



ARSENAL SUPPORTERS' TRUST

Written Responses from AST members to the Annual Survey May 2014

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Question:

Further Comments on: About You (describe your relationship with Arsenal Football Club)



ARSENAL SUPPORTERS' TRUST

» Travel Club Member

» Former season ticket holder, shareholder and lifelong supporter

» AST Member

» Journalist/lifelong supporter

» Season ticket waiting list

» Rent a season ticket

» Supporters Club and Supporters Forum Rep

» Supporter since 1970

» Bond Holder

» Borrowing ST

» AST member

» EX gold member

» Travel Club Member

» Bondholder

» Arsenal Disabled Supporters Association

» Bondholder

» Have access to season ticket

Question:

Further Comments on: About You (describe your relationship with Arsenal Football Club)



ARSENAL SUPPORTERS' TRUST

» Travel club member; father of junior gunners

» AST and AISA life member

» Supporters Club Member

» AST Member

» Arsenal Supporters Club

» Bondholder

» AST Member

» Debenture holder

» Debenture holder

» Lifetime supporter

» Fan share holder

» Member of AST and on the AISA Committee

» Supporter

» Debenture holder

Question:

Further Comments on: Ownership & Governance



ARSENAL SUPPORTERS' TRUST

- » If AFC are not going to pay a dividend to shareholders they should offer other incentives e.g. better access to tickets, season ticket discounts etc.
- » New people need enrolling on the board and they need to be Arsenal men not Kroenke men.
- » I think it's important that the club continues to engage fans. I'm not convinced that needs to be through fanshare. Openness and transparency is most important here.
- » We are a unique club and supporters should have a voice in the running and direction of the club. We do not want to end up like many many others dependent on one man.
- » It concerns me that there has been no statement from Kroenke regarding his vision for the club and that he has not met with supporters groups as he said he would.
- » I wish that Arsenal would take up and follow the German club model.
- » <http://www.insideworldfootball.com/matt-scott/13109-matt-scott-why-arsenal-s-cash-mountain-may-remain-just-that>
- » Fanshare marks us out as 'different' to many other major clubs. The club should welcome the involvement and commitment of fans, see it as a positive.
- » I feel that a fan share scheme keeps the club connected to the fans, it is a sorry event that it is seemingly being forced to close.
- » Shares are too expensive - needs a scrip issue. Would improve liquidity and diversity of shareholder base.
- » It is time for Mr Kroenke to honour his commitment to Arsenal Fans.
- » The Arsenal Board is drifting rudderless with no ambition until Mr Kroenke decides to cash in his investment. Until Stan Kroenke divests the club will continue to stagnate.
- » Key issue for me is that Arsenal issue new shares so that club gets the money. Sadly it appears the real key issue that counts is the dilution of existing share value.
- » Mr Kroenke's opinion of us (fans) is summed up by the recent announcement about the Fanshare scheme.
- » The above questions are a waste of time now, aren't they, seeing it's been decided that the Fan Share scheme will close.

Question:

Further Comments on: Ownership & Governance



ARSENAL SUPPORTERS' TRUST

- » The ownership needs to show an outward interest towards the fans, and have more open discussions. Sending Ivan out for tea every once in a while although good doesn't cut it, All fans should be involved not just members of groups.
- » With one shareholder owning 65% and another owning 30% there will always be uncertainty regarding the future. These two shareholders would not work together on the board but it is unlikely that any Kroenke would ever consider it.
- » Arsenal says in the media how important fans are, look at the video to Jill Smith, but the owner does not interface with supporters. Fan involvement in a football club is extremely important. The Premier League has created this monster where football clubs have moved away from their roots and become the prize possessions of big business. What percentage of Arsenal's revenue comes from the supporter on the terraces as opposed to corporate entertaining in the middle level if the stadium? Fanshare should be encouraged NOT killed off as seems to be happening.
- » I am just sorry to see one very rich man own our club. It feels like we are now a 'sports franchise'.
- » My only comment is that Kroenke must leave for the future of The Arsenal.
- » Be careful what you wish for - a manager knowledgeable about the development of players and teams or a very rich owner keen to buy the latest player in the press.
- » Definitely detrimental to have effective an absentee owner, even though his son is now on the Board. What does he know about football? The club has a feeling of complacency about it. Yet again, the side has choked in nearly all the big games against the usual suspects.
- » What are the AST plans when a squeeze out is on the cards when a delisting becomes inevitable?
- » What I don't want for sure, is one man solely owning the majority of the club. I.e. an Abramovich/Sheikh. I'm not too fussed about either Kroenke or Usmanov; but for me personally I don't wish us to go down the route of Chelsea/Man City. For me, it's just not football. I don't want to see an owner take money out, nor do I want see one pump it in at vast scales.
- » I am neutral on the injection of "professional football" men into the Board. More independent members are required however.
- » Fan representation on the board would show that the club are genuinely interested in the biggest stakeholders in the club - the fans.
- » Need to clear the issues with overseas supporters and give them the ability to buy shares.

