

Additional Comments on AST Ticketing Survey May 2024

1. Do you think that Season ticket and individual match ticket prices at Arsenal represent good value for money?

I'm Club Level and obviously pay a premium for that, I'm happy with my seat & the match day experience but it is an expensive choice.

Remain Expensive

If that's the going rate for football, then we have to pay it

Individual seat amounts are very high for category A games.

The tickets for games against smaller clubs are reasonable, but the prices for matches against bigger teams and in the CL are too expensive.

With Category A games close to £90/ticket (for Upper Tier West Stand), things are getting pricey.

It's not cheap but compared to West End theatre and cinema and other sporting events, it's not excessive.

They're high but we've come to expect it

Season Ticket prices – yes. Match ticket - some of the match grading has felt excessive e.g. Porto.

have never had the opportunity to buy tickets directly from Arsenal.

Season Ticket prices are high but almost 'normalised' because of comparisons with other clubs. Arsenal should be strong enough to start a trend of valuing their fans first - and use monies available through increased sponsorships rather than increase prices for those of us with now called 'general admission' season tickets.

Some do. But not all.

Much too expensive

Lower tier tickets are pretty good value when broken down on a game-by-game basis. Upper tier is too expensive.

Consider wider roll out of children prices.

As an overseas supporter visiting a few games per season it's not a critical issue. But for a person living in London, it's of course very expensive. I'm on the season ticket waiting list though so it is a chance that I will have to consider it more deeply in the future.

It is expensive but it gives great joy.

In some cases, yes, the European group stage tickets and Category B and C tickets represent a realistic ticket price, but Category A matches are, in my opinion, not great value for money, and are out of reach of the budgets of most normal working supporters and their families.

I think season ticket prices do represent good value - friends and family pay around £58 per game however I'm unsure how this compares against the other "top 6" clubs and London clubs. In terms of individual tickets, have found myself surprised at certain games being categorised as Cat A in the past but can't share any examples at hand.

ST holders should not have to pay Cat A prices for extra cup games, e.g. Bayern. It should be priced at the average price paid for games, e.g. ST price divided by the number of games covered by the ST.

Can't get them!

Playing the best football on the planet

The season ticket itself is just about ok for value. Making every UCL knockout tie a Cat A game is a rip off.

Personally, they are too high particularly for individual tickets. The fact there is a demand does not mean the Club should take advantage of poorer members.

the pricing is right at the top side of VFM.

I think for Cat B and C are fine. Cat A is far too inflated for a standard ticket, especially upper tier

General admission good value. Club Level expensive.

As a season ticket holder in the North Bank, my prices are generally fairly reasonable but conscious that doesn't necessarily feel true elsewhere in the ground.

Difficult as in vfm terms this season has been (almost!!!) worth every penny.

I think generally they are ok, but the stealth increase by making us pay for cup tickets on top of the season ticket price is wrong!

Although Ive answered yes, I would have chosen 'quite good' if that were an option. Block 126 is c.£1,300 each and I really think that's at the very upper end of 'value'

To some degree, yes. However, I feel pricing people who are in lower out of a move to upper creates issues to atmosphere

Not sure about season ticket prices as am not one and have little knowledge on the issue - would suggest the individual match ticket prices are very steep - £100 for an upper tier ticket at home to Chelsea for example is just outrageous

i do not know prices of seasonal tickets, there are not officially presented

It's too expensive

Way too expensive.

Compared to other forms of entertainment then yes they are but they are at the top end for football

There is a huge price difference between the categories of games. Category B and C games are reasonable (C are very reasonable) as are kids prices. Category A feels a bit high.

Too much money considering cost of travel and food/drink. Every matchday costs at least £80.

Platinum/Club level ticket prices are very high and the additional benefits and experience over Gold season ticket are not value for money. However the Gold season ticket price and individual match tickets prices are on a par with other London premium entertainment prices like concert tickets (which admittedly are not cheap).

At the moment they are more palatable as we're playing great football. If we were still in the doldrums they'd seem very expensive.

Obviously the team is outstanding at the minute, so the prices are good value. However, the prices wouldn't be such good value if we were fighting for 4th

Generally, yes. My Cannon Club Member son's prices represents good value for money.

Hard to argue when we have had two great seasons, but prices are now top end and losing the cup games was a blow.

Not applicable

For Cat C and perhaps Cat B games yes, but Cat A games are unbelievably expensive

Since there was the reduction of number of cup tickets included the value has reduced. Having to pay face value for additional European games also decreases value.

I feel the individual match prices outside of the family zone for A & B category matches are now a little overpriced compared to other Premier League clubs

Individual match ticket prices are definitely higher, compared to the other clubs. But the club (so far) have used the funds wisely, a deviation from it would not be acceptable.

It's a qualified 'no'. As in, the football and atmosphere is fantastic at the moment, so the value is good in that respect, but prices are prices regardless of the quality of football we're paying for. In addition, category C prices are perfectly acceptable, but...am I right in thinking we got one less category C league game and one extra higher category league game this season...? Which kind of got sneaked in unannounced? Watching Arsenal is expensive, especially with the investment that being a season ticket holder entails (although the fee-free transfer/exchange is much appreciated). Comparisons get made to other types of tickets when debating value, e.g. the cost of theatre tickets etc., which can be extortionate. But I don't personally go to over 20 theatre performances a year or spend over £1000 on doing so. So spending money on an occasional theatre or big concert ticket is one thing. When you're doing it every other week to watch your football team, it's harder to justify that it's value for money. And the cost of category A games is frightening.

Although some Category A games are ridiculously expensive

Category A matches are overpriced. This prevent many genuine fans buying tickets. In general, upper tier tickets are overpriced

While I appreciate the opportunity to support the club with a season ticket or a single match ticket, I find the prices a bit steep considering the overall match experience. Waiting times for food and drink are often long and the rush to beat the half-time queues detracts from the enjoyment. There may be room for improvement in ensuring that ticket prices reflect the overall match experience and value for money.

Cat B and C certainly good value. Cat A overpriced.

Depends on category of game and seat location. I am in the cheapest seats and it's fine for me.

Across the 22 games I thought the value was good.

I do understand that sporting events are expensive to attend these days, but I'd like to think that the high prices are not putting off our traditional fan base from attending. Whilst ticketing income makes up only a 20% proportion of the overall income for The Arsenal, there must be a sweet spot where ticket prices can perhaps be linked to growth in earnings (ONS data), so that any increase is, and is perceived as being, fair.

The prices lead to lower income supporters not being able to attend matches.

I have a discounted seniors' season ticket for a seat in the Family Enclosure. I think this represents good value for money. I would be less happy were I a Red Member unable to find a seat in ballots.

I now have to pay the same price for my season ticket but have to pay extra to see CL matches - that feels like a rip-off

The CatA prices are too high

The prices of category A games and season tickets are out of reach to most ordinary fans on the average salary

I am afraid the answer is relative - relative to the income and wealth of the individual, which is linked to many factors, such as the age of the person. I am answering this survey from my own perspective, which may be obvious but I wanted to stress the point.

Very expensive to be honest, and loyalty not rewarded. That said I appreciate if we want to compete income is crucial

You now have to sign up for cup games costing you extra money.

Some games in my opinion and I'm sure are in the wrong pricing category

I feel that they put a stealth increase in by reducing the number of games from 19 home league games and 7 FA Cup and European games to 19 home league games and 4 European games! Also with the changes to the Champions League competition, with to group stages will see a massive increase in the price of season tickets, with the Porto and Bayern games at £99.31p each along with the Liverpool FA Cup game there was an increase of circa £240 plus for my season ticket.

I would say mostly yes but have felt at times the prices for Cat A matches are way too high. The biggest price shock this season was the £96 ticket price for Porto in the first knockout stage of the champions league. I was lucky enough to receive 4 tickets on the ballot so took my wife and 2 children. £400 in total is not value for money when 2 tickets were Junior Gunner tickets.

Expensive, but recognise supply and demand drivers and it's top flight football

A subjective response. I am reasonably happy to pay the current prices and would have a season ticket if offered (I'm on the waiting list). However, I feel that there would have been merit in capping prices bearing in mind cost of living pressures.

i think this is some & some. i personally don't like the concept of grading games, but cat c games are very good value for money and cat a are not, the difference in cost is very high

Cat A pricing seems a little high. Other categories are fine

As much as I love going to Arsenal and would always prioritise my season ticket renewal I think the prices are just getting ridiculous. £70 for a Cat A game and £50 for a run of the mill Cat B e.g Bournemouth is just too much. I genuinely don't know how I'm going to pay for my forthcoming renewal as I am far from paying off the credit from last year's. I get it that having a season ticket is a privilege but having fans who come to every game is the club's privilege and that is what creates the connection with 'our people' in the stadium and that resonates far and beyond. I believe the club either need to reduce prices or bring in a 2 tier pricing system that effectively makes it cheaper for season ticket holders. England do this for their members as do UEFA for major tournaments and members of each nation's supporters clubs. Currently loyalty is not sufficiently rewarded and more and more season ticket holders will be forced to sell some games to finance renewal.

The different category games were introduced years ago by 'small' clubs so that they could generate a bigger income when the big boys came to play. I don't think Arsenal have a need to do this.

Too high but in line with other clubs

Having been a season ticket holder between 2006-2011, I am conscious that we have some of the highest season ticket prices. I believe that in the main, ticket prices do represent good value for money, particularly when compared against (for example) NBA basketball single game tickets. That said, category A prices seem extremely high and the cost put me off buying tickets on the exchange for the recent rearranged match vs Chelsea.

The categories (especially for Porto) have felt odd at times - generally prices are high, but that probably just reflects demand. Keeping concessions for older and younger fans would be a priority over bringing down general prices (said as someone who gets no concessions)

Cup games could be lower at the least plus with the away ticket guaranteed price, surely there should be a cap for PL teams especially with the rise of minimum wage. Even the league consider this upon placing wage cap

I think ST prices workout (just) but to try and get an individual ticket, prices can be excessive

They're more expensive in comparison to other premier league clubs

Prices are too high

Think the club are in danger of pricing younger fans out

2. How comfortable are you with Arsenal raising ticket prices by an average 5% for next season?

There is so much money in the game that flows straight from TV rights (& commercial deals) into the pockets of players and agents, the EPL/UEFA need to put in place salary caps. When players are paid less then match day tickets will cost less as more of the TV money can be retained to support running the club.

Nobody likes paying more. But given the quality of the last two seasons, and the scale of the challenge to compete with Money City, not to mention the recent level of price inflation in the UK, it's difficult to argue strongly against it.

Our prices are high enough already (in comparison with other Premier League teams, even the London ones)

Everyone is struggling with the current recession and price increases.

I understand the financial pressures of building a successful club, but the increase will stretch what I can afford (and we get less for our money).

The relatively small amount of money generated in this way compared with that available from other means is negligible for Arsenal. For individual fans it is a lot of money. Knowing they could easily 'lose' their season ticket puts pressure on fans to go into debt, just to keep their ticket.

Think the club get enough out of us ...majority of money from TV and sponsorship

I have three seats on Club Level (since the Emirates opened with Denis Bergkamp's testimonial). The price has gone up by 9% for seats in the area where my seats are but less than that in other areas of Club Level. I do not understand why this is so and why it is nearly double the average price rise.

With tv revenue rising, ticket prices should be held

Pretty much the same as above. I think prices are high enough as they are.

This is on a par with everything else but our season tickets are already amongst the most expensive in the Premier League

I oppose this as 5% is above inflation, and I have not had a wage increase in 3 years. I know this is not Arsenal's issue, but for the everyday working supporter an additional 5% on a ticket that's already costing £50+ it takes the pricing structure to another level, which is becoming unaffordable for the fans who live and breathe for this club.

The club will raise significant income through a second consecutive year in the champions league, a high domestic league finish and additional games in the new champions league format next season. I strongly believe these funds should offset any ticket price increase as well as by broadcast rights. Furthermore I imagine sponsors have lines baked into their contract whereby their payments to the club increase depending on league position finish and champions league qualification.

Ridiculous considering tickets are a small proportion of revenue

Happy to invest my money in the club

The money the club on a match day and the difference that this would represent doesn't seem worth it

Only given the good football and progress of the team

Due to the overworked income crisis

Can't afford it. Yet I want to continue to be able to support my club as I have done for many years.

Ask yourselves again, where does the lions share of the club revenues go? We want to employ and watch the best and that comes at a cost.

I accept that we had a price freeze for a long time but some people have been really stung by the price increases and I don't feel that's fair. I'm okay with my price rise in upper but overall I probably oppose more than support

Communication around reasons for increase was poor

With the cost of living crisis, it's becoming almost extortionate to go to games

While I want to see the owners continue to facilitate top class player signings, we can also help reduce the level of increased debt being placed on the club.

Match going fans, especially those who also go to away games, should be protected from shelling out more money. The club need to do better on raising money on the commercial side.

Never going to support this as cost of living and inflation have hit everyone's pockets. Appreciate the club needs to fund itself on and off the pitch but not at the expense of the fans

I support the increased concessions and associated reductions but in light of yet another record tv deal season ticket prices should be decreasing

Revenue will be increasing from additional European games so this should be used to offset an increase. I am not opposed to an increase but not as much as 5%.

Should have been in line with the inflation adjustment, and not more.

