re coming up to. I also think there is a sense of entitlement amongst many Arsenal fans and whilst its hard to describe this season as a great success, equally we have hugely exceeded the expectations of many (including even the managers and players i would imagine) by finishing 3rd. I love Arsenal, not trophies or money or super star players. Let’s focus on what we do have and turn that into more great and brilliant things in our history and not whine and whinge about what we don’t. I would never, ever trade what Arsenal is in for what Chelsea is no matter how many trophies or Hazards or Hulks they have now.

» The impact of FFP impacts my optimism. It should be our saviour. But I doubt UEFA will sanction those who fail.

» Chelsea and Man City have disorted the transfer and players salaries market right down the line which is creating problems for clubs in lower divisions as well as the strugglers in the Premiership.

» When I say that Arsenal meet my expectations, that’s to say that I was convinced that the club would not win a trophy this year. The trophy drought will persist if we continue to let our best players sign elsewhere and replace them with younger, unproven talent. In effect, we have become a training academy for players that want to move on to clubs with serious European intentions.

» We dont need transfer kitty to succeed. We are almost there with experience in the squad however there is no squad strength compared to the top teams. Also we need to hold on to our players for the next couple of years. There needs to a recheck done on the wage structure too.

» It is harder as football becomes more competitive domestically and in Europe, but as commercial deals are renewed in the next few years we need to be more active in the transfer market and in a more effective wage structure. Meanwhile we need an effective disciplined defence

» Maybe I don’t reflect the approach of many, but ‘expectation’ never really comes into it for me, in a sense. I will Arsenal to do well with every fibre of my being but never ‘expect’ success. The only thing I perhaps expect like any fan is that given our resources, we put in the maximum to achieve the success we crave, in terms of financial efficiency. The stadium is starting to feel like a home now and a trophy or two getting lifted there will kick us on. I’m not sure we are very far away either...

» I do not think The Arsenal can compete with the top PL clubs.

» think well be top 5 for many years to come but not sure if well be able to overpower chelski and man city.

Question:

Further comments on being a Fan: Sentiment and Expectations

» Should Ian Wright really get two statues? And “all of the above” would be a good answer to the statue question.

» I don't want us to spend like Man City and Chelsea. We need to increase our revenue like Man U. We need to stop paying average/squad players big wages, so big that we cannot offload them. We should still go for in house young talent rather than big signings.

» Constantly disappointed for the last 7 years at the end of the season. This is what not winning a trophy does. I think if we could afford it then a season out of the champions league to win any silverware is probably worth it now! It's not like being in the champions league has got us anywhere, we haven't bought in any established great players for 7 years or won anything so what's the point of Champions league football. In fact it derails our season because our squad is so poor. We need two established players for each position and one youngster. Right back is a concern, one injury and Jenkinson is playing against Barcelona or Real Madrid, this is an obvious banana skin that will cost us. Our youth policy is largely a failure, it has produced one player of note that is still contributing; Van Persie. He has had a great year but it took him 7 to get here. Are we going to wait until 2019 for Jenkinson, Ramsey, Wilshire, Gibbs, Schnezny, Oxcham, Theo all to be world class? Generally my expectation is slowly fading with Arsenal, which is a good thing for my sanity. Maybe this shift towards support will take some pressure off the team. I am happy just supporting and hoping. The crisis has brought the fans together for the first time at slowly the Emirates will become a fortress, a new home takes fans time to adjust and we haven't had much to sing about. There was a great atmosphere at Highbury the season we finished 12th, it was a memorable one for me as a young season ticket holder. The way the Emirates move was handled practically was great but there was no consideration for the emotional impact of the change, (4 coloured quadrants!! No wonder no-one sung!) this is so obvious and wasn't picked up on until this season, it is a vicious circle to poor home performances on the pitch since the move (until this year) and is no coincidence the stadium move needed big money signings to reinforce confidence with fans and players during the transition. Anyway things will improve this season i'm sure, if we add players to Podolski (impressive) and keep our best players here then we might qualify for the champions league AND get the carling cup, fingers crossed ;)

» It's been a bit of a roller-coaster of a season and considering where we started I'm happy with where we finished. Having said that I think our expectations have clearly receded and what is worrying is the manner in which we've sometimes capitulated on and off the pitch, especially in the transfer market or in failing to keep our star players. A sense of fatalism has developed where we nearly expect things to go wrong

» Give FFP a chance. We are ready for it. Others are not.

» as i said previously board are happy with top four , the club generates plenty of money for them and they seem quite happy to maintain the status quo

» It would be nice if the club began a loyalty points system. This would be fairer.

» I do not see Arsenal winning the Premiership within the next five years but will probably continue to play in the Champions League. We are probably fourth in England and do not look to improve this position.

» I am worried about the lack of young people in the stadium. Carling Cup nights are so refreshing

Question:

Further comments on being a Fan: Sentiment and Expectations

» I LOVE the club!!!

» Our business model is flawed. We should allow Usmanov on the board and all pull in the same direction, rather than this disruptive culture that is amongst Arsenal senior management. My expectations are for Arsenal to challenge for silverware - why shouldn't they be for £1,200 a month. Its not just the lack of investment in new players. I am baffled on a number of subjects; for example, why was Djourou offered £50k a week new deal after a horrendous couple of months playing for the club during the injury crisis? Why do we have 70 players on the wage book? Why do most of the current crop of players suffer from such erratic effort/motivation/desire phases? From a great performance v Spurs at home/Chelsea away, to the lethargic lacklustre performances at home to Wigan and away to Blackburn

» As a fan of 60 years I always look to the start of the next season with hope and some optimism but with the big spending clubs dominating, I don't see how we can win the League or CL. We did well to finish 3rd last season but we must strengthen our squad. Saying that, I've renewed my season ticket for next season

» Arsenal exceeded my expectations considering the summer we endured, and the start to the season. Coming third was remarkable, really, but that doesn't mean it should be seen as acceptable and the norm. Unfortunately, I cannot see us remaining in that position considering the spending power of our rivals. FFP should help, but I don't see it being rigorously enforced. My sense of distance from the club is due to the way some have turned on our greatest ever manager, even though I understand why they have done so. A greater disconnect from my fellow fans would perhaps be a better way of describing it - I fear we are split as supporters, and that may not change until either Wenger goes, or we win the League or Champions League, neither of which I can see happening in the near future.

» Unsure about our prospects as i dont believe the board fully backs the manager with sufficient funds to buy a stronger squad. We moved out of Highbury to become one of the biggest clubs in the world - lets start behaving like one

» We have to get rid of 10 players, and buy 4 top class players probably on the same aggregate wages as the 10 departees - will we do it? I feel too long in the tooth to get excited about tranfer windows any more, they always disappoint. Last time we signed a player who made me think wow? Denis Bergkamp, 17 years ago!!!!

» i feel that the only concern is the lack of quality in the defensive back four.

» Having been born in Islington Arsenal is very important to me and I feel very close to the club but I am very dissappointed that our major shareholder is an American who obviously does not care about the club or want to put anything into it. At least with Usmanov he has David Dein beside him and is willing to invest his considerable fortune into making Arsenal a sucess again (the man is 3 billion richer than Abramovich!!).