Question:

Further Comments on: Ownership & Governance



ARSENAL SUPPORTERS' TRUST

- » Whilst we have not heard from Mr Kroenke it is very clear from the actions of the club that he is more interested in profit than trophies. Whilst a football club needs to be run as a business, its purpose is to strive to achieve sporting success; it is not there merely to deliver shareholder value.
- » A self-sustaining model is only laudable with multiple ownership. When it's a billionaire with all voting control squeezing the fan base, it's closer to despicable.
- » AST should source its shares independent of Kronke. Don't forget he is a Businessman first and would expect a return of some sort for his investments. Also if I own 30% of a business, I would expect to have a say on how it is run.
- » So proud to support a club who have a self sustaining model, don't want Stan's money used then become debt on to the club, just feel he needs to be more transparent about his objectives and be more hands on.
- » I believe that it has seen marginal improvement over the past couple of years and perhaps we should see the direction they are taking us before proposing some new ideas.
- » I have no idea why they purchased the club and believe that they will use money generated for their personal benefit.
- » Why can't overseas supporters become part of fan share?
- » There should be an elected fan rep on Board.
- » We need to compete with Man City, Man U & Chelsea, Also keep in touch with Liverpool, we have the cash and the power.
- » What is the point in Stan Kroenke being the major shareholder if he invests nothing in money and nothing in business acumen ideas future plans etc. other than greed! the words 'silent Stan' spring to mind.
- » We should always have someone like Ken Friar, lifelong servant to the club, on the board.
- » I am very concerned that with the likes of Daniel Fizman and David Dein no longer at the club we might have business people who are high up in their field but not used to the way football deals are done as shown in the Suarez fiasco and what always appears last minute panic buys. And especially not only are they not football people they are definately not Arsenal people.
- » The shareholding structure needs to be re-organised, possibly via a rights issue and subdivision, making the shares more tradeable and raising more equity for schemes, Although the main part of our property development scheme is over, we need reasonable funds to attract new players and keep average seat prices down, A B league would also be good, allowing more gooners to actually watch their team live, both for poorer supporters and children.

Question:

Further Comments on: Ownership & Governance



ARSENAL SUPPORTERS' TRUST

- » It is very saddening to see this great club effectively owned by just two individuals. The future will be extremely worrying should either become sole owner.
- » It would be good if foreigners could be involved in the Fanshare scheme. For example, I'm French, but I can't be a part of it because i'm not an UK resident.
- » I do think that Usamov deserves more say and the board should be more open in general about issues such as the finances of the club.
- » Still. We won the FA Cup!
- » The club should be owned by its fans.
- » I think the other major shareholder should have a position on the board or invite his appointee tone a director.
- » The key points about the ownership are stability and direction. I oppose a radical overhaul regarding ownership but would support a shakeup of the board, which seems out of touch with the desires of the fans.
- » Arsenal is more than an investment opportunity or a billionaire's trainset!
- » Whilst I would have like the shares of AFC to remain widely held that ship has sadly sailed. I see no benefit to trying to get more individuals now since half would simply sell to Usmanov if he offered them a 20% profit. And what ever we think of Kroenke he is better than Usmanov!
- » I strongly believe the management of Arsenal need to significantly improve its engagement with supporters across the board, but specifically in terms of looking to increase opportunities for fans to take some small form of ownership of our football club. We're the ones having to stump up a small fortune to watch the Arsenal these days, but it feels like the relationship is currently all one way. Meaningful engagement is at best an afterthought, at worst an attempt to spin. We're expected to passively accept whatever is thrown to us, but this isn't acceptable or sustainable in the long-term. There has to be a quid pro quo.
- » We need to adhere to the fair play rules.
- » I'd like to see a rights issue to free up further funds for investment in the playing staff.
- » For too long there has not been a strong replacement for david dein in football matters. Our ability to do business in the transfer windows attaining the needed pieces for the team; our year in year.