We are a rich club owned by a multi billionaire. Of course, he didn't get to be this by displaying acts of generosity, but raising already high prices is outrageous. Also, I believe our commercial income lags behind our rivals? Equally outrageous, and not our fault...get your act together, Arsenal, and sort that out rather than squeezing your fans. And call me a cynic, but how interesting that during the so-called fallow years, prices remained stable. Now that interest is high and that Arsenal tickets are the hottest in town, it almost seems as though this current demand is being exploited with higher prices...hmm...

Despite the increasing amounts of broadcasting revenues, Arsenal and other clubs rely on fans attending to create atmosphere. While tickets are hugely in demand currently due to the success of the team, this could easily change, and Arsenal will then struggle to sell tickets given it is proving out the next generation of genuine fans

The current ticketing process, particularly the ballot system, is already frustrating with low success rates. It's disheartening to pay for access to tickets only to potentially miss out on 90% of matches due to the luck-based nature of the system. Raising prices without addressing these issues would only exacerbate the feeling of discontent among fans, making it harder for many to justify the financial commitment to support the team.

I understand everything is going up but it'd be nice for Arsenal to appreciate that football is an expensive proposition these days and keep it within the price range of families who have been supporting the club for generations and not just the wealthy who want to enjoy the club's current resurgence.

I think the focus has to be on the local fanbase and the legacy supporters and consider sensitivities around the local economic environment in the UK. Of course with fan tourism the opportunity for the club to maximise revenues is a temptation. Particularly with enhanced spending from their separate and potentially wealthier economies. However the possibility of eroding legacy supporter confidence, providing access to new legacy supporters who are Red Members should be catered for as a priority. Current stadium atmosphere and loyalty in future leaner times is also an important consideration. KSE did not buy a franchise, they are custodians of a church.

The ONS stats say that annual growth in regular earnings (excluding bonuses) was 6.0% for Dec/23-Feb/24, which seems to indicate that the 5% price rise for season tickets could be considered reasonable.

We pay more than enough, especially as we now have to fork out more to see CL matches

This will make it much harder for me to afford tickets as a 25 year old working in the public sector. My salary isn't bad, but I already struggle with prices. Some must struggle even more

I "oppose" this in the sense that the additional income generated relative to overall club revenues does not seem to warrant the ill-feeling and hardship it will cause - and the negative publicity. But Arsenal are not alone here; they are not an outlier.

Inflation is hitting everyone and the club does have higher costs so a tough one!

Bills have gone up and it's understandable if a little disappointing

The figure is above inflation, they are making more money as per my previous point!

I guess it's inevitable but, in my view, the club can cover that that increase through other sources of revenue especially through the new champions league format

But inevitable

Not happy with increase and change in OAP tickets

Inflation has fallen below 5%, so it's not clear on what basis this would be needed

The club have benefitted from being in the UCL and fans should be rewarded with price freezes.

The club is trying to make impossible for long life fans to afford the season price increase

3. Ticketing income for the current 2023-24 season will be in the region of 20% of overall club revenues. With the vast majority of income now coming from broadcasting and commercial activities, do you think clubs, including Arsenal, should use this to mitigate ticket price increases?

Attending fans inconvenienced by change in dates and times being amended for TV. Should be compensated in some way.

If we want to compete at the highest level, we need to maximise revenue - it's a fact of life that it's going to increase

I feel the club could do more to raise revenues in stadium e.g. screening away games / euros etc in club level.

Clearly Arsenal could choose to keep their ticket prices down.

Not overall, but I think they should use some of the money to help make tickets more affordable for young adults - our next generation of paying fans

There has never been more money in football, it's not right for fans to offset financial burdens when there are a multitude of alternative avenues.

There is no reason to increase an already high price for tickets

Should be a lower cost availability for youth/student. Increase the prices at club/hospitality where people can more readily afford

I think 20% from ticketing is about right at the moment. The demand is definitely there to charge more if they wanted. Obviously we all want cheap tickets if possible but it's a balance and one we have to accept

With such other large increases in other revenue streams getting an extra few million from match going fans seems unnecessary

prices of the tickets can not replace income from TV rights, prices will be extremely high.

Availability and affordability of tickets should be supported through other income sources, but this should not come with giving away too much influence to TV companies for match scheduling for example.

Absolutely. Raising prices is a choice, not a necessity.

It feels like fans are not really seen as that important by Arsenal, the Premier League or the F.A.

Clubs should use their substantial income from broadcasting and commercial activities to limit ticket price increases. With the majority of income coming from these sources, it's only fair that the priority is to freeze ticket prices for supporters. The huge revenues of the big clubs should be used to ensure that attending matches remains accessible and affordable for everyday supporters.

The stadium is a commercial for the Club. It is a 12th man and the passion within Emirates has many intangible benefits to impact sporting performance. Highbury held advantages due to its proximity to the playing area. The Emirates has taken nearly 20 years to become something which Tottenham, Liverpool, Man U, Dortmund, Bayern, Napoli and Marseilles have. Reducing the Ashburton Army's allocation has had an impact. Commercial deals for Arsenal have not been particularly well sold in recent years. Nor is the Americanised stadium catering well run or offers many fans options they would buy. Queues are poorly managed, staff badly trained and dietary choices limited and mediocre. Programmes sell out at kiosks and in stadium retail misses the target. Arsenal need to offer more and higher quality to generate commercial match day spending.

It's important that we continue to attract our traditional fan base and make it affordable for them to attend games.

Inflation has been more than 5% so that represents no more than (a bit less than) keeping pace with general price increases. Moreover as a matter of principle I think it is a good thing if the game-going public generate a financially significant part of the club's revenues.

As now ticketing is all automated is there any need for handling charges as there really is no handling done now in all seriousness, not just us but any online ticketing

See above comment for my reasoning.

Prices are way too high as it is. A 5% decrease of ticket price will not make a huge difference to the paying fans but it will feel like the club are listening and empathising with loyal supporters' economic situations. It feels like the club are raising ticket prices so profit is not compromised.

Arsenal's commercial revenue has room for growth. Recent performances on the pitch should help, but the aim should always be to mitigate pricing increases for fans with commercial revenue.

The club should freeze prices or lower them for season ticket holders especially as revenue in other areas has increased

- 4. Arsenal have announced plans to remove the family enclosure for season 2024-25. We have received representation from members, concerned that this will mean there is no dedicated safe space for young children and families. Additionally, these changes will mean senior supporters will no longer have the option of moving to the Family Enclosure area and purchasing a season ticket at a reduced price. However, the club do plan to offer an increased number of junior concessions across the stadium (with the price reduction moving from 67% to 50%). Do you support Arsenal's decision to remove the family enclosure?**

Not sure as the rationale for removing it hasn't been clearly communicated.

Unsure of how I feel about family enclosure - I haven't really been able to utilise it, and the messaging about taking senior citizens to the space is conflicting across the site i.e. they say you can only ballot for it with a junior gunner, but otherwise refer to it being used for JGs and senior citizens elsewhere. Closing the section really doesn't help to include younger fans who struggle with the noise/crowds in other areas.

Not sure as it does not affect me and importantly should not influence those who either use or would use the family enclosure. Their opinions are more important.

I do not understand the club's reasoning.

As a season ticket holder whilst my children were growing up - it was an impossible for me to accompany them in the family enclosure, as I didn't have a silver membership to access the area with them. In those days if I had had the opportunity of purchasing a half price ticket for them close to us in the ground I would have appreciated it! However supply is less these days and demand is more. I feel losing the FE area is a shame - even this season the rules have changed for youngsters to take the half-time penalties... no longer can they arrive early in the hopes that they will be chosen.

I don't have a view.

I don't have children myself, but I would not want my young nephew sitting in the main stands listening to some of the foul and abusive language that is being used by some supporters, there is also a lot more standing, so as a young fan, their view is being blocked. A family enclosure should be a safe and worry free space for children and their families. By giving more Junior concessions across the stadium, it will make obtaining tickets for Adult Silver and Red members even more difficult. I do not agree with this.

It will open up tickets to silver members

Absolutely not. I have been fortunate to use the family enclosure on many occasions and believe it's a necessary safe space for families to watch and enjoy games. It's beneficial for children to watch games with other children and beneficial for parents who are less seasoned football fans to take their families into a calmer section of the stadium. This new offering has no benefit to families especially given the changes around pricing and tickets for junior

members becoming more expensive. Small things like Gunnersaurus making his way around the family enclosure pre match and at half time has created life long memories for many junior fans strengthening their bond with the club and this would not be possible without a family enclosure.

Just another way to fleece fans

There's no need for it

Most of the seats in the FE are not children. Maybe the club should address this and enable more young people cheaper access.

I took my 8 year old daughter, a JG, to her first premier league game this season. The family enclosure went along way for my partner and I feeling comfortable enough for her to go.

I thought the PL regs demand there has to be a dedicated family area

Season ticket holder and a red holder, but trying to take my son this year in family enclosure has been impossible so opening it up makes sense

Safe space for children and potentially senior supporters ought to be preserved. Arsenal needs to have a principled stance on this and not be led by profit.

Surely the club should see that for many many years this has been a pathway to adult support, though care should be taken that only qualifying fans can use that facility

This truly is the worst decision of the lot. I can stomach a negligible price increase on my tickets with an extra game thrown in, but losing this is the killer.

I'm not entirely sure on the reasoning for removing the family enclosure. I imagine a large part of it is atmosphere and it was in a prime location. There were also people exploiting the concessions but I don't think that gets fixed from this change as it was easier to monitor junior ticket holders if they are primarily entering the same the styles. I do believe families should mainly be upstairs where standing is much less common and the vocality is less but the increased price definitely does not feel fair to them.

need to be specified very clearly, i support that 1-3 kids + 1 adult member can have right to have priority access into family enclosure. i have used this several times and was very nice and safe atmosphere for kids

Until the clubs starts to truly combat anti social behaviour (vaping in the grounds, smoking in the toilets) i don't see how they can remove the family enclosure, as seats next to anti-social fans are not appropriate for children.

I support having more junior concessions to encourage the next generation of fans to attend, and I would like to think that the need for a protected area for young fans is reduced given my perception of how fan behaviour has evolved in the stadium, but I am concerned at the approach being taken for senior fans, since we do need to preserve links to our history and value long term fans.

Having been in the FE for many years until recently and still have my OAP father, brother and cousins still in there it will be a shame to lose it. However, it isn't hard to see the abuse of the ticketing system in there. Not sure it is really safer space now because of this. Where I am, loads of kids and feels really safe. I would be fully against OAPs needing to pay full price. They are the

history of our club and can't be priced out. Fully welcome kids concessions across the stadium, they are the future.

Me and my Nan have both held season tickets since 2006 but we have never been able to sit next to each other. We both sit on the end of the rows separated only by a staircase because I am an adult and she is a senior citizen. I know several other families in the same boat. Only hope now is Arsenal let us both relocate so after 19 years (and bare in mind she is 86 now and unable to attend without my care) that we can finally sit next to each other

Since my boy reached an age where he could go to matches, I have only gone to the Family Enclosure with him, which he absolutely adores. He is devastated it is gone & can't understand why. Neither can I. It's an appalling decision.

With large amounts of standing in the lower tier (and no safe standing to mitigate this) lots of kids will struggle to see the game in these seats with adults all around them. That means they will have to be in the more expensive upper tier to see properly. I sit near a guy who is incredibly loud and abusive; I would never bring my daughter to a game and let her sit with me in the lower tier.

This is a pure business tactic, and should not have any place in our beloved sports.

Concerning the senior concession, it has always rankled that when the time comes, my years of loyalty would not be a discount whatever, but that I would be 'rewarded' with the opportunity to give up my seat (presumably so that a new full-paying fan can move into it) and go and sit with the kids instead. As long as I would continue to be able to afford it, I think I would have paid the full adult price. But removing the option for those that would want to move to the family enclosure is wrong. Arguments against the removal of a dedicated safe space are also very valid.

The old fashioned idea of "senior concessions" dates back to the time of a forced retirement date in early 60's with earned income replaced by a more nominal pension. In these times, it was right to allow such concessions for older people. The world has now moved on and people can continue working to any age and, therefore, earn an income that is sufficient to pay for a season ticket at Arsenal. If anyone chooses to rely on just a pension income, they had the opportunity in their working lives to contribute towards that pension so, again, it was sufficient for an Arsenal season ticket. Therefore, I am comfortable with the removal of senior concessions.

The need for a family enclosure has reduced as football has become much safer for fans.

I have used the Family enclosure with my wife for many years and it has been safe, easy to access and good value. It is helpful to those with children as well.

While I understand the concerns that have been raised about the removal of the family enclosure and the impact on young children and older supporters, I believe there may be potential solutions to ensure a consistent experience for families throughout the stadium. It would be beneficial for the Club to explore alternative measures to accommodate families and provide a safe and enjoyable environment for all supporters, regardless of their seat location.

Unfair on Senior Silvers and Senior Reds not just season ticket holders

I don't really understand why they would do this.

The Enclosure's existence to provide safety is probably not the main point. If safety and protection from bad language and the vagaries of football culture were of primary importance then kids would be in blocks 4/5. I suspect the new discounting for young people's Season Tickets saves the Club more than maintaining the Family Enclosure and question the economic motives behind this move. I think Arsenal are eroding trust in these give and take behaviours.