» We've lost our way because of 'sugar daddy' input at other clubs and the new stadium debt. We could, however, have performed better by spending what was allegedly available. Frustrated that in at least two of the last six seasons we have been 1 or 2 players short of really challenging for the Premiership title and to think that we were so close to signing players such as Alonso. We also need to be more ruthless by getting rid of 'dead wood' and 'undecided' players (e.g. Fabregas & Nasri and, possibly, van Persie if he really does want to go) - AW's faith/confidence in his players is not reciprocated. It is, however, a fact of my life that I will still be back next year believing that we will challenge for the Premiership no matter what happens in the Summer..

Question:

Further comments on being a Fan: Sentiment and Expectations

» In regards to 32. I am unsure but believe Arsenal will not win a trophy while Arsene Wenger is manager but still believe we will be in top 6.

» As I don't visit the stadium I can't answer some questions on this or the board. However I believe in Mr Wenger and hope that we are able to sign another right-back as Sagna now seems to be injury prone. If Wiltshire returns to form next year I believe that the squad with a couple of additions will be able to compete.

» It's painful at the minute. Here I am filling in the survey on the 23rd anniversary of Anfield and THAT game. The day that gave me the football bug as an 11 year old, thinking how much we've achieved then but then how much we have stagnated if not gone backwards in the past few years.

» I genuinely believe that the level of inconsistency in the team and the poor morale amongst fans in 2011/12 will have a positive effect next season. I think that both Wenger and the board know that they pushed their luck and that changes have to be made to avoid it happening again. I'm encouraged by the early signing of Podolski, and hope to see a few more coming in. I don't think our future successes necessarily depend on keeping Van Persie, although I think it will send out a negative message to the fans, and will encourage the oil money to keep using us as a selling club.

» A difficult time as those running things follow their own personal agenda that has little to do with football and more about themselves

» A lot depends on the RVP outcome.

» Arsenal are an important club. They do great work in the community. They try to work with integrity and above all they strive to entertain on the football pitch. With all the problems on and off the pitch and the frustrations I would still rather watch Arsenal than any other club

» More investment into the team is required and sell the deadwood. Cut losses on certain players and use that money to invest.

» I said I support FFP because enforced it should benefit Arsenal. But I don't think it will be, so would like Usmanov to join the board

» I think having come out the other side from the move and debt, and having kept in touch with the leading pack, we can start to push on and challenge- particularly when the new commercial deals kick in. IF we keep our best players.

» Champions League football in my minimum expectation every season. Without outside investment I doubt we can expect anything more given the current trends in the league. I also doubt the FFP rules will prevent outside investment.

» The rise of social media has drawn me closer to the club. The interaction with other like minded supporters has been brilliant. Whilst I feel closer to the club, it's not the boards doing.

Question:

Further comments on being a Fan: Sentiment and Expectations

» The club should not have put statues up of any players whilst they are still playing and also the players chosen happen to have played in the Wenger era. This may strengthen his position in the way Stalin put up statues in every city in Russia! Don't believe the hype! Bergkamp contributed as much as anyone to the Arsenal success story but he may compete with Wenger to become the next manager. Anyone that threatens Wenger is not let anywhere near the club e.g. Keown - who was moved out when he became successful as a coach.

» Worried we will not compete with the big spenders and end up sidelined from the real competition.

» The clubs with money will get around the FFP and stuff the honest clubs. We havent got a prayer.

» Over the coming season's i expect the club to grow in areas both footballing and commercially. I expect more money to be spent on improving the squad each year now FFP is coming into place as we will be able to compete better with the likes the Manchester clubs, Chelsea, Barcelona and Real.

» In terms of expectations, I really believe that The Arsenal can still be a massive force in the league with some investment and improvements in the defensive side of our game, hopefully something Steve Bould will make a priority. The basis of a very good team is there, as proved by a 3rd place finish but I just feel we need 3 or 4 quality signings and some more consistency. At the time of completing this survey (25/5/12) I feel positive about the signs I am seeing from the club and rumours I am hearing. I am however, keeping an open mind until we kick off for our first game of the 2012/13 season!

» Re FFP - I think owner investment into a club should be allowed but ring fenced to support capital expenditure - such as stadium build, improvements, training ground infrastructure etc. I do not believe that owners should be allowed to bankroll player purchases nor salaries; however it allowed to pay for capital items, this will free up club's income for player purchase and salaries but within club's own revenue streams. So owners can support the infrastructure and lay the foundations, but after that, value has to come from good management of resources.

» Our only saving grace is the implementation of FFP , which i don't see happening...but i remain optimistic

» The same old, same old will probably happen But we will always be there

» My main concern is that Arsene is very stubborn and it is like he wears blinkers sometimes. I think it is a good thing that having Steve Bould and Neil are now coaching the first team, hopefully they will make them better at defending

» I am a traditionalist and love Arsenal's history and where we've come from 'boring' football, to now. But we've lost the fight, the 'britishness' that a midfield general gave us. i think AW doesn't value the captains role as well as he should. With respect to RVP's skills, he shouldn't be leading the team, where is the next Viera? Adams? etc when we won trophies! Wilshere maybe, but it needs to be someone who can do the job - we tried Gallas! it was a mess!

» I really don't know anymore. Last year I was still optimistic. But this year our play has become worse, and though we seemed to have had learnt the necessity of hard-work and concentration, we still made the same mistakes attitude-wise in the run-in. And the message from the club continues to be an 'all is well, trust us, now leave us alone'. This makes me feel there is

Question:

Further comments on being a Fan: Sentiment and Expectations

no point having expectations. I love the club. I love going to matches. And really, the only thing I would wish for is that the fans got together and made this stadium be famous for having an electric and supportive atmosphere. Everything else is secondary, and would follow. It may taking player investment, an artificial feel good factor, a change in supporter mindset, but I think that is what should be considered first. I would like to say that I thought the stadium in the last home game was disgraceful. We were one-nil up, yet it wasn't till the 16th minute that the fans made the slightest bit of noise. And there just two stadium-wide songs in the whole half. If us fans want success I think we need to be made aware we do play a part in it as well.

» Statues around the concourse are all well and good but supporters want success on the pitch. FFP is great idea but whether it will ever be enforced is highly doubtful. As I said earlier I do not want AW to go I just want someone to control him and that is why I favour DD coming back.

» I'd love us to win something the league would be my number 1 of course but we need investment in a couple of key areas if the FFP does work then great if not it I think that man city and Chelsea will ruin the game in this country

» The jury is still out!

» Chelsea will buy big again as will at least 6 other clubs. We wont!

» I believe with the right squad investment that we can be successful once again, but we need a few bodies to go 1st.

» I don't expect Arsenal to win the Premiership in the foreseeable future but I am quite proud of the way the club tries to implement the self sustaining model. I hope Arsene has learned that his relationship with his young players will not necessarily keep them there and decides to add experience players as well as nurturing youth. Most successful teams have a combination of both and we have seen how Arteta , although not a huge 'star' has been one of our better players last season. With judicious signings of experienced players we can improve the quality of the squad.

» If we do not drastically amend our transfer policy we will only ever challenge for a top 4 position AND NEVER become a dominant footballing force.

» My expectations on August 1st were ultimately met, but what a rollercoaster along the way!

» I believe with FFP coming in our club are in very strong position with the Stadium over half paid for no debt new sponsorship contracts up for grabs in 2014 and our increased fanbase world wide we can and should become the biggest and best if they start expanding our commercial activities. And getting fans more involved we can be looking at expanding Emirates and winning trophies.