Question:

Further Comments on: Ownership & Governance



ARSENAL SUPPORTERS' TRUST

- » Out leading the premiership in injuries calls for sharing of power with our esteemed manager. There is questioning about the adequacy of our scouting. All can be addressed in a way that is aligned with the board and our management. That is called leadership.
- » Only necessary to have some rather than no voice but real impact is going to be limited so do not expect too much!
- » Usmanov should be on the board. I know he was at the FA Cup Final. Don't think Mr Kroenke was.
- » Whilst it feels a little unsettling have a near 30% minority shareholder outside of the boardroom the present status quo seems quite a good situation for the club and supporters. It means Stan can't take full control - and therefore be less accountable - but helps to retain the self-sufficient model that I think is very important for the long-term future of the club. If Usmanov got any control we could end up being a version of Chelsea which would be deeply disappointing. If Stan can keep his fingers out of the till, and make his money from long-term appreciation in the share price, I am relatively content with the present position.
- » I think there is room for a clear statement from the board on the long-term vision for the club regards its metric for on-field success and principles on paying dividends. I strongly support any pressure for a more diverse board.
- » We need David Dein to be an active director at AFC. It's time to put our past/petty differences behind us.
- » Concerned that over time the board will become a Kroenke family affair.
- » Freddie Ljungberg and Robert Pires involvement shows a move towards former players becoming involved at club, a positive move that will perhaps lead to some being appointed board members in time. No evidence SK intends to take money out of club in any form. I see him as a safe custodian of the club, happy to allow them to manage as they see fit and help us to grow. I think we are very lucky to have his style of ownership personally.
- » Although I support Red & White Holdings having a place on the board, this is purely because I feel this is the correct procedure due to their shareholding, rather than support for their ownership or supposed plans for the club.
- » We need more interaction between the board & the fans.
- » Supporters have no impact as silent Stan (the piper) calls the tune.
- » Access to fanshare for Overseas Memberships.
- » Please make it available to overseas fans because Arsenal has a lot of fans outside of England, and they are die-hard Arsenal fans also.

Question:

Further Comments on: Ownership & Governance



ARSENAL SUPPORTERS' TRUST

- » I fundamentally believe in the way German clubs are owned and, as I understand it, where fans are part owners and can directly influence the direction of the club. Hence my support for AST and Fanshare.
- » The cup win has not changed my view that for Stan Kroenke, judging by the records of not only Arsenal but his various US sports clubs, trophy wins is not his biggest priority as an owner. Usmanov gives me a different impression and I would thus welcome a Red and White takeover.
- » The Board was 'strengthened' to include Stan Kroenke's son. This was also supposed to satisfy the calls for some youth on the Board. I am highly dissatisfied with both the attitude and the composition of the Board.
- » Control belongs to Kroenke and therefore entirely up to him - issues like composition of board and payment of dividends/fees. Compared to the Glazers he has been saintly. Red & White is unfortunately front for a very unsavoury oligarch.
- » The club needs to have one owner. Be it the fans or SK, I'm not sure. If SK owns the club then fans having a few shares is only tokenism. One or the other please! The sad reality is that if SK owns the shares, it's his club, and he can do what he wants with it.
- » It is critical for Arsenal to be owned and engage with its supporters and not treat them like customers. The engagement by Ivan Gazidis himself has been good but overall weak in terms of actions by the club.
- » Arsenal Board far too old and conservative. They need a root and branch shake up. Wenger should never have been offered a new contract but allowed to leave the club with some dignity.
- » The company should split the shares, which are too expensive for most people: say ten new shares for one old share.
- » The ownership needs to be a partnership with all those involved with the club. Fans and Trust members are not recognised enough and should have more influence and involvement in the club. There is a culture of them and us.
- » As I said at last Monday's meeting Usmanov MUST have a seat on the board he owns nearly 1/3 rd of it anyway.
- » I strongly believe that the club should be owned by fans along the model in Germany. Having mega millionaires owning the club doesn't help the sense that the club should belong to the local community and the fans.
- » The club's future can only be safeguarded by fan involvement; fans should obtain as much ownership as they can.
- » Why on earth did the old board sell all their shares just when the club was solvent?
- » None really most salient points covered in questions of survey.