When my children were Junior Gunners, we all loved sitting in the Family Enclosure, a part of the stadium which was free from some of the bad language which could often be heard in other parts of the ground. It was also easier for my children to see the game, rather than having to kneel or stand on their seats to see over the heads of adults. If we're serious about attracting young families, retaining the Family Enclosure would be a good idea. However, with ticket prices as they are, I don't think I could afford to take a family (of say four) to watch football at The Arsenal any more.

I like that they are offering concessions throughout the stadium, have always been annoyed at having to buy an adult ticket for my child when not in the family enclosure.

No; not only the benefits mentioned but also for a senior such as myself the Family Enclosure offers some protection from jostling and also persistent striders. My wife and I are no longer comfortable standing for long periods.

Sorry, can't comment as I've never used family enclosure but it seems a bad decision to me

My hope this will make more seats available for individual Silver members as it is disappointing to often see many seats available that can't be accessed having paid for the privilege of purchasing seats.

I would need to understand the club's rationale - pluses and minuses, before coming to a view. On the face of it, and certainly from a publicity point of view, it would seem a negative move.

This is an absolute absurd decision, with no consultation with anyone.

We are trying to grow our fan base for the future and we are increasing the cost for them by 1/3rd

This is a terrible move and again looks like it's being made to increase profitability of the club at the expense of supporters. The family enclosure brought so many great features to families: - Affordable tickets for families - A designated area where young fans congregate before and during a match to create atmosphere and enthusiasm to support the team - The opportunity for young fans to start their Arsenal journey together and form bonds with one another which can potentially last a lifetime I believe scattering young fans around the stadium will impact on the excellent atmosphere over the last three seasons. The increase in ticket price will make it unaffordable to some young fans.

although the fan behaviour in the family enclosure isn't always suitable for younger fans, you need somewhere safe and affordable to take children to start watching Arsenal. I think this decision is all down to creating more income. I think I'm less likely to be able to get tickets for my son next season because of the changes.

An awful idea for many reasons 1. The Enclosure allows children to see and talk to other kids of their age. This matters hugely if it is their first few games. Peer reassurance and visibility helps. 2. Gunnersaurus is going to have a hell of a time going all around the lower tier. For the children in the upper tier I'm sure seeing others get photos due to lack of lottery allocation will go down well. 3. Chanting and language. The atmosphere is different in the Family Enclosure

compared to the North Bank. The unofficial standing there makes taking children there problematic at times.

I've taken my son to other parts of the ground where more swearing and bad language has been heard, not great trying to explain to a 7 year old what the C word means.

I don't think there needs to be a separate enclosure but pricing must be less for families and seniors

I strongly oppose this. I started coming to Arsenal in the Schoolboys Enclosure (even though I'm female). As a 10 year old, the main stands of the stadium would have been too intimidating. My children were introduced to the Arsenal through the Family Enclosure for the same reasons. I am now 66 and have arthritis which means standing throughout a game is extremely difficult- I was hoping my season ticket could become a season ticket in the family enclosure- this is now not possible. I have the ticket office really unhelpful with this- they just tell me I will have to stand throughout games in most areas of the stadium. I

Prefer having family enclosure

The FE ensured sharer prices and a more family friendly environment for children.

5. Do you support Arsenal's decision to remove the option for senior citizen supporters to buy a discounted season ticket in the family enclosure, meaning there will be no access to a senior season ticket anywhere in the stadium?

I'm approaching the age when the senior citizen discount becomes relevant but generally don't support it, it's football not an essential service why should it be discounted.

It's a disgraceful action! So much for decades of loyal support!

I don't see the need to squeeze more money from those who may have less to give.

Many seniors find it hard to stand through a game. We will all become that 'senior' in our lives. Similarly a discounted rate would show that Arsenal actually care about their fans - and would send a message to other greedy clubs that Arsenal have class and respect those who have invested a lifetimes support with their club.

Our Senior Citizen supporters have supported the club throughout their lives, through the good and the bad. Some SC's may feel safer in the family enclosure, some may just find it easier to navigate, rather than climbing lots of stairs, or having rowdy supporters standing in front of them. I feel this benefit is being taken away from them, and with cost of living being equally as challenging if not more for retired supporters, I feel this will alienate them as a group in society and make them feel less welcome to the club.

Absolutely not. Senior citizens who are lifelong fans should be rewarded for their loyalty through access and concession tickets.

That's how the club reward loyalty!

I would suggest that a senior citizen discount be offered regardless of seat location (as happens with some other clubs)

The family enclosure should be for families and families alone.

I probably do support it as much as that's an against the grain attitude. On average a senior citizen is in a financially better position than a young adult so I'd prefer the concessions went to younger people these days. I do, however, think if a senior citizen is struggling to pay there should be concessions made but I don't believe it should be a blanket discount

Outrageous but equally it needs to be made clear that a Senior Citizen ST is only for the use of a senior citizen and this impacts the ability to use TT and TX

I didn't even know it existed

Old people are generally far better off than young people.

While we need to ensure there are new fans able to access tickets for matches, we also need to support long term fans and preserve the continuity and history they represent

I believe that senior season ticket holders should be rewarded for the years of loyal support and money they have put into the club, by having their season ticket discounted

100% fully against it

It is greed pure and simple. Can't help but feel it is designed to drive out the older generation, you know, the ones who still want to pay by cash, and don't have mobile phones that are compatible with turnstiles etc. The few thousand pound the club will actually save throughout a season wont even cover the cost of a weeks salary for one of our bench warmers.

I would only support this if there was a discount available elsewhere in the stadium

It's an appalling decision, ruthless and disrespectful to their longest-serving fans. Talk about being expendable. Thanks for your loyalty, thanks for your money, but you're getting on now and you're not the future, so...pay up if you can, otherwise we'll give your seat to someone else.

See above answer

I don't see why a discount cannot be given to senior citizens on season tickets elsewhere. They said, many senior citizens are amount the wealthiest supporters so perhaps this should be reserved for people on specific benefits - then again, if people can afford a ticket for football should they really be entitled to benefits?

The discount has been an excellent way to reward long term supporters. I have been watching Arsenal for 66 years now.

I benefit from the reduced senior rate having supported the club since 1953. Denying this concession to senior members sends the message that long term loyalty is not valued by the club.

While I understand the need for clubs to re-evaluate their ticketing options, I am inclined to maintain some form of discounted season tickets for seniors. It's important to take into account the contributions and preferences of older supporters and ensure they still have affordable access to matches, while promoting inclusivity within the fan base.

That'll be me one day...

Arsenal need to look across the Premier League and see whether their policy is consistent with ALL clubs. The convention of protecting the elderly from higher pricing is part of the social contract in post WW2 Britain. Only recently have politics changed and there is resentment

towards Seniors whom are perceived as having enjoyed benefits the young may never have. My fear is Arsenal are looking to the NFL and NBA for policy. My concern having attended NFL recently is Arsenal realise they can sell a basic ticket at \$150 for many games and realise in comparison they are underselling seats and Seniors and Family Enclosure are getting in at a potential loss they are struggling to reconcile in their minds.

Despite the tripe lock on pension rises, many pensioners are struggling with day-to-day bills and living expenses. Going to The Arsenal is a treat which, particularly for those pensioners who live alone, is an important part of their life. I would like to see the discount retained please.

Other clubs give discounts to senior citizens anywhere in ground eg Chelsea

I'm retired and I pay the full price because I luckily can afford it, but it seems wrong to cut the discount for retired people on low incomes

Ditto above, but the average senior citizen season-ticket holder could have more income relative to younger season-ticket holders so I'm not sure it can be looked at purely on an income basis.

senior citizens season ticket holders are financially well off. The discounted season ticket prices should be handed to u-21's and students who are struggling to afford too go to games. The tickets should be available all over the ground so young people can go with their mates in areas other than family enclosures

Support the removal of the family enclosure (can never get tickets there for my and my children anyway) but there should be a concession price for senior citizens

Another terrible move. I've spent an obscene amount of money ensuring me and my family are able to watch the club we love. The thought of having to find similar money (if not more) in 20 years time is yet another example of the club not looking after their loyal fans. Senior supporters should be rewarded for their loyalty. The more games they've been to the less the tickets should cost.

My viewpoint will be a minority view but 1. The strata of society least likely to be in poverty (financial hardship) is pensioners. As a consequence of accumulated housing wealth and pension benefits that rise in value more than wages due to the pensions triple lock (Source: <https://twitter.com/resfoundation/status/1573570503448592384>). I don't see why they need a discounted season ticket with that in mind. They were introduced when pensioner poverty was a serious issue in the UK. Now it is not. 2. Season ticket capacity in the family enclosure would be better used on new under 10 JGs with their parents - assuming they want to be there. Have a season there before they move out to elsewhere in the stadium.

I think seniors should have a reduced price ticket anywhere in the stadium but the age cut off should be 70.

Most clubs offer a reduced senior ticket. I have supported and attended the club throughout my life and fell that a reduced price ticket should be offered the those on a pension or benefits. Also, see above regarding this issue of standing and infirmity. Many people my age are unable to stand for long periods, but are probably ineligible for the disabled areas.

I think senior citizens should get some sort of discount no matter where they sit, especially if their attendance record is good.

Most unfair . I have been a silver member since scheme started . I was looking forward to being able to afford a season ticket when I turn 65 next year !

They should allow long term season tickets holders to receive lower prices when they reach retirement age at the seat they have been with family and friends over many seasons

Disgusted that Arsenal have total disregard for seniors. They have shown great support for the club for years, and are treated badly now.

6. If you are a supporter specifically impacted by this issue please provide further comments in the box

Inconvenience of changing times/dates

Supporters are increasingly creating de-facto standing sections, making viewing difficult for senior fans. A dedicated and enforced seated-only area is needed.

I am a senior citizen but have not yet been successful in the silver ballot for family enclosure members. Also I should like to purchase a senior citizen season ticket at a reduced rate.

Mine & my son's SP's are in the Family Enclosure!

With retirement, there is a drop in income and therefore, greater difficulty in affordability to continue to enjoy supporting our club which I have since aged 6 years of age.

N/A

I will eventually be impacted by the removal senior season ticket option. This is grossly unfair as a long term season ticket holder who post retirement may struggle with increasing ticket prices.

I have entered the Red and Family balloted to every home game this season for my son and I. We were successfully only ONCE and that was in the family enclosure.

i only attend few matches every season because i live in Cardiff

I go with my 9 year old, when I'm lucky enough to get tickets... 0 from the ballot this year but the family enclosure is the perfect place for younger gunners to enjoy games.

I have been a season ticket holder for many years and cannot believe Arsenal do not offer a discounted price on a ticket for pensioners

It's a business and raising prices at a less than inflationary rate is acceptable. I do think children should have the option of children should be treated differently and provide an area for them. I don't think older people should be treated like children, they should be treated like adults.

65 next birthday but I would not move to a family enclosure.

I have been supporting Arsenal for 60 years. A season ticket holder for over 30 years. I'm now 71 years of age and have paid my dues to the club. It would be nice for that to be recognised by my season ticket being reduced in price.

also as a senior citizen I was never told This was an option. Indeed I asked about moving seats last renewal and was told this was absolutely impossible !

My grandfather has been a season ticket holder for 17 years. He is 81 years old, now retired (not well off) and has Parkinson's. Arsenal have just flat out refused to help in any way over the last

two years and I won't even bother this year with all of the updates saying they have removed this option. They need to look after a fan who has been going to games since 1950-1951.

I am not impacted but we are a family, and we need to stick together

I have supported Arsenal since 1956. For many years have had a season ticket. I think loyalty should be recognised and rewarded

N/A

Senior citizen

People in the senior citizen bracket are not automatically in need of discounts. If we are To subsidise any group I would favour discounts for young fans from council or social housing in the local area who are more likely to be unable to see their local team play.

The FE has been an invaluable way to allow my 2 sons to "get into" Arsenal with their dad since the ages of about 5 or 6 (10 years ago). Being able to get them in for a tenner for such big games was a real incentive otherwise I just couldn't have afforded that along with my ticket. And they would, no doubt, have been lost to Chelsea and Man City !

The removal senior citizen pricing options means it is less likely that my father can afford to attend games for the team is had supported all his life.

I have three season tickets and have been travelling home, away, Europe & pre season friendlies since April 1959, I believe I have shown tremendous loyalty to Arsenal over this time as there have been some poor years, but my support has never wavered, what loyalty do I get back, NONE!! I could have applied for one ticket in the family enclosure when I reached 65, but why would I want to go in there on my own, leaving my son & daughter (or friends that I go with) that I have sat next to over the years. The massive increase in TV revenue should allow Arsenal to decrease ticket prices, but the additional income appears to be ear marked for wages & transfers, no interest in the fans, all the time we are relatively successful it will never change as there are not enough seats to fill the demand.

N/A

see above

My current concessionary rate is to be retained for 2024-5, but for how long?

I have supported the club for the last 53 years and I am coming up to retirement not to be able to avail of a concession for my season ticket is quite honestly a disgrace and positive discrimination.