» Nothing is going to happen, until a change of manager, a new chairman, new ideas, new input, younger board. Hill-Wood is 75 too old. Emirates has no atmosphere on matchdays not like Highbury. Expectations, cannot win the Champions League, new several quality defenders.....plus a goalscorer...

Question:

Further comments on being a Fan: Sentiment and Expectations

» The team dug in and ground out third place this season, but only by luck this was achieved. There are players who should have been replaced and removed long ago. You can't challenge for silverware without good depth, and Arsenal severely lacks it. Without RVP we would have been nowhere.

» In terms of whether or not Arsenal 'met expectations', I would say in terms of final position my expectation was met; however, match performances were often below what I'd hope to see from Arsenal.

» Arsenal have a complete disregard for their supporters and employ a MD who had no knowledge, empathy or understanding of the club and it's supporters and in common with the board are only looking after their self interests

» Again, I think the club's prospects are bleak. There simply isn't any ambition from the upper level of management.

» Club should honestly communicate expectations. Our reality is skewed by previous success and Board's passive communication strategy.

» We need major investment from owners to compete with Man City and Chelsea, until then we will never have a chance competing for top top players

» I am an ARSENAL fan - not a fan of one, or more, player(s). I have confidence in the Manager and the Team - they will definitely win silverware, especially if they manage a good few years 'together'... BUT no player should think he's bigger than the others, bigger than the team!

» Ian Wright, Wright Wright. Did you miss out the third Ian Wright!

» We need to buy and strengthen up our squad and give young English players who want to play ie The Ox and stop messing up their confidence.

» I am pessimistic because of the stubbornness of the Board and the way they treated David Dein and Lady Nina Bracewell Smith. We cannot continue to live in the past

» I feel more and more alienated from the club, which seems to care more about its financial performance than performance on the field.

» I am very optimistic as with our new stadium that brings in more revenue on match days than any other club in the world and with our sponsorship deals up for grabs, and then we will see Arsene and our club come into its own right, with some new younger board members joining current board and Mr Gazidis and his team pushing for new sponsorships world wide with maybe help from Mr Usmanov and Lady Bracewell-Smith Mr Kroenke also needs to be seen and heard from more.

» Last summer's transfer dealings were an embarrassment. What happens this summer, building on Podolski's signing, will

Question:

Further comments on being a Fan: Sentiment and Expectations

be critical to fans' views of the club. Fans have been brilliant despite everything.

» All the excitement and passion of following Arsenal FC has dropped in the past years for me. We are becoming a feeder Club so we loose our best players. Chairman/ Board have allowed players' contracts to enter final year etc. Recent transfers have focused a average to below players. When you watch Arsenal now you are not confident they will win. Each year Spurs are getting closer. Next year they will pass us as a football club because we have stood still, and our fans are leaving. They want to be associated to a successful Club.

» I felt being up against it a bit improved the atmosphere, but only when the team appeared to be trying hard enough. Too often they mock the manager's assertions about their "mental strength" by their performances, and they need to defend properly as a team. The performance against Wigan was a disgrace, and the team only didn't get it in the neck for that because of Wigan's appalling gamesmanship. You can't outscore everyone and so many problems stem from conceding sloppy early goals at home. We are also clearly not getting the best out of some performers, notably Walcott, which leads to poor or inconsistent displays which invite abuse from idiots in the crowd. No-one is likely to perform better if they are being abused by their own fans; more singing and less moaning from some sections of the ground, please.

» Question 27 is a difficult question to answer. I answered in the long term sense, in that I expect each season Arsenal, with the resources and base we have to be challenging for if not winning trophies. In that sense is was an utter failure as we never really competed. Yet after the summer and the start of the season, Arsenal exceed my expectations, but that is because they were so low and I underestimated the lack of quality in the league and sustained brilliance of RVP. Yet the awfulness during the summer and start of the season was down purely to the incompetence of the club and particular the manager not unforeseen events. Our manager got it terribly wrong and in most other businesses and/or clubs that would have meant the sack if not at the time then at the end of the season. Yet here he still is! As long as Wenger is manager Arsenal will not win anything and it certainly will not go forward.

» We are 2 or 3 World Class players short to be able to compete again....

» WHY DO I CONTINUE TO PAY £4000 PER YEAR ON MY SEASON TICKET MUST BE TOTALLY MAD AS WITH THIS SETUP WE ARE NOT GOING TO WIN ANYTHING

» My fear for the 2011/2 season was that Arsenal would become the next Liverpool and finish in 7th place in the league. I was proved wrong as the team finished in third place and secured automatic entry to the Group Stage of the Champions League. However, this was in some part due to the failings of other teams like Chelsea. Like the 2010/11 season there were still too many poor performances to persuade me that the team is actually improving as a unit

» Every summer the club deceives us by telling us stars will stay for next season - then they leave. We are fed rubbish through the press and are treated like idiots which is very disrespectful/

» From 'Invincibles' to this shambles!

» Fans expectations are high but not unrealistic we scraped by we never challenged for the title once.

Question:

Further comments on being a Fan: Sentiment and Expectations

- » Why can we not follow the German model with safe standing, cheaper tickets and free travel. The 14 to 21 year olds have been ostracised by the club. There are nowhere near that many in the Emirates as there used to be when we had terraces at Highbury. Atmosphere cannot be generated artificially by a DJ or flags on seats. You need the youthful passion and enthusiasm, which you can see on a smaller scale with our away support. Many of our younger fans are only able to follow the team regularly at away games. I wanted a new stadium with 70-80,000 capacity with lots of affordable tickets for ordinary working people and you can still have enough corporate spaces.
- » under achieving ambition permeates the club
- » club in a major crisis. fans too uninformed to understand just how seriously bad it is. AST probably now has a duty to tell it like it is
- » The buying of new players is an utmost priority and should be undertaken sooner rather than later in the transfer window, and players that aren't required should be sold as soon as possible to bring in revenue to assist new signings.
- » I am concerned that FFP will not be properly enforced by UEFA and that clubs with large commercial deals will be able to flout the regulations, which will leave Arsenal behind. Because of this, although I support FFP, I would like Arsenal's owners to make an equity injection to improve the squad in the short term so that preferable commercial deals can be secured in line with the arrangements other clubs have. This way Arsenal will be able to compete, rather than suffer from poor long term commercial revenues as a result of under performance in the years before these sponsorships are re-negotiated.
- » Now that our club has a majority owner and another substantial shareholder I feel that the club is no longer owned by fans but people who simply want to make money. It is now a business rather than a football club. And making money is now more important than winning trophies.
- » I have had a season ticket with my dad for 22 years and both of us have never felt so disillusioned and separated from the club we love. That rests solely with the owner and the incompetent board and CEO.
- » If there are to be more statues then at least appoint someone who can make them look realistic - the Henry & Adams poses may be accurate but the facial expressions are unrecognisable and embarrassing.
- » Every effort must be made to listen to and engage with the real local community - players and club staff must do more work in the local schools, youth clubs and community organisation in the local areas to build long term allegiance of the local kids
- » I am optimistic about the financials of our club but not the ability to win any trophy.
- » Arsenal are communicating in a global big brother fashion, bragging about their millions of Facebook friends, pushing interviews with players who enrage the fans - it's off the pulse, commercialised, perception engineering that ignores the fact fans read blogs etc as much as they do AFC's own politburo pronouncements & picture of life whether they be based in Islington or Guangzhou. More honesty & reality is needed.