Question:

Further Comments on: Ownership & Governance



ARSENAL SUPPORTERS' TRUST

- » Like it or not Arsenal, like others such as Man U, Chelsea and Man C are owned by mega rich people, therefore minority shareholders will never be listened to, and, if I was in their position I probably wouldn't either!
- » It is good to have other shareholders as it keeps the club transparent it also needs some younger members, it should also have a sub committee with some ex players and some woman from the arsenal ladies, and maybe Lady Nina Bracewell-Smith and Mr Usmanov.
- » I am worried that the club appears to have 2 individuals who own virtually all the percentage of shares.
- » Fans are not necessarily the best people to run a club.
- » There should be a more diverse range of people at boardroom level rather than billionaires and old Etonians who currently inhabit it.
- » I find it absolutely dishonorable that Arsenal refuses to allow one of the largest shareholders a seat on the board and instead gives one to Kroenke's son, reeking of nepotism.
- » Get Usmanov on board.
- » It must make sense to involve Mr. Usmanov in the running of the club. I would prefer to see Usmanov/Dene running the club.
- » No club anywhere in the world should owned other than by the fans.
- » He is a silent owner who does not interfere with footballing matters. It should remain that way. We do not want sugar daddies as owners who meddle with everything that goes on in the club. I am happy that he is allowing stability to continue with his benign presence in the background.
- » Much more of the existing shares should be made available to the general supporters with a view of being in a position where we ALL own the club A LA Bayern Munchen.
- » Given that 96% of the club is owned by KSE (66%) and Red & White (30%) it would be beneficial for the two parties to have dialogue as to what the best way forward is rather than Red & White being shut out for reasons none other than pre conceived views. I also believe it will be of benefit if David Dein were invited back to the board. He may have been double dealing back in 2007 with Kroenke who is now majority shareholder. I think Kroenke should explain what happened with Dein all those years ago.
- » Fan share needs to be allowed to grow.

Question:

Further Comments on: Ownership & Governance



ARSENAL SUPPORTERS' TRUST

- » I qualify my view that I don't have a problem with shareholders getting a dividend but only after profits have been first prioritised for developing the squad. I don't think he should be paid management fees- Gazidis is paid to manage the club as a business.
- » Mr Usmanov must not be allowed on the board.
- » Stop whinging.
- » A representation in ownership by the fans, no matter how small, is crucial in any constitutional changes that may be made in the club.
- » The constant desire to have Stan talk to fans is ridiculous. He has a board with a CEO that is more than capable of shaping, carrying out and being the face of his plans.
- » Kroenke should explain his vision for Arsenal.
- » The "Owners" are now too anonymous, the gap is getting bigger and bigger between the fan base and the so called Owners who, as I have just paid my season ticket, just seem like they want to fleece the true supporters of the club!
- » There should also be Fan representation on the Board such as a member of AST.
- » Fanshare must be supported by the club to ensure the survival of the scheme not least because it's good form and governance from the club's perspective.
- » In an ideal world, there would not be a single 'owner' and the club has not benefitted from Kroenke's ownership. He has neither put any money into the club (like Abramovich) nor saddled it with debt (like the Glazers). So it seems that we would be where we are today even if he hadn't bought the club. But the worry is that we have no idea what his future plans are as he never speaks. The season ticket rise is not a good omen.
- » Kroenke out Usmanov out Dein in.
- » Mr. Kroenke has thus far shied away from the promises he made. There has been no clear indication on where Fanshare stands with our majority shareholder and nor has anything been said regarding why another shareholder that owns 30% of our club is an outcast thus far.
- » Mandatory partial fan ownership should be introduced across all leagues in England.