As a senior citizen and silver membership I've used the family enclosure often. And Arsenal have been good at contacting me with ticket availability when unsuccessful in the ballot (available tickets are not listed in the normal ticket exchange.) I was looking forward to a season ticket in the future. I am outraged they have reduced this concession

I am not a season ticket holder but I do oppose the fact that possibly only 200 tickets will be discounted for senior Silvers and Reds.

I am aged 59. Will soon be senior. It's not just about new supporters it should also be about loyal and older supporters. I should be ok but at some stage once I start drawing a pension something may have to give.

Yes, my children will receive a Gold Member discount, which I have pushed hard for over the past 3 years. Yet it was never at the expense of Seniors and other families. The strategy of give with one hand and take with the other is not in the culture of our Club.

N/A

After 60 years of support it would be a real benefit to get some sort of senior discount as is applied in many other fields

See above. To be honest we could afford a more than 5% price increase but greatly value the Family Enclosure atmosphere. On occasion we also take our grandson - a Junior Gunner - with us.

Next season will be my 60th consecutive season attending Arsenal matches and even though I realise things move on my football club has forgotten about its core base of supporters. On a match day the pubs around the ground are packed out with lads from my era who refuse to pay the extortionate prices they charge. They are also the biggest ticket touts despite their clampdown on ticket touts. They just got rid of the competition.

As a senior I don't think there's any real issues with no concessions for us and I don't have a massive personal pension . Concessions for juniors students etc ..fine

The family enclosure provides a safe space for children - my child struggles with large crowds of adults and prefers the family enclosure to feel secure and with more of his peers. It is a real shame that this is currently being taken away.

yes, ST holder in FE, with also trying to purchase tickets in seats close to me for my other children in the ballot, this will no longer be possible.

N/A

I am a senior citizen who chosen not to move to the family enclosure. However, many pensioners have low incomes and need the reduced price benefit. After all they have probably supported The Arsenal since their youth.

The family enclosure is great for young children who require a seat. By being scattered around the stadium, it's going to cause greater tension between those that like to stand and those that need to sit which is going to damage the atmosphere

I am a Senior Silver Member and would have welcomed the opportunity to purchase a discounted season ticket.

their argument seems to rest on "pensioners are quite well off these days", "get discounted travel costs" etc. but that's not the case across the board

this is driven by income generation. upper tier tickets arent always suitable for senior or younger fans

I have JGs I bring to games. They love the family enclosure area and is the place they want to be in to see the players up close and meet Gunnersaurus. Also many occasions where a solo

parent will ask others to watch their child to queue for food and drink at halftime. There's a trust in that enclosure due to the adults being predominantly parents.

Well my Dad is 70 this year so he is impacted and can't avail of discount. Our season tickets are together

I have a family including 3 Arsenal supporting children and it has been so frustrating not being able to even apply for affordable tickets because I have a season ticket in NB lower and they would not be able to sit next to me. So effectively I would have to another membership for myself and apply for family enc tickets to be able to buy affordable tickets. I welcome the possibility of buying them reduced price tickets near me although I don't hold much hope through the ballot scheme!

Please see my previous comments. It is galling that other clubs have long offered senior discounts for season tickets regardless of where they are in the stadium.

There is nothing about being a senior citizen that automatically means you are poor. Lower income fans exist across all demographics. Something for them would be fairer

Young supporters are the future lifeblood of the support. Given the length of the season ticket waiting list it is almost impossible for kids to go regularly (unless you buy a bond). Every effort should be being made to bring this support through. The extra concessions will simply be lost in the ballot.

I will soon be a senior and will be impacted. I believe seniors should get a discount for their seat anywhere in the stadium - a policy most other clubs have in place (except for Tottenham - says it all!!). I sit with my son who is in his 20's and at most other clubs could keep my existing seat with him and get a discount when I turn 65. Strongly feel Arsenal should do this especially given how expensive the tickets are in the first place. Very shabby treatment and given the extra income from being back in the Champions League.

Family Enclosure: My 9 year old doesn't like going to watch Arsenal because of the crowds. If he is in the family enclosure, it is slightly better. Truth is, FE eroded since we moved to Emirates as there have never been any checks at turnstiles or blocks to ensure that JG seats are not being used by adults. I feel the club have let JG like my two little boys down: obscured views, bad language and red members taking advantage of the FE. It would work if they actually bothered to monitor and check ticketing and users in the FE.

This price increase for OAP's is most unfair. I am a female supporter age 64. I was looking forward to the discounted rate and to be able to buy tickets in the family enclosure when attending matches alone. I fully oppose these changes.

Having been a season ticket holder for over 30 years I was looking forward to actually getting an affordable option next season. I am very disappointed in this change. Why not offer the chance of buying the normal ticket and maybe even restrict the exchange side so that others could not benefit from the discount?

Keep the loyal fans together not having to move seats for a cheaper season and seat on their own

Would have just qualified for a senior ticket next season.

7. Do you support Arsenal's decision to increase the number of junior concessions across the stadium?

In the long run, it's vital to engage kids with the club at a young age.

But not at the expense of doing away with the Family enclosure

but presumably within reason!

As mentioned in Q4, purchasing cheaper seats for youngsters closer to their older family members could be positive. However it shouldn't be set 'against' the FE but instead could have been available as well as having the FE.

This should not happen at the expense of the family enclosure which is still a safer space for young people and families and indeed senior citizens.

By giving more Junior concessions across the stadium, it will make obtaining tickets for Adult Silver and Red members even more difficult. We saw this with the introduction of the U25's season ticket following the option to defer season tickets during Covid. This took away seats from Silver and Red Members and if you do this with Junior Concessions, there will be even less seats for Silver and Red Members.

It would be my preference to keep the family enclosure area as is and continue to have the rest of the stadium available to children aged 16+. I see the benefits of opening up more junior concessions around the stadium however I'd be keen to understand where this new allocation would be taken from.

If it makes it easier to go with my son then I guess it's a good thing but being mixed with everyone might make it hard for him to enjoy the game (views, language etc)

Get young fans in

We won't be going every single game so concession aspect doesn't really impact it if I'm taking my son to one game

Member for many years waiting for a season ticket now being pushed further down the line, constant support not rewarded.

Football should be affordable for young people

Match day revenue might decrease

I feel that young children can be impacted by viewing issues in certain areas of the stadium as well the use of bad language.

It should already be the case that tickets for junior members are at a concession - having to pay a full adult ticket price for JGs because you couldn't get the Family Enclosure is just wrong.

Whilst demand is massively exceeding supply, any increase in an allocation for one group will always involve a decrease in allocation for another. I get that children are our future, but what's the point in getting them hooked young then when they turn into an adult they have to enter a ballot to - if they are lucky - get one ticket a season. They will soon fall out of love with it again just as quickly as they fell in love

The future needs to be bright for the club, but should it come at the cost of the loyal senior supporters, supporting the club from ages?

The answer should be 'yes', because going to Arsenal as a family without concessions must cost an absolute fortune. However, maybe selfishly, I do rather like the predominately adult nature of where I am now. Dispersing junior concessions around the ground could fundamentally change the dynamic. Possibly more importantly, increasing the number of junior concessions was couched by the club as some sort of upside to the removal of senior concessions. It isn't. And it comes across as a blatantly cynical move. Pensioners are expendable, you've maxed them out, their value is low; nurture the new generation of fans with all their money spending years ahead of them. They're much more valuable (and hence desirable).

One problem is where tickets need to be transferred for unavoidable reasons (I know that members cannot transfer which is a bigger issue - I would suggest each member should be able to nominate two other members to which tickets can be transferred). For example, if my son has a member's ticket from the ballot and cannot go due to illness, is it so unreasonable that my daughter uses his ticket? But then she benefits from his young adult discount to which she is not entitled?

Strong young support is important for the club's future.

This move not only promotes accessibility for young fans, but also encourages families to attend matches together by offering more affordable options. It demonstrates a commitment to nurturing the next generation of fans and fostering a family-friendly atmosphere within the stadium.

Yes its important for a young fan base

These are the lifeblood of our future support and should be encouraged. However, we also need to make tickets available for parents too, so that children can be suitably accompanied.

There seem to me to be a surprising number of younger people at matches already.

We need younger generation of fans with access to tickets

Strongly support this as can never get family enclosure tickets so have to pay full price for my and my two children

But see previous response 4

Of course I do. But the price reduction should stay at 67% not move to 50%

Yes, see my answer to 5. People with families and children are the most likely groups to be in poverty. Therefore they should receive the greatest help.

Coming as a child is a vital part of being a supporter of a team. Unless children are able to come, there will be no grass roots support and Arsenal will just become a totally corporate entity with no soul. I think it is a big mistake to get rid of the family enclosure; being in a football crowd is intimidating and a safe space is a helpful introduction to premier league football as the schoolboys enclosure was for me, even though as a girl I was a rarity in that space!

See comment above.

I do not support their decision to offer only a limited number of senior concession priced tickets however

Yes in favour but surely more accessibility towards reds and silvers. Surely with buying that membership, should entitle you to access TX instead of registering.

The club should Just increase the FE area!

8. The AST has been advocating the option of a 19-game Premier League only season ticket for supporters who want it (with season ticket holders still able to opt in to all cup games if they prefer). This would replicate how all other Premier League clubs operate and give supporters the choice of a cheaper season ticket. It would also open up more tickets for silver and red members to purchase. Do you support the proposal for there to be an option of a Premier League only season ticket?

Yes, but as a long-standing ST holder, we should get first option on purchasing cup tickets if they're not included

The opt-in has worked well for games beyond the CL group stage.

Strongly agree

Whilst I am fully supportive of more tickets being made available to other Arsenal members (and not tourists), as a season ticket holder I would prefer to pay one price for all games (league plus ECL & FA Cup) as in previous years

The advantage of being a season ticket holder is not having to check for match sale dates, etc. It's very hassle having to check the payment has gone through for individual Cup / Champions League games - especially when (like me) you don't always have access to Wi-Fi/good mobile signal. I prefer the previous system of getting all games (but League Cup) and then the difference in price being calculated at renewal time.

I have friends at the other team in north London who have had a bad experience with the switch to the limited season ticket.

For me personally I'd attend every game possible - but for those who cannot afford it, then knowing they can retain their season ticket more cheaply on a season by season basis by attending only PL games should be a choice for them. As you say, the cup tickets would allow other supporters access too... so a 'win-win'

only as an option. the existing package should still continue. Ref the question 9 I would prefer the season ticket as it stands.

It could help people who can't attend evening games due to work

Yes, but without opt in to other games

If you want a season ticket pay up, you can just sell those tickets if you don't want to attend

Based on the experience of this season I feel that this gives the Club the opportunity to hike up the prices for cup ties to a level above the cost per game of the season ticket

I think it will lead to a price increase - the 19 games ticket will quickly become the "standard price" which means to attend the additional games will ultimately end up costing supporters more.

I would want a Premier League and European ticket that didn't include FA and League cup.

As long as there's the opt-in for games outside of this

I guess the simplest is an 'all in' and a light (p games only). The present system is clumsy. More important to me would be ability to buy Europe tickets - much too hard.

Only if it's optional.

It would affect club revenue if results are poor, just when increased spending might be needed. It might be popular with supporters but that alone doesn't make it sensible.

I think giving options to people to choose would be a good thing. However, I do believe that with ticket transfers being free we already have that option nowadays without the additional admin required from Arsenal. Perhaps if ticket exchange fees were completely removed as well then that would help even more. However, I also see the value in the 19 game season ticket over the weird hybrid season ticket we have at present. So would happily switch that as the default

How many other PL clubs force supporters to buy cup matches in advance?

As long as I still have the option to purchase my own seat for any cup match then I would be content

Just another way of introducing stealth inflation.

As an ST I like that 3+ UCL tickets are included. Going to buy them anyway and as I finance my STs its all baked in. It is so easy to sell on TE now. Buying them separately just feels like another added expense I can't afford!

Given rising costs I agree there should be more choice. Important that the opt in for cup games is retained.

Not applicable

I do, as long as they also offer fans an option of an all inclusive season ticket that includes all cup games, as that's what I prefer for myself.

It's a no brainer. Everyone else does it. It would be really helpful for some people, and as you say, would give silver and red members access to a greater number of tickets. Every game would almost certainly still be a sellout, and there'd be zero loss of revenue. Arguably an increase, assuming all those booking fees for individual tickets don't merely cover genuine costs.

Providing that all season ticket holders have the right to opt in to all matches

I agree that this option not only provides a cheaper alternative for season ticket holders, but also opens up more opportunities for other members to attend games, increasing inclusivity within the fan base.

I support but not if it keeps going up.

But the infrastructure for season ticket holders MUST work. Liverpool in the FA Cup was a disaster, I must have spent 8 hours over 3 days on hold or talking to incompetent staff to resolve issues.

That said you can sell your tickets for 100% of the face value, so it would be a loan to the club that you are getting back

The ardent fan (me) is going to buy for every game, especially in the UCL and FA Cup. The League Cup and Europa is a softer market which will see a different fan profile and different atmosphere. Its benefit is statistically offering more ticket availability to Red Members and selling them hope.

Provided that this would make more European game tickets available to Silver members.

I prefer to be able to buy a ticket that includes the first 6 or 7 home cup ties (excluding the league cup) without faffing around registering for other things.