Question:

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» It is fine to take the moral high ground with FFP if it is going to be implemented consistently but given general levels of integrity within UEFA and FIFA this is a potentially naive assumption. Therefore it is not the case Arsenal Football club should adopt a different model - if you can not beat'em, join'em

» Very disappointed with the performance of the players, board, coaching and medical staff. Far too many people are only interested in their take home pay. The club lack ambition and refuse to invest in good quality players to challenge for trophies. Also they rip off fans and abuse our loyalty. Far too many players lack bottle and must be cleared out!

» I find it extremely frustrating that certain players show a lack of urgency or fight when the chips are down. I think the manager takes too much responsibility for players poor performances. Instead he should be more ruthless with players.

» 27. Arsenal met my expectations from last summer, but only because they were so low. I predicted 4th going into the season, but won't give the team too much credit for attaining fourth as it was mostly down to Chelsea failing to meet my expectations of them. Our poor start had me seriously worried about where we'd finish in the league and I'm glad we managed to recover, but it's only fair that I judge our final position on where I thought we'd be from the start of the season. 30. I am concerned by how the club will react to the FFP rules coming into place. It looks like the club will have yet another excuse to raise ticket prices and demand more from match going fans who already pay the highest prices in world football.

» I walked out of the ground when Wigan scored their first goal. I did not watch another game, read a paper or watch a football programme till 8pm last Sunday. I could take no more disappointment.

» Arsenal generally both administratively and with some (but not all) of the playing staff do not care as much as the fans about being successful again.

» With 3 teams financially stronger than AFC. It appears that we go into each season fighting for 4th place. This apparent lack of ambition does not encourage our best players to stay thus we become prey to the Man Cities. Even a "sustainable model" needs some success or 'star attractions' to attract sponsors and fill 60,000 seats

» If we can keep Robin Van persie by offering him anything he wants we can only get stronger as we saw as the season went on

» It concerns me hugely that the Board and or Arsene cocked up the transfers last summer which led us trying to catchup all season.

» Poor summer dealings and late buys obv led to difficult start, main problem still seems to be lack of defensive nous, and attitude against 'smaller' teams

» On expectations, I believe the club can be extremely successful if it maximises the return on its assets (both financial and sporting); but I am not confident the current regime - Wenger/Gazidis/Kroenke - are the right people to do it. They are making the same mistakes over and over again and that gets to be wearing after a while.

» The club have shown what they think of supporters with the withdrawal of the 20% discount to Supporters club, which

Question:

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would have cost no more that 20,000 per season what a joke !!

» I feel official club communications and the website are poor. Very generic and no real sense of personalisation. Whilst I realise this is difficult I feel the club could do more. I rarely use the website anymore due to the general lack of any real Arsenal news... Player features are great but it seems that the BBC and Sky have an edge (Even if mostly incorrect) on even the official site. Also the website is very cluttered and not pleasing on the eye, please re-design it, clearing it of junk and making it look like a modern, clean, easy to navigate website.

» Groundhog day springs to my mind. I don't see any change while the current set-up is in place in terms of management. Why should I waste my money when the management is only interested in Champions League Place.

» A more dignified Manager's approach on touchline win or lose. Arsene let's us all down currently

» Fans influence with the board needs a bigger stage

» To be brought down from being a fan expecting to challenge for the title to one that thinks 6th will be our best next season (with current squad) tells the story. I think Wenger has done an excellent job to lift the team from the poor start. However, the cracks are still very visible and my expectations is that the team should secure contracts and look towards challenging for the title. The club are putting a lot of emphasis on shrines around the ground and not enough on what is happening on the pitch. The club need to make it clear how FFP benefits us. I personally believe that the better invested teams will find ways around it.

» We seem to settle for Champions League qualification as a substitute for victory in that or any other competition. That makes commercial sense, maybe, but doesn't enthuse spectators or possibly players sufficiently.

» I love the club; sometimes in spite of everything (mercenary players, dreadful number of fixtures rearranged by TV companies, costs per match attended, dreadful changes to home kit etc)!!!

» I actually think that the club (as a result of the actions of the AST) have been very good with fans in terms of their interaction. I admire that Ivan Gazidis is willing to answer questions from fans each year and truly respect his bravery! Additionally I think the club has invested heavily in making the stadium feel more like a home and honouring our legends. However, I still feel the club doesn't sufficiently act in accordance with the fans' sentiment about our on the field performances. They need to be more willing to affect change when our record each year isn't improving. I don't mind paying high prices for tickets if I feel that the money is going on improving our on pitch performance (and not on paying the board's bonuses)

» Herbert Chapman statue would be my preferred choice.

» I am a dedicated fan who makes sacrifices to come and watch the games. I don't always think that some of the players appreciate what the club means to the club. They talk a lot but don't deliver when it comes to the crunch. I accept the financial stability is important but we also want to win silverware and in the short term we need to sometimes bring in reinforcements to get over the finishing line. I hope we can win something next year. Wenger to stand down after next season and Guardiola to come in.

Question:

Further comments on being a Fan: Sentiment and Expectations

- » Only exceeded my after start we had, as a whole they have failed to meet my expectations. They basically saved themselves with 3 or 4 major signings i would be extremely optimistic. Need dm cover for song, who is beginning to believe he is pele. Another quality cb, some offensive power and cover for rvp
- » Before the season started I would have settled for 3rd/4th place given the summer signing chaos with a distant hope that we might win the FA or Carling Cup.
- » Arsenal did better than expected this last season given we lost Fab and Nasri and started so badly, but the big and sustained picture over 6 years now is that we do not seriously challenge for the top honors and our best players leave for other clubs. Neither the Business model and the value to fans model is working and the club is in decline. My love for Arsenal is undiminished but my expectations are, and I will not pay to watch Arsenal fail for much longer.
- » I would like to see a safe standing area developed with in the stadium.
- » It's just a game of football. I try not to obsess about it!
- » I would expect improvements re travel after matches.
- » 15 years in the upper quartile is not an easy accomplishment. As fans we need to up our game, become much more vocal and supportive, AFC need to follow through, retain our best players and sign 3 quality additions.
- » As a fan I want to believe we can win and win playing good football, but at the end of the day gallant losers are forgotten. I want a day out in the sun celebrating a trophy win, not just for me so that the players get that winning feeling
- » INVESTMENT IN THE TEAM, removal of mediocrity, class players in reserve, competition for places!
- » No defensive coach? Big name defensive midfielder please
- » Have felt very disappointed at the club at times, been a very hard season mostly of our making and failure to compete at the highest level both at home and abroad.
- » Transfer fees and wage demands getting out of proportion to the game of football.
- » This season has been good for me personally. Having a fan flag up all season has been nice. The statue unveiling was a special day and I will write to the club for the invite to that. There's a lot of negative press with the club / it's relationship with supporters but this was a great day. 1st class from the club. In terms of moving forward? I can't see how we'll ever be able to compete with Man City, United, Chelsea, Barcelona, Real Madrid etc. With things as they stand I simply cannot see how Arsenal will be winning leagues / cups etc. Our squad is simply NOT good enough. We have a good 1st team on their day capable of beating anyone but not a good squad. To ask the same 11 players to play 70 games a season (league, cup etc) simply isn't