Question:

Further Comments on: Ownership & Governance



ARSENAL SUPPORTERS' TRUST

- » An owner that on the face of it cares little about success on the field and cares less about fans (increasing the prices of tickets prime example of this).

- » While I am sure he said he would engage with supporter groups, and while I would say his level of engagement has been at best limited and at worst non-existent, I fail to see the benefit of this and surely the fact that the Chief Executive actively engages with the fan groups is enough. I don't see any benefit other than it being a box ticking exercise for him to come and listen to the Arsenal supporter groups just so he can say he did, you can say you made him, and Ivan can go back to the day to day management of the club.

- » I think, and imagine, that Gazidis speaks for Kroenke and sense that the club have looked to make Kroenke appear more "involved", issuing quotes when Özil signed and Wenger extended his contract. But the impression of distance, both physical and emotional, is hard to shake. I suspect short of him actually moving to London and attending every game, the damage has already been done "image wise." I don't think anybody is under the illusion that Kroenke sees Arsenal as anything other than a vehicle for his own profit and I think there's an anxiety over what that could mean the day he chooses to realise that profit and sell up.

- » I'd like to see an agreed objective of fans owning a significant (majority ideally) holding of AFC and then various strategies that might achieve it however difficult and however long that might take.

- » Kroenke OUT !

- » Stan owns 68+% he's not going anywhere. Getting Red & White on the would be good for the fans but more trouble than its worth to Stan.

- » I feel that Gazidis speaks on behalf of Kroenke so i would not be frustrated at not having access to Kroenke himself.

Question:

Further Comments on: Ticketing Issues



ARSENAL SUPPORTERS' TRUST

- » Unused seats look terrible and a greater effort should be made to sell them to true supporters who can't afford to go to matches.
- » Its a hard one as I think season ticket holders deserve the right to a silent protest if that is the reason for not going.
- » My 5 year old son is a Junior Gunner but can never get into the family enclosure as I'm only a red member and the tickets are sold out before I can apply for them. He has to have a full price adult ticket to go to watch arsenal play when there are empty seats around us. This is very frustrating and a very expensive day out for us. If there are empty seats at the Emirates, why can't Arsenal offer a 1 parent + 1 child deal about 48 hours to go before kick-off? It shouldn't cost a 5 year old a fortune to go and watch The Arsenal.
- » More should be done to move the Gold season ticket list on and give people an idea of how long they will have to wait.
- » Football clubs should be run for the benefit of the football supporters NOT tourists NOT shareholders NOT hospitality.
- » Make them cheaper.
- » It is strange that we have empty seats at games when thousands of people are on a wait list and/or trying to buy tickets from all sources. Both legal and otherwise.
- » Unoccupied seats are a pressing problem for the entire Premier League. As a made-for-tv product it's imperative empty seating isn't shown on screen. Otherwise overseas fans will not consider it a desirable product.
- » It is a true shame that i as a individual hope to go to one or two games a season, my only draw back is always financial.
- » Need to also address issue of attending fans who prioritise an extra half time pint over watching the match and spend last 10 mins of 1st half and first 10 mins of second half in the concourse.
- » Have experienced a lot of IT failures in using online ticketing systems. Major improvements needed.
- » No problems with ticketing really, but the membership system could do with sorting out. At one point I had three numbers (red, gold, travel club). Why can't they just add new memberships to the original number?
- » I would like Ivan Gazidis to be honest and give ACTUAL attendance figures to fans, this will enable fans to have more confidence that they are being told the truth in other matters.
- » We don't know what difficulties are preventing frequent attendance. Basically a person has expensively bought the right not to attend. It may also become our most effective form of initial protest!