Yes - I'm a season ticket holder and would support this if 1/ it meant the season ticket price is lowered (at the moment I pay the usual high price PLUS I have to pay extra to see CL games, and 2/ if I have the option to buy any/all cup games in my usual seat

I strongly support this.

Only if it's an option and Season ticket holders can still choose the full game ST

I support it so long as we have priority access to other games outside the PL

I'm a Season Ticket holder and go to every game, home & away, so it makes no difference to me, I'd go to all of the cup games anyway. However, for someone on a budget, it would be a welcome option, I'm sure. I've only answered No to Q9 because I'd prefer to have the Cup games included, it doesn't mean that I don't think it's a good idea.

Concerned that they will not reduce the price of the season ticket in respect of what they charge for European games!

It's only an extra 3 champions league games so not a huge saving. Offering it as an option is fine

Can see the benefit but tbh, more categories of season tickets adds administration costs and provides more opportunity for the club to make stealth increases.

I was happy with a 26 game season ticket as were everyone I knew. We were never consulted to lose the cup games.

Give silver members opportunity to buy more tickets

It's making it more difficult to keep up to date with buying cups tickets a season ticket should be for all first team games league and cups

9. The club have committed to reviewing the balloting distribution arrangements at the end of its first full season of operation. Do you support the ballot being run so that once a member has been awarded a ticket, they cannot enter a set number of future ballots, thus giving priority to those who have yet to be offered a ticket?

A good idea in principle but would not limit these supporters from accessing the ticket exchange for each home match.

It might preclude people going for the ballots of 'smaller' games in order to have a better chance of the 'bigger' games - not sure we want to create that dynamic

In theory yes, so long as we can continue to access the exchange. The best experience of the exchange has come from the introduction of only being able to access the exchange if you were unsuccessful in the ballot, so perhaps this invalidates the question raised.

All members should have equal access to every match. If the ballot odds are low, at least they're low for everyone.

But I do agree with priority access to the ticket exchange for people who were unsuccessful in the ballot, on a game by game basis.

Depends on how many future ballots members are debarred from. If it's the next 1, this feels fair. But even at 2 ballots it begins to feel disproportionate.

In principle, yes. But system needs to work.

Touts & BOTS will always find a way around this.

Since the ballot is by definition random, it seems churlish to restrict which games we can apply for.

My young adult children now rely solely on the ballot and TX for their tickets. It has been a nightmare. Limiting the number of attempts they could make would make this poor situation worse! Since only those who apply in the ballot are now able to access TX for individual matches it seems to have improved their chances on TX...

That would be fine in isolation, but that's not how life works. Someone may be able to attend 4-5 games in a row but not later in the season, for example.

This is OK but people should be excluded for one ballot only and it must be ensured that people who have been excluded are still eligible to buy tickets on Ticket Exchange or receive them on Ticket Transfer or to buy tickets on General Sale if that stage is reached.

I am against the ballot full stop. Last season tickets went to the lucky but also most dedicated fans, who were prepared to spend time in the online queue at the time of release. I managed almost every game last season on silver, this season I have got 4! The argument that many people don't have the time to sit in the queue could be managed by varying the release time between daytime, evenings, weekends. One game I had someone sitting behind me who didn't know what offside was, this is the kind of people who get tickets instead of loyal fans now. But I am sure they spend more money than me in the Armoury...

Having applied for pretty much every game this season, we have only attended a total of 5 matches which includes European and domestic cup games. Having paid nearly £60 for my silver membership, this is not good value for money. If this is the approach the club wants to take then they need to vastly reduce their membership fees. I understand there are more members than tickets available, but the club needs to stop selling red memberships for at least a year. It's driving the wrong behaviour.

I haven't managed to get one ticket this season in the ballot as a silver member it makes me wonder I'm I getting value for money on my membership

This could apply for red membership but should absolutely not apply to silver members. It doesn't make sense to charge for a priority membership and then limit the amount of games the member can attend. More benefits have to be given to silver members as a priority membership category especially due to the silver allocation reducing over the last few years and the introduction of the ballot which gives a lower success rate of attending games than in previous years.

just get rid of the ballots altogether

I'm not convinced by this because if you pay a membership why should you only be barred from getting an opportunity to go to whichever game you choose? I think the issue is more on if the nature of the ballot success is truly random. I have had more success when applying with my niece & nephew as jg members paying twice for full price tickets and once at the family enclosure rate. Success rate on ballots entered with them 3/5 games. I have entered approx 12 other ballots just for me and have success rate of 1/12. While I appreciate that's more than some have had the cynic in me suspects that having children and an almost certain club shop spend may drive that success rate

Don't agree with the ballot system full stop.

Absolutely not

Too vague a proposal, in principle I would be in favour of this, but for how many games can you not enter for? Without reviewing data it's hard to have a strong position on this.

I don't support the ballot for tickets as it makes it harder to get tickets

It will likely lead to peaks for "big" games with smaller games risking empty seats.

I think the ballot scheme is good in principle but it still should have a degree of reward for loyal fans and people who want to attend every game. I've spent days and days on the ticket exchange this year to get tickets. I believe someone like me who wants to go every game or the vast majority of games should have greater priority than someone who wants to attend 1 game a season

I prefer the old version of buying tickets. I live in Sweden and I'm a silver member, but with the new ballot system, it's impossible for me to plan a trip to the Emirates because I'm not sure if I get a ticket or not. Which means if I get a ticket, I need to book flight tickets and hotel much later than I used to before, which means both flight and hotel will be more expensive. I used to go to Emirates maybe 5 times a season but now it's much harder to get a ticket.

Spread the opportunity to see at least one game. Away scheme is already a closed shop with back door / off market dealings so spread the opportunity for a fan to go to at least one game and stop the whinging

I'm torn.

The ballot will be screwed regardless of what rules change. Go and look at the success rates for this season.

They probably need a better solution. Something more controlled. This would be a step in the right direction but not the full solution. Fans should be able to declare which games they're interested in at the start of a season, and then have tickets fairly distributed on that basis.

Not really. I think that's a bad way to operate that kind of system. Generally with a ballot type system it needs to have "bad luck protection" - whereby if you don't "win" a ticket you receive an extra % chance of "winning" in the next ballot. You would keep acquiring extra % chance each time a ballot is drawn until you win and then you'd be reset to the baseline. This would also mean that there is less benefit to just buying a new membership each ballot to increase your chances. The system proposed would result in that happening as you're locked out, so might as well buy another membership to enter.

I think on this it should be only removal from the next fixture in that Category so for example if successful in Cat A game ballot you can't enter next Cat A game ballot but can enter all Cat b and Cat C ballots until successful in them.

Absolutely not - would suggest that the ballot should operate more like a loyalty scheme with higher preference given to those who have made the effort to enter more often/have attended games through buying off the exchange

exclusion from future ballots must be limited to a small number, maybe next one only

This season i have paid over £50 for a silver membership (which i waited years for back in the day to have the privilege of) and now it seems worthless. I've won less than 25% of games this season, but applied for every single one.

i did not participated

The ballot should be scrapped. As a long-time match going fan, but not a season ticket holder, it's become almost impossible to get tickets unless via a season ticket holding friend or the exchange. I've managed one ticket in the ballot despite entering every game this season. I understand trying to make it more fair, but loyalty should be rewarded, and previously anyone could get a ticket if they logged in at the right time.

I am a Silver Member who was successful only 3 times out of 19 in the current season so anything that improves my chances is welcome.

Yes with the set number being one i.e. unable to enter the ballot for the next game

I've entered the majority of ballots this season but have not been able to get a ticket to any match so I support some sort of measures to even this out. However, I'm not sure if blocking entry to ballots is fair. Perhaps some form of priority or additional entries into the ballot for those who have been unsuccessful on a few occasions would be better.

by placing this restriction it no longer becomes a ballot, if they missed one ballot then I could be persuaded

Should have the opportunity to attend every game if the desire is there.

I think a better option would be to have a weighting applied to the ballot entries which would decrease the chances for entrants who have recently been successful, but still give them some chance. The weighting would gradually return to normal the longer since they were successful, e.g. after 3-5 ballots.

I believe that members should be able to enter all ballots, but that an entry should be weighted depending on how many ballots a member has been successful in already that season

I would support this if I was able to enter the ticket exchange. I have had greater success with the ticket exchange than the ballot. Currently if I have not entered the ballot I cannot use the ticket exchange and I agree with this process.

Really really hard one. No doubt the ballot has affected the atmosphere. Where I sit so many different faces game by game. On one hand it is excellent that different fans can gain access, but long serving silvers now cant go to as many games as they used to.

This doesn't directly impact me as a STH but I have several friends who are silvers/reds. I recall during covid when we had potential for 2,000 capacity games, season ticket holders could apply for each game then once selected they couldn't enter again until every other STH had been successful. This wouldn't be feasible for red members as somebody can create multiple memberships, but would certainly work for silver members and basic maths suggest that in theory they would qualify every 3-4 games, which feels a lot fairer than the randomness now. For context, of my silver friends that entered every ballot. One got 11 games, one got 9 games, and one got only 1 game. Doesn't feel fair at all.

Probability of winning in subsequent ballots should be adjusted if not successful in previous ballots to achieve fairness of distribution.

Absolutely not. Perhaps there could be a weighting but to deprive people of being able to enter the ballot (and as a result the exchange) would be outrageous. I would consider giving up my membership at that point.

It would help, but why not exclude a successful ballotter from future ballots until all ballot entrants have had a success, after which they become eligible to enter a ballot again and this process then begins again.

This will definitely worsen the atmosphere of the stadium. Imagining the hard-core fans not getting tickets while people who just want to enjoy a game are getting one, or worse, rival fans.

I'm a season ticket holder, so to be fair, this doesn't affect me. But it does seem the fairest way of distributing tickets to members. Access shouldn't be completely random and essentially down to luck (or back to the days of being able to log on - not always convenient or even possible - exactly when tickets go on sale, not to mention beating the bots).

Would rather a system where unsuccessful ballots have increased chances of securing a ticket in the next/future ballot without excluding those who are successful. E.g. if unsuccessful you get two entries on the next ballot instead of one

Tricky one. Not against the above. Alternatively a member could be given an additional ballot entry for every previous unsuccessful ballot entry since they were last successful, increasing their chances while not banning previously successful members from entering.

While I understand the intent behind restricting future entries to prioritize those who have not been offered tickets, it may overcomplicate the process. I believe there can be simpler ways to ensure fairness, such as adjusting the allocation algorithm or increasing the number of tickets available on each ballot, without restricting fan participation.

I am afraid that as a silver member I do not appreciate the fact that tickets are so difficult to "win" in the ballot. I want to go to as many games as I can, not be told that I can not enter the ballot as I managed to luckily "win" a ticket in the ballot.

Where is the loyalty? If you are Silver and aged 50, you are treated the same as Silver aged 25 when more likely than not the older generation went to Highbury regularly. Loyalty counts for nothing.

The club needs to come down more on the countless amounts of tickets still being touted every week to half interested tourists in which case the ballot would be a lot more viable for red and silver members.

Silver members have been hit worse by this ballot scheme. Something has to be done to ensure silver membership is back to how it used to be.

However, as a Silver member, I do struggle with why so many tickets go to red members in the home ballot. What are the benefits of being a Silver member? Luckily we still go to most away games (as we now live in Cheshire), so we still get to see The Arsenal regularly.

Needs to be subtler than this, weighted for number of times you've entered the ballot and not been successful, so the longer you are unsuccessful then the more likely you are to 'win'.

I don't understand the whole balloting process and it's put me off. My partner has a silver membership and would come to occasional games with me during the season - but has not come for the last two years because of the balloting process and with no guarantee she will be sitting anywhere near me - she doesn't want to come if she will be in a different part of the stadium

Maybe if a fair set of successful ballots are achieved then maybe a 3 match break or something before re entry

You should be able to enter as many ballots as you want to/can. This will just lead to far fewer ballot entries at the start of the season and more at the end. The club should just weight the Bally better so if you have been unsuccessful in previous ballots you should have an extra chance at winning the next ballot.

Ballot system is dreadful and should be scrapped.

Tricky one, but now team is good everyone wants to go. Couldn't give tickets away a few years ago. So I think some loyalty to those red and silver members who regularly attended before team performances hit better deserve access rather than "glory hunters" who now seem to want tickets. I get it, that's football but we need to think about the club should we ever be in lean times again to keep stadium full at all times.

they should be able to enter every ballot, but it should be weighted to those unsuccessful, with provisions that only weighted when not successful otherwise cherry picking at the end of the season with new memberships taken out will happen

For me the ballot system is floored, you have loyal fans who haven't been able to obtain a ticket all season. For me the club should reward loyalty to the fans have being continuously going, I see a case in the season where after Christmas some decide to get a membership and a week later got a ticket as the posted it over social media, to me the club should stop that from Happening if you have got membership before season starts you should not be able to purchase one mid season and straight away get a ticket

I am a silver member and my children are junior gunners. The ballot has been relatively successful to us this season. Any move which limits ballot entry to silver members is a storing NO from me.

A lottery is a lottery. There will always be people with more luck and less luck than the average. Also not all games are equal. If be furious if a successful ballot for a game with a newly promoted club barred me from the North London Derby.

I think particularly long serving silver members and/or those silver members with a history of purchasing regular tickets, should be able to attempt to buy for every game. People stayed on silver because of this.