Question:

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possible. A major over - haul of the squad is needed, it's simple to see that players like: Diaby, Squillaci, Bendtner, Denilson, Almunia, etc etc are NOT good enough for the club and are earning 50,60k a week when there's players like Grant Holt at Norwich who is earning a fraction of that money terrorising defences week in week out. We are missing the work horses of old. Wilshere is about the nearest we have to a Parlour these days. An Arsenal boy through and through. We may be a good business but we are not a "winning" team. We lost over a quarter of our league games this season. Mainly against teams we should be hammering. QPR / Wigan / Blackburn. This is a motivational thing the manager has to address. If RVP leaves this summer then that will be it for me personally. We are now a good club in the 2nd echelon of world football. Like an old Italian side, falling from grace. Here endeth the rant. David

» We moan and groan and yes it's super frustrating at times being a Gooner but i do believe that the manager and IG are passionate and hard working and have only e clubs interests at heart. I think AST is on occasion too negative although I think it does a generally good and needed job. We are in a strong position to make great strides in the next few years and I believe we will make them.

» Re: 30. Why isn't there an option which says that the big spenders have only signed up to FFP because their lawyers have already assured them that there will be ways found to bypass the regulations?

» What a roller coaster of a season. I'm still recovering from it. If we manage to re-sign RVP, Theo and Alex Song I think that we're in with a shout to win the league next season.

» Arsenal is by some distance the best run club - stop moaning please.

Question:

Thank you for completing the survey. Please use the box below to make any additional comments and also to comment on the work the Arsenal Supporters' Trust undertakes.



ARSENAL SUPPORTERS' TRUST

» The ability to watch / download matches from overseas is not as easy as I would like. The delay to having the matches watchable is a shame.. Only relevant to people like me, who dislike our monopoly satellite tv, otherwise I could watch many of the games on tv, recorded here. But - ideally that could happen at Arsenal, so that people could easily play the recorded game from theAFC 'tv hard drive recorder'.

» I think we (Arsenal) need to make some big moves this transfer window. We can't keep a strong squad at reasonable wages when we lose our top players each summer. Strong signings could keep the top players in our squad from leaving as it will be a sign of intent to challenge for silverware. This means we will get stronger each year as opposed to becoming weaker and weaker. Signing young players and developing them only works if we can keep them as opposed to having other clubs lure them away as they enter their prime. Also, I think it is very important to qualify for the Champions League, but it does not mean we can't win the FA/League Cups. I don't believe these competitions are mutually exclusive.

» Great communication. I'm so glad that you value my input as an overseas supporter.

» Good job AST!

» MUST STOP SELLING OUR TOP PLAYERS

» There can be no other sport or business where there are so many unqualified experts on hand to tell the professionals how to run things. Certain people in AST fall into that category. Arsenal have done amazingly well considering the ground move and that we have had to compete against teams that have been financially doped, as some quite clever chap once said. We all want the team to win things but we need to be realistic in this part of the 21st century and remember we want to be around in the 22nd century too.

» Understand the times we live in and get behind the Club. Bring ideas to the Board but be patient and measured. Take a broad view and pull together. Recent mumblings and criticisms by the AST do not sound like a body trying to work with the Club but a blog forum. I don't want The Arsenal to be the toy of a benefactor billionaire, filled with squabbling players with vast egos, that's not the solution for Arsenal. Football is getting uglier and less attractive to the thinking fan, I'd prefer to support a club with values and a soul that at least tries to do the right thing than a transient show of quickly bought silverware that could be gone tomorrow.

» Keep up the great work. I'll be able to attend a meeting one day. Many thanks.

» I have supported Arsenal for over 60 years. I can remember a very lean period from 1954 to the late 1960s when we won nothing and never looked like winning anything. The current concern that we have won nothing since 2005 smacks of impatience and lack of understanding of football. The fact that we won a lot of trophies between 1998 and 2004 does not entitle us to believe that it is our 'right' to continue to do so. We play a lot of decent football, we are solvent and we are not subject to a benefactor who at any time may withdraw his/her largesse. Let us be thankful for what we have and that includes a lot of very good recent memories. I still enjoy watching the team play, whether we win trophies or not, and the club continues to be run in the right way.

Question:

Thank you for completing the survey. Please use the box below to make any additional comments and also to comment on the work the Arsenal Supporters' Trust undertakes.

» Some of the questions didn't quite have enough range of answers available, and implied siding with either one extreme or another (e.g. question 6), with little scope for middle ground. Would like to see more range in answers available in future surveys please, as well as 'additional comments' boxes for individual questions (where necessary/relevant) to have the ability to add further insight/reasoning if required when answering. Thanks.

» I think the Trust makes a massive contribution to supporters say in the running of this wonderful club and hope that Arsene will finally see sense and buy some players !!!!!!!!!!!

» AST s work is commendable : you listen to yr members so please continue to ensure the board listens to you

» I HOPE A TRIBUTE IS BEING ARRANGED FOR PAT RICE AT THE START OF NEXT SEASON I expect a presentation to be made to him on the pitch and hope that he is occasionally allowed to sit on the bench to give advice on the game

» Good to see the AST challenging Stan Kroenke publicly a bit more, although they are partly to blame for his integration in the first place. Bad move.

» keep up the good work. ;)

» Whilst confessing that I have never made the effort to attend an AST meeting I am concerned that comments I read in the press attributed to the Trust seem to ascribe to the view that the Trust is advocating a step away from the sustainability model in the pursuit of success through 'benefactors', which I suppose is a path I did not feel the Trust would be happy with in days past. I may be naive but I do not believe that anyone puts serious cash into a football team a la Chelsea and Man City without there being a sight on short termism.

» I think the job that AST does is an important one to put forward the thoughts and hopes of the fans. They help to hold the board to account, as at the end of the day we all want the club to do well.

» I believe the AST does very good work, however I would like the AST to focus more on illustrating the good things that club achieves and it's sound financial position. Far too often the AST is shown in the media to be a main dissenting voice in the media and this destabilises the club and creates a schism between the fans and club. I certainly hope that in future the AST will promote more positive views about the club and do more to help the team during the inevitable difficult moments. Thankyou

» Keep up the excellent work you are doing and ensure you work closely with other fans' groups

» Can we please stop playing "The Wonder of You" - it's really tacky. How about "London Calling"

» Thanks AST you do a great job

Question:

Thank you for completing the survey. Please use the box below to make any additional comments and also to comment on the work the Arsenal Supporters' Trust undertakes.

» Keep up your excellent work.

» Thank you for another great job in scrutinsing the club and representing fans' interests this year.

» I answered in the negative when asked whether I feel closer to my club since Stan Kroenke and his Kronies took over the Arsenal, but I do feel that the work the AST does helps to nullify that to an extent and strengthen the bond I feel with my club.

» The organisation, efficiency and the influence the Trust has built up is very impressive.

» Overseas fans like me would like to get involved more with the trust and the club stationed in our countries..if there is something that can done in that respect it would be great like giving options to us to join the fanshare scheme.

» Thanks for allowing the opportunity for feedback. Following the AST and a whole array of Gooners on twitter, it's an near impossible and unenviable job to encapsulate the supporters' feelings succinctly, such is the width of opinion, but one I think you do well. Cheers.