- » Just look at the Bayern Munich business model. Very successful and cheap season tickets.
- » Make it easier for family who have a ST seat(s) and those who don't to sit together at lower category matches.
- » The increases are appalling and should never have happened, although drilling down prices look ok as an average being charged different prices for the same seats is stupid. Including extra games at The Emirates last year the price increase should never have happened, upset all for the sake of 3m is ludicrous.
- » Yes. The away ticket scheme is like a closed market once you've got it you can continue to get credits by passing your tickets on. No chance for anyone new to get on there. As a silver member who likes away games I can only go to the bigger grounds for PL games.
- » The club seems to be making an effort in this area. However I do find the process of setting up the designations and transferring ticket usage a bit difficult. Appreciate a simpler procedure with clearer instructions?
- » In regards to question 18 adding home credits shouldn't matter in regards to say cup final ballots because the way it was done this year was fair.
- » I think the introduction of a Season ticket "lite", including solely premier league games, would make it more affordable for fans to attend games.
- » Season ticket holders holding tickets and not attending games when the club has such a large number of members at different levels is a serious issue for myself.
- » Being resident in Hong Kong I do not hold a season ticket as I come to London so rarely. I can however use tickets held by friends. I cannot therefore comment on amendments to Ticket Exchange (TE). However referring back to my earlier comments on ownership Arsenal are more interested in money than providing value for money for supporters and if any changes take place to TE then Arsenal will doubtless take a bigger percentage.
- » The Club could introduce a scheme where seats not sold the day or two before kick-off are offered at a discount to members/general public, where possible.
- » The online booking system is poor and often crashes.
- » Season ticket holders are the lifeblood of the club and their financial loyalty needs to be recognised. Comments by Mr Payton on this matter are unjustified (especially as he spent a large portion of the winter watching cricket and this nit using his own seat - it is irrelevant if he passed his seat on).
- » How to get away tickets and the need for pressure in the FA to give genuine fans a greater proportion of tickets at Wembley.

Question:

Further Comments on: Ticketing Issues



ARSENAL SUPPORTERS' TRUST

- » Priority should be targeting season ticket holders that hardly use their tickets, minimum use quota etc.
- » I know at least a dozen fans who would like to attend at least five or six games as season that are put off by a) The ridiculous prices and b) Trying to get one of those tickets easily and closer to the Matchday itself. It annoys me when I see empty seats (often in the thousands) around the ground that a lot of fans would love to use.
- » I've been borrowing a season ticket after so many years on the waiting list attending all home games and some away with Red membership. The club should recognise that with home credit and put the fans like me to the front of waiting list. As for season tickets, they should be stripped off if they are not used in certain minimum number of games in a season. The clause can be incorporated in the terms and conditions. I don't think it's unreasonable when 60,000 people are queuing. Even allotment gets taken away if you don't cultivate a minimum area! I believe that I'm not a minority to borrow ST and there's no incentive for people who borrowed ST for a year to use Ticket Exchange. That's because it's credited to the next season for the owner, not the borrower in the current season. Even if you borrow for multiple years, you may not know if you have it for the next season. Some ghost ST holders don't know how privileged they are.
- » Keen to push the "equality" in price that we charge away fans and then get charged the same at their ground.
- » Match attendance should be taken into consideration when allocating cup final tickets.
- » I really think that people who only use their season tickets for the "big" games are denying real fans the chance to see those games.
- » Whilst I disagree with the price increase by the club, I personally believe that it is a problem within football as a whole and not just our club. What seems to be forgotten as well is that ours is the only club whom offer their first 7 cup games in with their season ticket - and I think that's good going.
- » This is definitely a major issue. I haven't had the chance to attend a game and my personal circumstances allow me the luxury of being able to party if I do get the opportunity but I remember how expensive it was when I was a student in London. Local support is vital.
- » Question 19 should be a priority.
- » Have missed 4-home games in five years, yet no FA Cup final ticket for me. Heard others who I hardly see there say they were going... Fair?
- » Answer to Q15 in the light of the fact that I pay Senior Citizen Price.
- » I believe it would be quite a difficult system to implement as some may have concerns with lending their membership out. However, the ST transferring ticket scheme needs to be worked on and allow easy sale and transfer within hours.