I haven't used this system and it doesn't seem to work well anyway from what I hear- but this would seem to be fairer.

I don't support the reduction in the number of tickets for silver members while increasing the cost each year.

I support this, though I would prefer a different arrangement that allows people to enter ballots for matches close together but limit ballot entries in some other way. This would allow fans who live overseas or who spend long periods out of London due to work to optimise their chances of attending matches while they are in London. I have family members who attended matches with me home and away back in the 90s who now live abroad. They have Arsenal in their blood but they cannot get tickets and are being shut out of their club.

This would create perverse incentives, such as not entering the ballot for the match before the North London derby. I wonder if some kind of weighting could be applied to those who are exceptionally unlucky (but we need to be honest in that a red membership who entered every ballot would, on average, only have got 2 or 3 tickets because of the level of demand, so someone who 'only' got 1 ticket isn't that hard done by). The ballot isn't perfect, and we need more info on how it works in terms of groups, but I've seen better suggestions.

The club should keep it random and this ensures it is fair

There needs to be some sort of loyalty system. There is a noticeable difference in atmosphere (e.g. Chelsea home) when regular red/silver member fans get tickets vs tourists or one-off fans.

Long junior members should be rewarded for their years loyalty both my grandsons have been only successful once this after many seasons as junior members

Not sure the ballot is the way forward plus it still hasn't stopped the touts as there are still plenty of them around the stadium on match days

10. If you have other or more detailed comments on any aspect of Arsenal's ticketing arrangements, please let us know by adding them in the following box*.we may use comments received in correspondence with the club, but will do this anonymously.

How can they justify the category A prices? The level is too high and too much of a jump from the rest. Should have a closer gap with all categories.

The ballot system is far better and fairer than the old system of queuing to enter the website at a set time.

Not being to access ticket exchange if you haven't entered the ballot is incredibly frustrating, and ticket exchange is barely usable anymore - flooded with bots

The ticketing area of the website is not fit for purpose It's the main part of the site that people need to visit regularly and it's dreadful to interact with

My main concern is failing EVER to get a ticket to a game this season and seeing MANY empty seats on the TV; this must be dealt-with robustly.

Scrap the ballot system. There must be a better way

With the push for us to use our seats for every match, I have noticed that there are always empty seats in the directors box. Would they consider offering a number of seats at each match to season ticket holders to "meet the fans" thus releasing our season tickets for other fans to buy ?

I've only been successful twice in silver ballots this season which is a poor return !

The deadline to opt out of auto renewal of silver membership was extremely short at just a few days after the email notification was sent - longer notice should be provided

The ballot hasn't helped me as a Silver member, i've not won any ballots whether on my own or when paired with a red member (my brother) even with a very broad option to take 'any' ticket. So I've had to use Ticket Exchange on the day of a game to get to matches and of course never sit with my brother. It seemed much easier in the first half of the season to get tickets on the day through ticket exchange. The ballot is not very transparent as to chances of which different seating areas and price bands give what % chance or have the fewest/most applications. It's all guess work to 'out-think' fellow ballot fans just to get a ticket!

Ticket Transfer has been a great initiative as now when someone can't make a game, someone else who has a membership we know can sit with us. Please keep Family Enclosure. It's a safe space for young people when so much of their life outside home can be fraught and difficult to navigate.

Silver & Red members should be allocated loyalty points for the number of years the membership has been held. Then tickets should be available to the highest points held, staged down to the lowest (much the same as the away ticket points scheme). That way touts and new members wouldn't have the same chance as long existing members.

I cannot take my ST for granted so tend to just accept any increase! If we were struggling on the pitch I think it would hit home more (obviously!) but it would be nice if the club offered more rewards/discounts/offers to try to mitigate the increases?

The club is discriminating against loyal supporters, in favour of supporters who don't attend regularly, because the latter are more likely to spend more in the stadium and shops.

A friend of mine is a Silver member. He has gone in every ballot this season and has failed to get a single ticket. What is the point of him being a Silver member?

Online management of tickets has improved greatly over the last few years. Thank you.

Ticketing has worsened for almost everyone because demand is greater than supply. I can see it from all angles. My young adult children (and one cannon member for the last time) have benefitted from reduced priced tickets on the ballot this season - yet still pay full-price on TX. All memberships are visible for Arsenal/Ticket Exchange so I see no 'real' reason why they cannot pay the subsidised rate when using TX too? It seems that Arsenal have forgotten how much the fans play in making the atmosphere at the ground 'special' so that those supporters who can only make occasional visits experience something extraordinary when venturing into our stadium. Similarly, Ballot winners are charged an admin fee to put their ticket on the exchange if dates change and they can no longer go... Lastly - not actually ticket related... could the 'members points' that are not used each season be donated with a monetary value to the Foodbank? I'm sure I am not alone in accruing points but not in need of more 'landfill' products

nor competition entries. Whilst I don't believe Foodbanks should be a necessity for people - they are - and Arsenal could do more to support those clearly in need.

They really need to sort out the touts who buy on Ticket Exchange

Ticket prices at Arsenal are indefensibly high, excluding huge numbers of fans. Accessing away tickets remains an impossibility - it's impossible to build up away credits as the 'official route' is a closed shop!

Away tickets continue to remain a closed shop. Whilst it's important to reward loyalty to those who have rightly built up credits, there should be an allowance for other season ticket holders to have an opportunity. Maybe 10% of the tickets where we receive 2500+ could be held for ballot?

I am a red member and went to most games every season until last season when demand went back up. I've managed to get to 5 games this season, two through ballot and three via TX. Watching the team on tv for me is just not supporting the football team.

As an Arsenal season ticket holder for over 30 years I find it impossible to get away tickets. There should be a ballot for away games and season ticket holders with the sort of service I have to the club have priority. With the current ticketing system I have no chance of getting an away ticket

The cashback linked to Ticket Transfer is intended and designed only to make it difficult for ST holders using the transfer scheme to receive their payment. There's no earthly reason why personal bank accounts can't be credited with monies outstanding. The notion of an exclusive "window" which requires users to faff about wholly unnecessarily is intended only to make this transaction difficult and unweildly.

Concessions should be for younger people not older as older usually have more money. The cost of living is crippling young people.

the process of transferring use of season tickets, for a particular game, to another person could be simpler I believe.

There is a gap in the process for adult season tickets holders to bring their junior gunners children to matches. The JG members cannot enter a ballot without a red or silver adult member. I believe there should also be enhanced access to JG activities such as mascots etc for children of season ticket holders

Plenty of tickets still available on the black market at extortionate prices. Among sellers are VIP Sport Tickets Selling LCC, located in the Nasser Loothah Airport Building in Dubai. I wonder where they get their tickets from...

As a Silver member it's the second season in a row where I've attended hardly any matches, having previously attended nearly every game in the season. The system is fundamentally broken and is not supportive to longstanding loyal fans of the club. I would also like to add that I am pleased the club has been able to give supporters an opportunity to pick where they would like to sit in terms of upper or lower tier. Although I think this still needs fine tuning and fans should be given the opportunity to pick their own seats once successful in the ballot. To give some context, I go to games with my dad. he is ambulant disabled but does not have a disability membership. Every match we applied for and were successful for tickets, we were put in block 24 behind the goal. Anyone who goes, knows that this is a predominantly standing area, meaning my dad would not see any of the game due to people in front of him standing. I know

the stadium makes announcements about persistent standing, but it doesn't stop it. For two of our matches we were able to liaise with the disability liaison team, who were amazing at finding us seats on the upper tier, but after this they were unable to help us, and we had to give back our tickets for the Burnley game as we could not get seats on the upper tier. I am not asking for special treatment, but a common sense approach to supporters with disabilities and their carers should be taken into account when allocating seats - why can't a flag be put on the person's membership to advise of a disability or access requirement? We were told Dad would have to rescind his silver membership and become a Red Disabled member, meaning we could no longer go to matches together. He cannot get to the stadium without me, so this is not an option. he also does not want to give up the silver membership he has spent years waiting for! Touting is still an issue and ticket resale sites and touts outside the ground are still operating. What frustrates me is they're being brazen about it in front of the police, who are doing nothing about moving them on. There is much work to do on ticketing, and I think there needs to be a rebalance by the club on the number of available seats being made for purchase for Silver and Red members. Young fans are the future of our club, but don't forget about the ones who have been the past, present and the future.

The away ticketing system needs an overhaul, it is impossible to go away if you don't have credits, but can't get credits if you can't go.

Prevent touts using red memberships by having photo ID on all membership categories. All members rather than just season ticket members should have the ability to transfer their tickets to other members and facial ID should reduce the number of people buying and selling online. Loyalty should be rewarded by the number of games you've attended through your membership. Tickets have been digitised for a while now and history of match attendance should be tracked and impact your success rate of getting tickets. Fans with the highest loyalty points should have a limited window to purchase tickets before having the opportunity to enter the ballot. This could be another silver member benefit. As mentioned above, there need to be more benefits to the silver membership as this has decreased over a number of years. A good start would be to increase the silver allocation.

I am a silver member after being a red member for many years and I don't seem to receive much benefit for my years of support. I have read and understand that apparently a lot of silver members historically have not used it (probably as they are season ticket holders too) but can we not do a use it or lose it scheme where if you have not applied for a certain amount of games a season you lose it and it can go to long standing fans that are more actively using it rather than long standing fans that are effectively sitting on silver memberships just in case? Thank you

The provision of a pdf when using ticket transfer scheme seems to open up risk of touting. Why don't they replace this with app led route

I have rarely had difficulty obtaining tickets by phone then online since the inception of the membership scheme in the 90's. In February 2023 it suddenly became impossible to access silver tickets online. The introduction of the ballot did not make tickets more accessible. My first success after applying for every home game this season was the Liverpool FA cup game and I have since had only three further successes. The number of tickets available to silver members has clearly been reduced and alienation of this longstanding group of loyal fans will surely follow.

Until 2 seasons ago with silver card could get tickets to any game I wanted. In past 2 seasons have managed one ticket. Seems club needs to put in stronger measures to stop touts and others getting access to tickets

I am still annoyed by the reduction of cup games as part of my season ticket. Particularly because I am then charged according to the category of the game once the opponent is known. I sit upper tier north bank but to be charged £94 for Porto is just too much. As a loyal supporter I would ask the club to charge less to season ticket holders for any additional cup games. Thanks

There should be a loyalty bonus as the season progresses, where you need to have attended a set amount of games to enter the ballot. If you're willing to work hard on the tx you will get a ticket.

I think the ballot system needs reviewing as there is no loyalty to longer term fans. I believe they opened up more Silver memberships than previous years. I think people should be able to apply in advance for games (specific games or 'all CL home games' or 'home Carabao Cup games', so people can go to an equal number of games. The price of the Silver membership adds £5 or £10 per ticket depending on the number of games you get to.

Senior citizens should get a discount on any season ticket, not just the ones in a poor viewing area at the stadium

There seems to be more overseas supporters obtaining tickets. They tend to be quieter in the stadium. Is this a policy from the Club to maximise merchandise revenue ? England based longstanding members should have priority and overseas tickets should be very limited.

My son is a red DA member and on the waiting list for a season ticket. The allocation of tickets should be more open and transparent. He only got 25% ticket allocation this season compared to last season!

I know a lot of fans are against the ballot process but I was lucky enough to attend 2 home games this season having not been able to get a ticket (legitimately) for YEARS. I don't agree that you should be penalised just because you've been successful in a certain number of ballots as it's all 'luck of the draw' anyway. I have been unsuccessful in several ballot attempts also, but wouldn't expect a higher chance of getting a ticket next time just because of that.

I have been relatively successful in ballots this year but having been a Red member for eight years and a supporter for nearly fifty years it is frustrating that I only have the same chance as a new Red member just in the door. It would be great if some priority could be given to Red members who have say 5 or more years membership. There seems to be no appreciation of or reward for loyalty. Also I have been on the Platinum waiting list since Jan 2023 I was told initially there was a slim chance I'd get in this year but more than likely next season 24/25 but reading the room in online forums this is looking unlikely people who paid Platinum deposits long before I did have been told upon request that next season is unlikely. That in itself is frustrating but more-so is the lack of communication from the club to those holding Platinum deposits. I was told I'd be updated sometime in June last year but didn't receive any communication and when I eventually enquired I felt the response was very offhand. Again it would be nice to feel that the club at least acknowledges people like me in this situation. An email update every six months would be helpful.

The rearrangement of fixtures / organising of tv games needs firm criteria. Many fans travel from across the uk/ ireland, have to book accommodation as no late flights or trains back. Do better.

After 1st day debacle, eticketing has gone well. ticket transfer works well.

The club seem determined to self destruct on the supporter front, from messing about with season tickets to not giving priority to red and silver that were regulars during the bad times. They seem to think they have an inexhaustible support, but they need to look at demand when things are not going so well as we know there will be a dip and those that come rain or shone may have decided there is no point in loyalty when it isnt reciprocated. Tourists dont go to unpopular places.

Germany just gets it right with ticketing pricing for its supporters, we should follow!

Appreciating that the away tickets are extremely popular and that the existing points scheme would be tough to change but for those dedicated fans that attend all home games and have previously had a lot of credits and went to a lot of away games it is almost impossible to get back to being an away fan if credits fall away (usually for personal reasons out of your own control as opposed to a conscious decision not to go to away games) perhaps a small ballot for home fans that have high attendance could be considered for away games?