» thank you so much for what you do, i dread to think where we would be without you fighting our cause. Thank you and i owe you all some pints!!!

» Spending ridiculous amounts of money is not the answer. We need to generate more revenue, and develop more kids, a la Barcelona!

» I think certain players performances let us down during the season and in key games. I appreciate it is a team game but we are only as good as the weakest link in the team. Average/weak performances by Arsenal players should not be tolerated. Is it possible to devise a player performance table to let Arsene know his weakest links???

» I thank the Arsenal supporters trust, there's still no movement of an allocation of tickets on the day. Even 4000 will bring the fun back to queuing up on a friday night in the hope of a ticket to the match! It will create atmosphere around the ground prior to kick off and we bring new supporters to games.

» Proud to be an AST member, think you guys are doing a great job. I still beleive we should press further with the David Dein return issue, or at least demand some clear explanation on why it won't happen. Since Kroenke doesn't say much I beleive Usmanov should have a say. And last, maybe we could do more as AST in working with the club to make the Emirates a noisier, more "footbally" place

» Some heavily loaded questions here guys! Overall, well done keep up the good work.

» I think the work the trust does is excellent, and appreciate the lack of bandwagon jumping it does

Question:

Thank you for completing the survey. Please use the box below to make any additional comments and also to comment on the work the Arsenal Supporters' Trust undertakes.

- » Although only a recent trust member, thank you for events and acting as a conduit for interested fans, try hard to get more fans as members

- » The work the AST is to be commended and it's a great avenue to challenge the club/board on the pressing issues. Well done!

- » I don't see the UEFA FFP rules having any effect on fairness. Wenger is right to call what is happening as a number of clubs 'financial doping'. The best Arsenal can hope for is 4th place for the foreseeable future.

- » Support in public, challenge in private. Surely it is time for the fan groups to start challenging in public?

- » I'm fed up with: Losing our best players each season Indifferent squad players supporting the talent Lack of 'strength in depth' where our back-up players are simply not good enough and we have an over-reliance on 2 or 3 players.

- » I think that the AST should be held in the highest esteem for the work it does, it is a model and mentor for other clubs to follow and Arsenal football club is the better for its existence.

- » I truly hope that these views are forced upon Gazidis/Kroenke and co, and serious improvements are made at the club. Otherwise, it will hurt everyone, the fans, and ultimately their pockets, when The Emirates is half full hosting the Europa League. But I doubt that things will improve - why would they? They've deteriorated every year since 2005. One thing is for sure, if the quality does not improve next season, it will be my last season since 1995 of owning a season ticket.

- » I love the AST. I plan on becoming a life member at some stage. I didn't necessarily agree with how some of the questions were worded. I support Arsenal Football Club. Not Chelsea or City or United. I like how we do things. I like that I'm able to fill out this questionnaire and someone will read it and take on board what I think. We have something special, let's not destroy it from the inside.

- » I think with more investment over the last few years we could have won a trophy but do the board want to invest in players? To the AST I say: please carry on with your work, someone has to put pressure on the board in an intelligent and thoughtful way.

- » Whilst AST are a well-run organisation and are behind great initiatives such as fan share I think they are generally a bit toothless. In my opinion they are too scared that voicing the fans' genuine opinions would "rock the boat" with AFC and cut-off their contact with the club (i.e. Ivan Gazidis Q&As etc). Whenever I've expressed an opinion to the AST the response is always "come and discuss it at our meetings" or "we'll canvass opinion in the next survey". Meetings and surveys are great to an extent but in reality they achieve little. We still have an a frugal club unwilling to invest existing funds and failing to show any ambition in terms of squad-building. The AST seem incapable of properly holding the club to account because any sort of real and vociferous meaningful criticism would lead to the club withdrawing access to Ivan Gazidis and we would have no Q&A session where Ivan can humour the AST and spend an hour or so spinning answers, talking in management speak and generally saying very little of any substance like an accomplished politician. In short, the AST is too cosy with the club and so are unable or unwilling to deliver the message that the direction the club is heading in is unacceptable. The AST have been completely mollified by a trip to the US to meet Silent Stan and an hour or so of Ivan's lies every season.

Question:

Thank you for completing the survey. Please use the box below to make any additional comments and also to comment on the work the Arsenal Supporters' Trust undertakes.

» AST - you do a fantastic job in keeping us updated with all aspects of the clubs workings. I hope this reflects that the club has a trust in you and the good work you do

» A big thankyou to the Arsenal Supporters Trust for all the excellent work throughout the season and the manner in which you keep all members informed.

» Well done to the AST for taking the time and making the effort to ensure that the supporters have a strong voice in the running of my club.

» In the past the AST has been able to claim a differentiation from other supporters groups on the basis of its development of Fanshare and its support of custodianship. These points of difference have faded for one reason or another and the AST seems to be left only with the ability to make the loudest noise. This ability needs to be used more constructively and we need to hear from more of the Board members than just the usual suspects. I suspect their views (and the views of fans of other clubs) could be instructive.

» I'd like to be able to buy shares vis fanshare but am prevented because I live in Guernsey. AST should fully support Mr Wenger and the policy of keeping the club in a sound financial position - it's far more important that Arsenal remain a top 4 club for the next three decades than to win the league for 2 or 3 times and implode because of financial instability. As I mentioned - once the stadium has been paid for I believe that the club will have more financial resources to compete with other rich teams.

» LAST SUMMER TRANSFER DEALING WAS SHOCKING AND POOR MANAGEMENT OF THE HIGHEST LEVEL.

» Only became a member of the AST this season - really encouraged by the work it does. Believe supporters should work with the club and get their feelings across in a way that the board can understand, rather than protest against it.

» I am pleased to be a member of the AST as I think it is a very worthwhile organisation which also helps to keep me in touch with what is happening within the club. Well done to all concerned.

» I feel Wenger has been in his job too long and the current board seem incapable of managing him effectively. Arsenal's problems come from two sources. A manager who's had his best days, and an ineffective board.

» I think you're all doing a great job at AST and look forward to the next meeting. This kind of forum is vital for a healthy club.

» Satisfied with the work of the AST.

» I think the role of agents is concerning. The fact that Darren Dein is an agent for many pros at Arsenal - some that have left for big money deals - and his relationship with Wenger through his father, David, leaves the club open to collusion and nepotism. The AST keep fans at the forefront of the clubs mind through their work. Keep it up!

Question:

Thank you for completing the survey. Please use the box below to make any additional comments and also to comment on the work the Arsenal Supporters' Trust undertakes.

» keep up the good work!

» AST are doing a grand job on behalf of the supporters and many thanks for your efforts. On a lighter but no less serious matter can somebody control Nike on their kit designs and instil into them some sense of history No tampering with the red and white home colours and the away shirts should only be yellow/old gold or a variation thereof

» Thanks for the opportunity to Air my views. I only joined the scheme this year and am very pleased to have done so. Keep up the great work you are doing.

» Loaded questions which will probably produce the results you want.

» Really supportive of AST - it is your work that makes me feel more a part of Arsenal than anything that the club does - they actually tend to alienate the ordinary fan in the pursuit of the corporate 'buck'. Thanks and keep up the good work

» Thank you for representing us in a very good way

» Appreciate all you guys do, keep fighting and keep the Arsenal with Arsenal supporters!