Stilllots of paper tickets going to resellers. Suggest transfers are only to a members e ticket account

way too much touting going on. And the club is not doing enough about it. I know they say it's hard to prove and all, but it's their ground, be strict to people where it's very obvious.

The ballot system does not work wel enough. I have entered every Silver member ballot for my son this year who is a Silver member and he was succesful once. That cannot be correct. I have also tried to get him tickets via Ticket Exchange and this has not worked once all season. This is more frustrating when i look around the ground 10-15 minutes after kick off and there are usually empty seats in almost every section of the upper tiers.

Very disappointed in the continued diminishing returns of being a silver member and that it's not a priority for the AST to look at this issue for the 30,000(ish) silvers too.

Love the use it or lose it policy Ticket Exchange no fees is great

Away tickets are a massive issue for me. We all know it's a closed shop and people hoard points and distribute tickets to their friends. I know people who do this myself. However, the club seem to be glossing over it and their ID checks clearly haven't worked. I'm a gold member on < 5 points, only becoming a St Holder post covid. I feel I have no chance at building up my away points.

Arsenal are doing a fantastic job. They had to implement 40k+ season ticket holders when the stadium opened for gtd revenue now and now have difficult decisions when Arsenal are popular. This wouldn't be a discussion if we weren't doing well. Let's be honest everyone swaps around tickets and says they are "loyal" fans when in reality that isn't really the case

I'd like more opportunity to attend an away match as I used to travel extensively with the club but can no longer obtain a ticket

I think the ballot has been a success. It is given people who can't queue for an hour at a specific time due to work a chance to get tickets and seems to discouraged bots through that process

To improve the atmosphere I think we need to help spectators in lower who are past wanting to be downstairs to upper without having to pay such a large price increase. There are many of us

in upper who would love the opportunity to move to lower but the club have put restrictions on seat swaps for a number of seasons now, and it's looking likely they won't allow it again this season. And there are many people in lower who would prefer to move upstairs as they don't wish to stand for large periods of the game and get involved in the singing. I personally have been told to sit down and shut up most games this season and certain people around me would prefer I could move but the club show no willingness to allow it.

I am a ST holder. I welcome the increased requirement to obtain credits, use TX and the removal of admin fees for doing so. However I do not think making a TX posting merits a full credit. There are people with STs near me who simply never attend matches, only bothering to attend the NLD / Liverpool / City etc. These people recoup all their ST money, and will renew year on year. Their ST would be better off being in the hands of those on the waiting list. I understand why TX is excellent, for coupled with good form in the pitch it has helped the stadium fill up again, but the reward for using TX is too great. There should be more emphasis on the ST holder attending matches. Familiarity and community in areas of the stands boosts atmosphere.

clarity around cup final allocations needs to be highlighted and explained better- I am getting mixed messages from people who may not have the fallfacts-

The allocation of tickets for silver members should be increased back to the original number

Touting is still rife. Club might be doing stuff on this but they need to communicate successes better and ramp up activities on memberships that are misused. Why cancel a membership and then sign up new ones with no ID checks?

The removal of the away scheme without properly consulting fans was a joke and still frustrates me to this day (I have 70+ away points). The scheme was working fine, and i still don't understand why it was removed. Now we have the ballot fiasco (I use the ballots to try and obtain tickets to take my kids, as otherwise i have no option to buy other tickets alongside my season ticket). Previously, the silver scheme i could get family enclosure tickets regularly, now this is gone. It seems unfair those of us who have supported and paid for years (away scheme, loyal fans who got to silvers etc) are now seemingly not as important to the club who we have supported through thick and thin to get to where we are now. I worry about what's coming next from the club who seem to not understand what Mikel's driving and building on the pitch, but they are going against this by driving a wedge between the loyal fans and the ticket office.

Please start to be next generation club also in ticketing. We need to have app + biometric entry to avoid all black market ticketing. There are thousands of people joining games on overpriced tickets available on the black market. Only biometric check on entry will allow to give access and will be strong bariere for black market ticketing

The ballot has been a failure in my opinion. And the fact that you can't access ticket exchange if you didn't enter the ballot for that match is ridiculous. It's also much harder now to sit next to a friend at a match. The club should bring back the first come first serve system.

Applied for many of the ballots but didn't get any so I was disappointed and I think the ticket exchange is not working very well.

There needs to be a lot more transparency in the balloting process. How are red members getting more tickets than Silver members ?

I welcome the club's efforts to reduce the ease of access by ticket touts: however I continue to be dismayed at the lack of effort to track the source of away tickets sold on resale sites. The policy of requiring 15% of fans to collect their tickets is clearly not a sufficient deterrent as evidenced by the number of tourist fans at popular away games.

I've found it tricky to keep track of when the ballots are running so have missed some that I would have liked to enter. That coupled with the block on the ticket exchange unless entering the ballot is doubly frustrating. It would be good to have improved notifications or a calendar available to track the ballot times

Would like more discussion on the issue of away ticket allocation.

The ballot system is really unfair. Season 22-23 even though the queues were hard to get through I was still able as a Silver member to go to every game I wanted to except for one. 23-24 I have entered so many ballots and been unsuccessful even though I only apply for one ticket. Plus obtaining a ticket through TicketExchange is almost impossible. After a ticket is put on it goes within a millisecond. Arsenal FC should look at other ways to improve TX.

Despite the negative press, I believe the ballot process is much fairer than the mad rush online for a specific time.

I sit in a part of the stadium that is sometimes required for UEFA and press officials for European games so am not eligible for the automatic cup match option. I acknowledge I signed up to this proviso and do receive an alternative seat option but will be writing to the club because in at least the last 3 euro games neither uefa or press officials have been placed there. In fact, some of the seats have remained unused - not a good look when it applies to the first 4 rows - and also having made the effort to go round and speak to some people that have been able to sit there I found that some people bought their tickets through StubHub - an organisation not, I believe, recognised by Arsenal FC??

I still think the use it or lose it supposition is NONSENSE

I like the idea of the ballot, however it has helped kill the atmosphere as the more dedicated fans used to peruse the exchange/log in during specific times to get tickets. Reducing Ashburton Army has also killed the atmosphere. A younger generation of fan is needed to improve the atmosphere.

As I live in the North West I support Arsenal away from the Emirates. I would like to purchase the occasional away ticket for a 'local' game. Maybe one day this will be possible.

The system and user experience to buy tickets via Ticket Exchange is very poor, with people still at a disadvantage compared to automated bots. Perhaps some form of ballot system with repeated draws with short time windows might be fairer?

The ticket exchange system on mobile is not a good experience

I would like to know how many tickets are being given to silver members and red members. I currently feel that long and loyal support is not recognised by the club.

I am always going to mention away games. It has been a closed shop for so many years. And you can see the abuse of the system. You can't get away tickets as you need xx credits, but you can't get on that ladder and certainly get enough credits within the timeframe to get access to many many many away games. I think away credits should last more years if the system remains the

same. I feel as a home ST holder I should have a chance to get away tickets - that is all I'm asking (not a guarantee of one). I believe a ballot system for away tickets is coming in, which I really welcome.

The club clearly has the data to near eradicate the touts with the system that has been implemented, if they actually choose to do so. Firstly, it is preposterous that the ticket transfer mechanism does not function the same as ticket exchange - that you can have a pdf to access and/or download to any mobile wallet you like is a flaw in the system. Secondly, realistically there is little need for a membership to change wallets frequently - no-one has any need to frequently switch wallets that placing a restriction on the associated wallets would cause an issue for any legitimate use of the ticket. Additionally, even when people do upgrade phones it is more likely that they retain the same ecosystem (same Apple/Google account), so the wallet should normally only change scenarios when someone has swapped from one to the other or, are closing their existing account.

I'm still disgusted how cup final allocations are solely on home credits (always not even factored, surely its possible to combine them), and crucially, how Arsenal have changed their stance so that TT & TX count as attended? In theory someone could have sold every single home ticket this season and had equal chance in the same ballot to somebody who actually attended every single game home and away. I understand why this policy was adopted (when we struggled to sell out) but its very quickly become unfair and dated

There will never be a perfect system that suits everyone. I think small increases in pricing are just unnecessary in light of the commercial deals and the overall percentage revenue contribution

Have the club made any considerations for loyalty? I am a silver member who goes to every home game. I know have to spend 10s of hours every week on the exchange when before I just logged on. Our allocation has been cut but around 75% yet membership prices go up. There will be reds at their first ever game to see us potentially lift the title when people like myself who have gone for years are unable to get one. Do the club see that as fair?

The ballot system is still riddled with bots. Tickets that come on exchange are snapped up in milliseconds. The option of paper tickets is still allowing touts to sell tickets at high prices.

I would really appreciate the chance to provide details to the AST, of the extremely negative impact that the changes over the last half a dozen years to the ticketing arrangements have made to me and my son's allowance by the club to attend matches. Also, I'd like to illustrate how changes to the Silver membership and ST waiting list have exponentially, negatively impacted on our movement up the list. I don't want to rant, but feel the club should be made aware, how a member of 16 years, who repeatedly attended 10 matches per season (often with his young son), is now only allocated 1 ticket per season from 22 multiple applications and sits in 2 increasingly static waiting lists, as a direct result of the systemic changes to the clubs policies. If you have the time, I would dearly love to offer the brief details as a case study of an extremely 'unlucky' and overlooked dedicated fan. Many thanks, Ian. ian.pack@sky.com

(1) As for question 10. (2) Since introduction of the ballot system, I have not been clear on ticket exchange availability.

Not regarding the scope of this questionnaire, but can access to away tickets be considered at some point? It's no less of a closed shop with the ending of the away scheme, and legitimate

ticket transfer is entirely dependent on knowing someone with a ticket to transfer. Most fans have zero chance of ever getting to an away game because there's no way of building up points. Could a percentage of away tickets not be subject to a ballot? Other clubs do this. England fans do this. Just a thought.

How is it that despite having a 'use it or lose it' policy, I still see empty seats around the stadium at games I've attended? And why does the ticket exchange not run until at least 1 hour before kick off?

Know the AST is already pushing on this but seeing tickets touted and readily available at 2x fv at resale outlets in Leicester Square is disheartening when fans going through official channels have such little chance of getting tickets.

Allow members to have a family group of say 3 people and allow tickets to be shared within that group.

The club's actions & policies regarding away tickets appear to change randomly mid season. Communication on this seems poor and vague. Amy Trynka on last season's AST virtual meeting on ticketing said the club were "Not trying to catch out genuine fans here, we are trying to find those bad actors" Has there been a change of policy on this with the increased number of random tickets held for collection at away games this season? Is an Arsenal fan, who for many years has paid membership renewal fees, purchased and personally used the away tickets for every away point on a membership account not regarded as a genuine fan and treated the same as a tout purely because their membership account is not in their name? There should be more transparency regarding the number of away tickets given to supporters clubs. Why are members of these clubs who attend away games not subject to the same rules and scrutiny as other members? The removal of the away point discourages members from using the Away ticket transfer system rendering it largely redundant. When only low numbers of away tickets remain, why do the ticket office not hold a further sales phase for those in the next bracket of away points until all tickets sell out? What is happening to these last sometimes 20 or more tickets that can be added to a basket minutes before the club announce a fixture as "sold out"?

Rather than relying solely on ballots, the club might consider implementing a system with multiple ticket purchase windows for games. By offering tickets in batches at different times, fans have more opportunities to secure tickets without the uncertainty of a ballot. These windows could be staggered to spread the demand more evenly and alleviate the rush of everyone trying to buy tickets at once. In addition, the club could set aside a subset of tickets specifically for each window to ensure availability for fans who may not have been successful in previous attempts. While combating scalping is important, it should be addressed separately through robust anti-scalping measures, rather than by restricting fans' access to tickets. This approach provides greater flexibility and fairness while reducing the need for ballots altogether.

I have been very lucky this year gaining tickets either in FE senior ballot or via TX. With the loss of the FE I realise that as a silver senior, next season it may be impossible to see Arsenal at the stadium. After years of going when I wanted to, I am going to be totally p****d off when I can possibly only attend one game a season. I will give my silver membership one more season and potentially will not bother renewing after 24/25 season. Arsenal just do not want real fans that have supported the club for years, they just want bottoms on seats and do not care who the bottoms belong to.

Overall, just on the basis of the number of times I've been able to watch a match this season, I am happier with the balloting process compared with last season. I think the suggestion in Q10) above, if implemented, should only be for Red Members.

My only comment is I have a season ticket and a silver membership (plus my son and daughter). To use my silver I have to transfer my Gold as I cannot transfer my Silver. If you have Gold you should be able to transfer Silver as well. We all know the consequences if a tout were to get hold of any ticket. No genuine Gold / Silver membership would do this.

The touting situation is ludicrous both home and away. The club are too soft and not enough measures or action in place. It's too easy. Close all the loopholes!!!! These football tourists bring NOTHING to the support of the team. Lazy and impotent!

Silver membership a waste of time now not able to buy tickets as before, price should be dropped to nominal £10 Away tickets, could some be made available to Season Tickets maybe by ballot?

Generally speaking I am content with the arrangements, other than the price increase. However, I do not understand the freeze on offering better seats to season ticket holders at renewal time - why has this changed?

The Club ought to look at increasing the capacity of the Emirates, and the transport links and looking at solutions to offer more. My primary concern is the protection of 'legacy' fans who I feel the Club have maximised their revenue stream. And the possible innovations around the global base. I feel we have moved into a phase where the Club see Gold members as privileged and expendable and are considered as a revenue loss. Legacy fans need protection and representation in this new era of success. Much of that success is due also to legacy fans and their loyalty. As I said above the Club is not a franchise enterprise but a spiritual entity, a community of connection and where the axis of pricing and loyalty needs careful consideration and handling at all points. The Club need to be open and transparent to supporters and look to solutions that primarily safeguard the loyalty of the majority.

I would like to see more tickets allocated in the ballot to Silver members, given their loyalty over many years.

I am greatly concerned as a season ticket holder and before that, as someone who went to every home game through a red membership, as to where the ticketing issues will end up. I would have been furious at the balloting system if I still needed it, as it seems grossly unfair to those who regularly attended before its introduction. It doesn't reward loyalty, instead its aim appears to be to let as many people as possible attend. This concept seems reasonable enough, if taken at face value. But after the super league issue and with talks of potential games being played abroad, it feeds into wider doubts about who the club really wants in attendance, who football really wants as fans. As a season ticket holder since 2021, I haven't had to use the ballots, yet I still understand the frustration of those that do. I am delighted to have a season ticket after all these years (of loyalty) and fear for a future when this might not be the case, as perhaps they might become balloted or approached from a new direction, such as a partial ticket or removed altogether. However, I am in favour of the 19 game season ticket concept, although I wouldn't take it up, as I see it as a good way to reduce the cost of a season ticket for those that want that, whilst also enabling more tickets to enter the system. I also agree with the increase in junior tickets, as a way of ensuring the next generation of match day fans. I have also said I oppose the removal of the senior season ticket, as overall I do, but I do feel somewhat torn

on this issue. I opposed based on similar sentiment to the above, that those going to games for longer time period should be valued by the club and therefore, those older fans, with perhaps less disposable income should be protected. However, with the fierce demand for tickets and with clubs treating fans more and more like customers than anything else, it can feel outdated and naive to expect there to be groups that aren't expected to pay market rate for tickets. In summation, my worries are for where all this ends up. I think clubs probably already have an ideal scenario, in which they get the absolute maximum price for ticketing, especially when demand is at a premium. They want a global fan base, who attends on occasion and spends a fortune in the shop, not the fan from up the road, who has a stagnantly priced ticket forevermore. How we edge towards a compromise is key, so I agree with certain approaches that create some balance, although aware that the background noise is growing towards a radically new approach, one I am likely to be negatively impacted by.

Remove the three hour limit on ticket transfer, this has caught me out a couple of times when my season ticket holding son has let me down at the last minute, in the 'old days' I could invite a friend and just give them the season ticket. Now I have to take his Apple Watch to the match if I've missed the three hour cut-off.

It is very difficult for overseas supporters to get tickets on visits to London. Also there is a case for increasing revenue from ticket sales. I would suggest a limited number of tickets for each home game are offered on a bidding basis (i.e. sold to the highest bidder) to overseas supporters.

Stop touting tickets to travel agents and let the true supporters have them as so many supporters have now been ousted by a bit of success. 3 years ago you could buy a club level ticket in any section you want but now you have to join a waiting list and pay a large amount of deposit up front. We just have to accept they don't care about us anymore, they would prefer a ground full of tourists who will buy everything from the club shop. Its a case of profits before people.

Some way of prioritising people who have been red members for 15+ years plus over people who have been a member for 1 day would be appreciated. The club refuse to answer me when I ask how long the wait for silver membership currently is - I don't understand why they keep this a secret.

Get rid of the ballot. Do not start a ballot for away tickets either.

The ballot system is very unfair and too restrictive to fans. I have entered every ballot this season and not been allocated tickets once. Myself and my child have not been able to attend any games this season. This is a real shame when we have paid to be members (a fee that was considered reasonable when it gave access to match tickets), and then also now paid for each failed ballot. It is wasted money especially in the current financial climate and has seriously made me think about cancelling my membership as I no longer get anything for it in my experience this season. We used to get to on average about 5 games a season under the old system, but currently the ballot has meant we have been to no matches this year and I cannot see the value for money in continuing my membership for the next season. Why pay for being a member when you can never get to games? It isn't worth it...

I have le.t faith in the ballot and have gone to the secondary market for tickets

the entire ticket process for 24/25 is flawed

I'm not sure that there's the reward for loyalty that there once was. I get the sense that they'd rather have as many people that go only once or twice a season, in the ground as possible. I know Silver members feel hard done by and I'd hate to think that loyalty points for away games were under threat.

Season ticket balance is about right. Club increasing whilst sun is shining & supporters happy to pay, discounts for young & old are unfair as they ignore the people normal working age who have families

Arsenal Football Club have completely ruined proper supporters gaining entry to matches by launching the ballot scheme. It is shockingly bad for friends of mine (Silver members) having to wait to find out if they can attend games via the current scheme.

The reduction of the Silver allocation is wrong and should be addressed as a matter of priority by both AST and Arsenal. Many of us didn't join ST waiting lists for both compelling personal circumstances and promises by the club that ticket access would improve for Silvers when we moved to the new stadium. Us Silvers are now in a similar situation to where we at the end of Highbury, an afterthought and undermined minority, second class citizens to season ticket holders who pay less per game, many of whom didn't stick by the club through the pandemic. This isn't as hard an issue to address as you and the club have been making out - return allocations to where they were when we first moved to the Emirates and stop the cash cow that's unlimited new Red memberships.

For me I just think the club needs to think about rewarding the loyal fans, with the team doing well you have people jumping on the bandwagon and the ballot allows them to have tickets but if we start to perform badly they'll disappear. I've seen people on social platforms like tick-tock who aren't bothered about the football but want to do a video on the stadium and food it serves inside the stadium when fans who want to watch football can't get a ticket. I've ended up with just two tickets this season all be two good games on Tottenham and Porto at home. But I previously had season ticket from Highbury as a 10 yr. old till 23 and until moved out and couldn't afford to pay rent and season ticket. I had to drop to red and start again and I've been going to games on regular basis till this season

The blue badge system seems under-resourced. No email confirmation received before the game, despite promise - need to call to confirm allocation. Old reg no used when new one was used on application. No problem getting a space, but uncertainty before attending.

Bring back the Away Scheme

I do not feel the Directors of the club value the supporters, we are becoming less significant as demonstrated by the 20 % of revenue the ticket income provides.

I think a review of silver memberships needs to happen. The benefits of being a silver member are being diluted especially since the demand for tickets has risen. Myself and my brothers all consistently went to games with our children during the years when the club struggled to fill the Emirates (mainly due to poor performances on the pitch). During those years, a silver membership had huge ticket access advantages. However since demand for tickets has risen, coupled with the ballot scheme it's getting harder to access tickets as a silver member. More importantly, the benefit of having a silver membership (for over 20 years) is getting less. Silver members should be on a loyalty scheme. The length of time of a silver member and the amount of tickets bought during that time should be rewarded through priority ticket access. The rule

that if you miss a ballot application then you are not allowed to purchase tickets through ticket exchange for the missed match is criminal - especially to silver members. This needs to be changed straight away. Silver members should be exempt from this silly rule.

Ditch the ballot

The standing of the Silver Membership needs to be clarified. The priority that this level of membership enjoyed has been significantly diluted over recent years. The reduction in ticket availability to Silvers needs to be reversed. Whilst this will inevitably have an impact on other membership tiers there is no justification for the reduction from an original 8000 tickets to 1800 or thereabouts.

There seems to be no value for a silver membership Can you also ask about disability tickets , and in view of the recent press reports about Man U fans

some of us travel long distances to home matches (mine is 100 miles + from Norwich); tickets costs are only one part of the total....getting out of the Stadium at the end of games and to the station is personally an issue that affects me that is yet to be addressed (I don't ever want to leave early but linking up with trains forces me to at evening games)

Why is it still possible for the touts to operate, especially outside the Arsenal tube station on match days.

we need to find a way to reward loyalty for fans that want to go every game but can only purchase tickets match by match, as well as supporting those that can only attend occasionally. we seem to make major ticketing changes based on specific issues rather than dealing with those issues. I don't have a lot of confidence in our ticketing department.

The lottery system is an improvement over what was there before. As someone who works in healthcare I don't have the ability to sit in a queue at 9:30am to get tickets. One problem is the system doesn't account for changes to the dates of games. I wasn't able to go to the original date and time of the home game at Chelsea but was able to go to the rescheduled time. But I was blocked out of getting tickets from the ticket exchange. Some thought is required here, perhaps maybe a second ballot for access to the ticket exchange once a game has been moved dates?

I think there should be more loyalty towards red/silver members who are a) long standing and/or b) have a history of purchasing tickets. There is no loyalty towards those members and a red member joining today has same opportunity as a 15 year red member who purchased multiple tickets every season

The club has sold far too many red memberships in the knowledge that the vast majority (by some way) won't get tickets through a ballot system. This is almost unfair trading or misleading advertising. In effect, people hand over money for a membership that brings them little or no benefit. The club need to do better and come up with a system that allows more of longer term fans to obtain tickets while allowing new, and younger, fans access. Far too many tickets leak out to the secondary market. While the club has taken some action, the "touts" always seem to be one step ahead. It must be possible, given the club knows to whom every ticket is sold, to trace how they leak to the secondary market.

Review of the concourse layout especially in pinch point areas such as outside block 109 and 105 gets massively crowded during game time would be useful.

As already stated, older people have different needs and I now feel the club are discriminating against me as an older person. I find it galling that clubs such as Man Utd take better care of their older supporters than Arsenal. Personally, it feels like a kick in the teeth for my 55 years of attending games through thick and thin; and for bringing my children and encouraging them to support the Arsenal. I have attended very few games this season because I find it physically so difficult to stand for 90 minutes. I long to win the lottery and be able to have a seat at club level and watch games in comfort, despite the lack of atmosphere in that part of the stadium.

More work is needed on the use it or lose it season ticket policy. As it stands a season ticket holder does not need to attend a single game to retain the ticket (the holder in front of me has been twice this season). This blocks progression from the waiting list and exacerbates the problem of younger supporters being unable to obtain a season ticket. Maybe a minimum threshold of actual physical attendance is now needed to retain the seat?

Next season will it be a 23 game season ticket? 19 plus 4 CL group games?

Have for many years been taking advantage of loyal fans with exorbitant ticket prices. A captive audience which they milk. Given the wealth of the club the management/owners are very mean spirited and greedy. To be honest they ought to be ashamed of themselves. Have even got rid of the Members Day!

The fact that there will only be a limited number of senior concession tickets offered and that the concession percentage will fall is wrong and a kick in the teeth for older and loyal supporters many of whom will have supported the club for more than 60 years. The club does not care about your loyalty to them. Additionally there is no difference in access to tickets between a red member who joined two weeks ago and one like me who became a red member in 2007. Again the club doesn't care about your loyalty to them.

The Arsenal Advisory Board update stated success rates for silver membership ballots that I don't recognise. I applied the 1st time at full ticket rates by mistake and was successful. Five subsequent times as a Senior member in Family Enclosure which were unsuccessful. A success rate of 16.66%! Not a good return for my Silver membership fees.

Silver allocation MUST return to pre-covid levels. Otherwise, what's the point?

The club are taking more tv money which means the games are being put on at more and more inconvenient times. This means that matches are harder to get home from. If they want us to bring atmosphere into ground, and you get that best with the vast majority being regulars, reduce the ticket prices.

I entered the red member ballot 13 times this season and was unsuccessful in every single one. In 11 of those ballots I only requested a single ticket, and two tickets in the other two. I have been lucky to obtain a ticket for several matches through the exchange, but it has been very dispiriting to be unable to get tickets or attend with other members in my family. I first attended matches as a junior gunner with my family in the early 90s, followed the team home and away as part of a supporters club when work moved me out of London, was a season ticket holder for 5 years after we moved to the Emirates (before personal circumstances changed) and have lived in North London for the last 20 years and it has never been harder to connect with my football club.

Needs to be easier for occasional users to find the correct seat. Better signage maybe and/or description as part of the e-ticket

I can never get away tickets because I have no credits how about a % of away tickets being available on ballot so that people like me can get on the ladder?

Using ticket exchange can be exhausting. Competing against bots to secure a ticket is hard. Also trying to get away rickets is especially hard with the points system so their needs to be a revamp of the system.

More transparency about the ballot system. going 0/24 in ballots this season is a disgrace

The club not be selling tickets to overseas visitors at higher prices put fans in England first

(Silver member) I think the ballot is the answer, but not in its current form. I think the silver allocation should be increased (with less given to touring groups) and the red ballot fixed. I don't think someone who buys red tomorrow should have the same rights for a ticket as a 15 year red member

Ballot should be per game category. If you get a game then you don't get another. Red and silver were never meant to be season tickets. Also away tickets need more visibility as nobody get get a credit anymore if starting from 0. They need to ballot a small percentage. We are in a digital age now, ticket should be used only by the named person.

Safe standing

Bots are still a huge issue on the exchange