» Congratulations to the AST. Keep up the excellent work!

» Great initiative and thanks for the opportunity to provide feedback. Look forward to the results! cheers! Roy

» Thanks to the AST for keeping me informed about the Arsenal

» The AST has to be the long term brains behind AFC. Owners, managers and board members will come and go. The supporters, generation by generation are the real stewards of the club. So the AST is vital to holding up a mirror to the decision makers. Ultimate accountability is if fans turn up and tune in, so the fans need to have a voice for any club to maintain a successful road. Please keep ensuring the board listens.

» I think the AST does a great job in putting forward the views of supporters. I am in favour of fanshare but with only 3% of the company not with Kreonke or Usmanov it limits the scope of the scheme. The only person who seems to have power is AW and even if he is kicked upstairs for a new manager to take over he will still wield power thereby frustrating the new bloke. As regards any manager it needs to be someone at the very top of his game and whilst there are a few about would any want to work with AW looking over their shoulder?

» Just keep up the good work putting arsenal supporters views forward

Question:

Thank you for completing the survey. Please use the box below to make any additional comments and also to comment on the work the Arsenal Supporters' Trust undertakes.

» Need to be more assertive and aggressive in the transfer market!!

» Keep up the good work.

» Its imperative we show intent in the transfer market. Chelsea has just become the first London team to win the European Cup and that is a slap on Arsenal's face. We cant keep playing second fiddle.

» Arsenal fans are quite rightly criticised by other supporters for having a mindset of being "entitled" to be competing at the top each season, when we have no such "divine right". It's time we adjusted our expectations from those created between 1998 and 2004 and became more realistic.

» The Arsenal Trust are doing a great job in getting club to listen and engage, If we can get more supporters into fanshare and use shareholders and board members who have great business contacts all over the world as well as media companies to promote our club and get sponsorship deals and negotiate new deals in 2014 then the future looks very bright indeed, we need Hotel own TV Channel bigger commercial team like Man Utd based in Queensland Road so increasing job opportunities for local people, open cafe/restuarant by Danny Fitzman bridge daily so the many visitors can gather and have drink food etc, and open a gunners type pub in Queensland Road so again visitors and supporters could meet look at pictures our history etc.

» Season 2012-2013 will be same old, bad defending, too many goals conceded. The AST must stand up and say more to the club.. No season ticket increases across the board, if IG comes up for re-election, at the AGM, I shall vote against him.... does not understand Arsenal supporters, like the AST.

» The board have to remember that RVP is not a commodity, but is actually an intricate part of the Arsenal way.

» I feel the supporters trust are dong all they can to represent the fans despite sometimes coming up against a brick wall.

» V good survey

» Excellent wotk by the AST. We must work hard to change ownership and remove the current board members

» Thank you making the survey online compatible. As an overseas supporter it's made it easier and more timely.

» The AST does a superb job in promoting the interests and views of fans and shareholders alike.

» In my view the AST maintain's a good a good relationship connecting the fans with the club

» Living overseas, I greatly appreciate the input, information provided and work performed by the AST. I hope to be able to

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attend an AST meeting sometime during next season.

» Grand job, keep it up.

» Would like to see an AST member on the Board of Arsenal plc to represent the minority shareholders and Fanshare members - it is not acceptable that most of the current Board members do not own Shares in Arsenal plc

» You are doing a great job. The voice of the ordinary working Arsenal fan. Keep up the good work.

» AST does a good job as does AISA but it is limited by the intansigence of the board and the disappointing contribution by Stan Kroenke. Hopefully Usmanov will issue another bid which Kroenke will accept, take his £150m profit and the club will be run by people who are awake to the needs of today

» The Fanshare scheme is brilliant. If only fans could take greater ownership in the club ala Bayern & Barcelona.

» I think the Supporters Trust does a really good job, I think now the club are doing tours in summer with our already very large fanbase and financial fair play coming in with the right additions both at the top and player wise this club has a very bright future Danny's dream will come true mark my words, Mr Wenger will still work his magic, and with the American know-how of making money and getting best business deals this club will become the new Real Madrid Barcelona and Man Utd rolled into one .

» I'm pleased the AST exists, and Fanshare. The club though remains in the dark ages in respect of member communications - believing in the mushroom treatment (keep them in the dark and feed them bullshit). The AGM was the most awful and embarrassing company AGM I have ever attended

» AST needs to enter into a big commercial drive to recruit fans, With a bigger fanbase you might be able to influence the Arsenal Board. Otherwise you are doing a great job.

» I think the work of AST is of great value. However, we seem to have reached the limit on a few things. Fanshare is stymied by the absence of available shares, and the dilemma of when to risk loss of access to the top people at the club by saying what they won't accept was more urgent this year. I hope that the underlying problems aren't covered up by finishing third, and there will be a nervous August once again, due to Chelsea's victory in the Champions League final. The club need to listen, to make changes and perhaps more importantly to be seen to do so. The lack of transparency surrounding the Kroenke regime is a continuing worry, as it gives the impression, rightly or wrongly, that just maintaining and increasing revenues and the value of the club is the objective and a more holistic approach to the purpose of a football club might be beyond their understanding. Liverpool's fate is a warning.

» Please keep up the excellent work!

Question:

Thank you for completing the survey. Please use the box below to make any additional comments and also to comment on the work the Arsenal Supporters' Trust undertakes.

- » The performance of the AST leadership is superb, but regrettably rarely little more than cosmetic as far as the owners are concerned

- » Thank you for the opportunity to partake. The AST is a brilliant conception and I hope and believe we will have a greater role to play in the future of our club. Though perhaps not one that can be imagined at this juncture.

- » It appears that the club have taken the Trust and the other supporter's associations for granted after winning all the legal battles in order to build a new stadium.They just pay us lip service.Stan Kronkae seems to be the silent "dictator"(Ivan Gazidis being his mouthpiece) where no one can offer any new and fresh ideas.The Arsenalisation of the stadium is highly commendable(best thing the board have done),but it's the actual going to the match experience that matters more than anything else.More youngsters and working class people must have that opportunity again.We can learn a lot from the German model.I wish we could have a stadium size and atmosphere like Borussia dortmund!The Trust have been brilliant in representing the fans views,but I believe need to be more assertive in voicing fans' dissatisfaction over a number of issues. We have become a selling club and do not appear to be as competitive as we once was.We don't want wholesale buys,but just to purchase a couple of top quality players each season to supplement the team/squad.We have lost out on many trophies because although the team was strong,the squad wasn't.The manager has grown stale and has been very lucky this season with Van Persie for once completeing a full season.Where would we be had he got injured?We have a lot of "deadwood" in the squad,on the back of a number of panic signings,who are earning ridiculously high salaries.I am not convinced that the manager can return us to headier times unless he becomes more flexible to change and more receptive to new strategies.Why are Patrick Vieira,Denis Bergkamp,Martin Keown,Lee Dixon et al Gunners with stature and lots of experience and knowledge not back helping out?Perhaps the manager does not like anyone questioning him.

- » congrats on AST professional approach and thank you for giving your time to the cause

- » I think the work of the AST is fantastic and would like to see a much harder stance taken against the board and owner. The AST stands for the fans and so being worried about breaking relationships with the club should not come in to it. Keep up the good work. I believe Red+White Holdings would be a much better owner than Kroenke and believe it would see much more fan involvement.

- » AST keep pushing the views of local fans

- » I look forward to being as involved as possible with the trust as an overseas member and I applaude the proactive ap-praoch the trust takes with the club.

- » I believe the AST does good work - thanks, keep it up!

- » I feel that unless we stop paying the "kids" in the squad exorbitant wages and invest in some top players then we can look forward to another dissapointing season next year. meanwhile our biggest rivals will continue to strengthen their squads leaving us further adrift from the pack.

- » Aresenal need to focus on why they exist. Only looking for a top four finish whilst winning nothing is disgraceful. Bumbling

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Peter Hill Wood and the rest of the Board should be sacked.

» I wish to thank you all at AST for your continuing efforts on behalf of all us supporters not just your members. Whilst things have been frustrating at Arsenal for a few years I feel we must consider the enormous steps taken by the club in the past six years in turbulent financial times. I hope lesser north London clubs don't take note. I pity opposing fans whose clubs have been projected into false positions on the back of unearned monies, and hope our clubs policy brings just rewards.

» Thanks a lot and keep the great work up to push our Arsenal always forward !

» Keep it up.

» I'm delighted with the work of the AST and their continued scrutiny of the club we all love.

» i do hope supporters will make their views felt on June 6th. I also hope that people who feel like i do will join with me and my brother invoting against board members at the next AGM. We were the only shareholders to vote against DHW and SK. If people are unhappy then they must make the board aware in the one way that does upset them. If 100 supporters voted against that would make a real story in the papers.

» Keep the pressure on.

» AST tries to represent fans and should have a seat on the Board. However they need to press Kroenke and the Arsenal hierarchy considerably more to be effective.

» I Quit AST because it comes across as a closed shop. Allow new people in and new views.

» I think the AST are very good for arsenal and allowing fans to have an outlet to the board for fan opinions

» I Am very supportive of the work undertaken by the AST and hope that it continues to be a voice for all supporters not just those are shareholders.

» RvP - If the management team let him go it will be another example of them seeing Arsenal as a business and not a football club trying to win cups.

» thank you for good work

» Many of these questions make more concerned about the direction of the AST with this survey and in general. I think it is beneficial to provide constructive criticism to the board, but I think the AST needs to be more careful with their line of question-

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ing. I felt that many questions were straight from hyped up issues that really can't be assessed effectively by the AST or fans. I am concerned that raising many of these issues with Arsenal is unproductive and damages the reputation of the AST and weakens your ability to focus on positive long term objectives like the excellent fanshare scheme. I would be careful with many of these questions and how you use the answers. I would ask you to better consider your line of questioning in future surveys.

» Keep up the good work!

» The AST continue to play a valuable role in the future of Arsenal football club, I often feel that these surveys are of high importance and the club do genuinely listen to us as fans via the AST. Keep up the excellent work and Come on Arsenal!

» Thanks for all you work! We need to keep Robin and sign 2 other establish players.

» Well done chaps, keep up your work on our behalf

» I think the AST does a great job at getting access to the club. However, I still think that there is a need for somebody (perhaps another association) to be more willing to challenge management in representing the fans' views about our poor on-field performances, rather than just our off-field issues.

» The Trust does a lot of very good work and has been influential in their influence on big decisions. If they do not continue the Board will have less accountability and will ignore the fans. The days of the old boys network are long over and someone like David Dein is greatly missed. Wenger has too much power on his own and it seems that he does not consult with someone he trusts.

» Keep up the good work. The survey is a big improvement on recent versions. Is it me or has the fan share scheme gone quiet??

» I would really like to know how last Summer's transfer dealing fiasco was allowed to happen. Was it Wenger's fault or was it the Board's fault? Have they learnt their lessons and will the club sort out it's transfer business early this Summer? Is Lukas Podolski just the usual pre-season ticket renewal bait, or does this signal the arrival of some more much needed quality?

» I think more work should be done in supporting a move to creating safe standing area in the stadium for fans

» My view remains that, if Arsenal fail to keep RVP and are not able to attract better/the best players to stay or join, organisations like the AST are in a position to join forces with other fan organisations and forum out there to galvanize fan protests and withdrawal of support. If for instance RVP was to join City, given they would have 3 of our ex players playing against us, I would love to see all Arsenal fans boycott the home game as a message to say to the club this is not acceptable.

» The issue is not AW. His average net spend on Transfers is the lowest in the PL in his time at Arsenal. Look at the balance sheet- there are no excess funds. Fair play will mean Chelsea and Man City will not be joined by others. In time (5 years) Arsenal will be a top two player again

Question:

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» Well done for all your hard work

» This is my first full season with the AST and I am very impressed with how it is run. I feel that if we continue to grow, then the club would benefit from some of the proposals set out by the AST. I am also glad the AST are constructive in their statements and meetings. We know many of the problems with the Club and at least we are doing our bit as fans to improve things.

» I think the AST is a superb organisation and fully appreciate that, the Board recognise it. I am disappointed that (at the moment) nothing was really done for Pat Rice by the club or Fans.

» AST does a great job.

» The trust do great work keep the pressure on Kronke make him accountable

» Joined the AST this year as I'd fed up of listening to myself and other fans moaning about in the pubs about the way the club was heading. If I hadn't joined I think I would have given up this year. The AST shows their are people who support the club and want to see it prosper rather than just give up as so many fans I know have since the move from Highbury.

» Keep pushing the club, we will get there in the end! If Wenger doesn't invest this year then I think we have the right to say he has taken us as far as he can, if he invests in two or three other players in the calibre of Podolski, we'll be challenging next year.

» Tim Peyton seems to be happy when we don't do well as it "proves" some points. I know that is not true, but it's a perception I sometimes feel and I know I am not alone. The managers salary is irrelevant in the big scheme of things and some AST board members go on about it way too much, it's market driven and appropriate. Well done on the season ticket adjustments and on the price freeze call.

» In my view the work the AST do is excellent and gives me a balanced view of the on goings and financial issues at the club rather than the perception the media gives which is all good or all bad and no middle and balanced ground.

» In my view many of the questions require a 'black or white' answer when perhaps inevitably opinions are grey and nuanced. I am concerned that the approach adopted will lead to a polarisation of opinion when in reality the differences are not so great. 'Reporting' of the survey output needs to reflect the way questions were positioned and the limitation upon answers

» Please see comments on the team performance page. AST needs to stick to the areas of club affairs where its expertise and influence can genuinely affect the club's future in a constructive and positive way instead of getting sucked into the role of 'Fans' Representatives' on team matters which is a role that serves nobody apart from journalists looking for quotes for their next Arsenal In Crisis piece.

» The Trust has been straying into team/management matters too much, The 'spokemen' do not speak for me. Not helpful to be publicly critical. Supporting the club means supporting the manager as well.

Question:

Thank you for completing the survey. Please use the box below to make any additional comments and also to comment on the work the Arsenal Supporters' Trust undertakes.

» The initial idea of the AST was to represent the small/would be shareholder against the big money boys. I am concerned about the way its representatives are adding to the pressure on the footballing management by going public with criticisms of AW's style of management and decision making.

» Our transfers over this summer and the next season performance will determine how the club develops for the next 10 years - this next season is crucial!