Question:

Further Comments on: Ticketing Issues



ARSENAL SUPPORTERS' TRUST

- » Bond holders should have easier access to tickets rather than letter or fax when they are unaware of availability.
- » I can go to every cup round as a red member but when it comes to a final I don't get a sniff. There should be some sort of loyalty for attendance for non-season ticket holders.
- » Ticket Exchange should be more user friendly.
- » Why is it man utd apparently do not charge an admin fee for sellers ie ST holders when using their tkt exch but we do?
- » Priority should be given to Silver members who attend matches regularly for big games eg Barcelona in the Champions League. These were the only games I could not get tickets for. People must be retaining Silver membership to buy tickets for big games that they they sell on.
- » I believe ticket prices at arsenal are reasonable but that is partly based on the cost of attending games at other grounds as an away supporter.
- » Priority for Finals (e.g.The FA Cup final this year) should be given to home supporters too based on how long held their season ticket and how many games attended at home.
- » As a distant season ticket holder I make a significant financial investment every game I attend.
- » Charges for additional games should be charged at 1/26 the cost of season ticket. Season ticket prices were introduced before match categorisation so charging A game prices for additional matches when credits for unused matches will not be is unfair.
- » As a person who makes a purpose of flying in for matches at great expense every year I want to have the best possible seats available to me.
- » I think the inflexability of concession tickets is really bad. For instance I have several senior citizen friends and in four years I will be one myself. But to gain the concession price they are forced away from areas friends sit in. Senior concessions should apply throughout the stadium.
- » Concessions for seniors should be available and not just for the family enclosure.
- » The problem with ticket exchange is it depends on the game already being officially 'sold out' in order to post anything. So for many games its often impossible to sell your ticket via the club if you cant go.

Question:

Further Comments on: Ticketing Issues



ARSENAL SUPPORTERS' TRUST

- » We need lower average prices for seats, despite requiring investment, the B league scheme, devised by the FA would address this, allow more cheaper merchandise to be sold and improve our and other clubs position. Wages are too high in relation to the talent and product offered and need to be reduced or capped.
- » Prices need to be cut.
- » Away supporters who travel up and down the country could be rewarded more. The club could subsidise the ticket cost or possibly free coaches. A small cost to such a rich club.
- » The club (and the police) should take far stronger action against the touts, all of whom are there every game, selling tickets around the streets near the stadium.
- » Spurs have a scheme that gives over 65s a 50% discount and allows them to stay in their current seat. Arsenal give a discount but force over 65s to move into the family enclosure, so cannot sit with your friends / family in current seats. This is discrimination against over 65s and should be changed immediately, so they can stay seated with friends / family.
- » Many fans including my two sons would bite your hand off to get tickets to see Arsenal. I find it a catastrophe that at each game there are empty seats in the Arsenal section.
- » Club needs to take account of those who attend large number of home games when allocating away tickets and cup tickets. Away scheme is rife with people who sell tickets just to get Tottenham tickets each year.
- » The whole ticketing system is a joke. I can never get two red seats together with mates, and even when we can it's basically the only game we can go to for 2-3 months at a time because they're so expensive. You should not have to pay an amount equal to a fifth of your monthly rent for two tickets to a football match. It is ludicrous.
- » Arsenal are missing out on revenue through empty seats, and it's disheartening as a non-season ticket holder knowing that I could be occupying one of the unused seats if there was an incentive for the season ticket holder to make the seat available when not being used.
- » Put affordable tickets in the hands of those who'll turn up!
- » It's perverse that we've reduced the prices of tickets for some lesser opposition games, but the reverse fixture away is always billed as a category A ticket. This means Arsenal fans always pay the highest prices on the road. Prices should be matched home and away for away fans so opposition away fans pay the same as us.
- » Long waiting list for season tickets is unfair as lots of seats seem unoccupied.

Question:

Further Comments on: Ticketing Issues



ARSENAL SUPPORTERS' TRUST

- » I've seen far too often away supporters being issued tickets for home games, especially against spurs for some reason. Club level seems so uninterested by this problem, and more worried about selling the ticket rather than ensuring all fans there are home supporters. Makes the blood boil.
- » In the us, rarely are seats not available at stub hub or alternate internet exchanges. Even if full price is not paid, the pay or receives some part or all of ticket cost; the seat is occupied; and with IMPROVED concessions, more revenue to the team.
- » Pricing structure should be similar to that at CL final, wembley and world c up - i.e. pitchside lower tier higher and behind goal upper tier cheaper.
- » Allow to other members (red and silver) to put tickets on ticket exchange if they cannot use them.
- » More earlier general sale tickets would help this situation.
- » Its about time AFC did something about the online ticket purchase system.
- » Without knowing what things like 'rewards' and 'action' actually mean these questions are impossible to answer.
- » Strongly support the idea of home credit system. My two tickets were used for every home game last season but I only got one FA Cup final ticket and this will have been the experience of many. Instead of having a ballot there should be a sliding scale so - after other categories are taken into account such as away season ticket holders etc - those that attend the most home games get guaranteed the first remaining tickets.
- » There are other successful methods for ticket exchange across the internet for many forms of entertainment. I feel AFC could be doing more to facilitate availability for those who want to attend games and not just reserve a seat. Ultimately this diminishes the matchday experience and in the long-term will affect the bottom line.
- » Aren't questions 17 and 18 irrelevant as these steps have already been addressed? Both of these should change 19.
- » A home-credits system should be sufficient punishment. Arsenal shouldn't turn noses up at guaranteed money but should help by discouraging low attendance through home credit whilst developing liquidity in the exchange market through a superior transactions interface and platform.
- » As an overseas supporter, I have only attended two Arsenal matches (due to the long commute). Still, the thought of a trip to London, and easier access to AFC tickets, should be something that ALL Gooners should be able to enjoy.
- » Season Ticket holders should attend a minimum number of games each season, if they don't meet this minimum for 2 years in a row they should lose their membership.

Question:

Further Comments on: Ticketing Issues



ARSENAL SUPPORTERS' TRUST

- » Increase in the cost of membership renewals is completely unjustified.
- » Very important to ensure that STHs are more active in contributing to the atmosphere of the Emirates by either attending or having their ticket used.
- » Have had great problems this season getting access to the Online Booking Office and when I do get through, sometimes ten minutes after the 'opening time' there are no tickets available. Also I can never get two seats together so my young daughter and I always sit apart - for one game we sat at opposite ends of the stadium!. We now find best bet for tickets is the Ticket Exchange.
- » I think in time they will hopefully look at ticket pricing and cup game allocation, once commercial revenue is sustained.
- » I don't feel season ticket holders who sell most of their tickets via an exchange should benefit from home credits. There should be a minimum criteria of attendance before the season ticket is made available to someone on the waiting list.
- » There are so many supporters that want to watch arsenal these people should give their seats up for those who really want to see the team.
- » As a red member who has been to many games each season I would like some kind of home credit system to show my level of support, and that should feed into other things such as ballots for Cat A/c up games or allowances such as buying for friends/ family.
- » I constantly have problems attending because the dates of games are changed due to tv scheduling.
- » I would ask the question why people have season tickets and yet rarely come to the Emirates; are these tickets owned by touts? Are they owned by people who think the standard of football is not good enough? Are people not coming as a protest? Yes, I think action should be taken but you need to know the reasons why before that action can be assessed.
- » Season Ticket should be generally transferable (with the holder liable for the person using it). I believe a majority of ST Holders pass their ticket on from time to time (and not over the Ticket Exchange) and risk losing their ticket.
- » I think the club itself should have the right to transfer the use of unused tickets to other users if for instance a ticket isn't used at all after 6 matches and the member is informed/warned in advance. This would need to be made as part of season ticket renewal terms and conditions.
- » Sorry but I have never used the ticket exchange scheme because, as a season ticket holder, I have seen every competitive game at the Emirates so far. I thus don't feel qualified to say anything other than 'Don't know' to questions 17 and 18.

Question:

Further Comments on: Ticketing Issues



ARSENAL SUPPORTERS' TRUST

- » Whatever reassuring noises IG makes, it is clear to me from everything that happens at the Emirates that the supporters are viewed as a necessary irritation for their cash machine value.
- » It would be illuminating if Club published the number of people through the turnstiles as well as (not instead of) the number of tickets sold for each game. There really needs to be a more affordable ticket option for less well-off fans/families.
- » Get the kids in. More tickets should be available, at modest prices, for local kids in Islington. We're a north london club. The local kids have to see us. How many of them were at the FA cup victory parade who had never been to a game?
- » Unoccupied seats - make tickets more accessible for a wide spectrum of people.
- » Arsenal ticket prices are far too expensive. A facility should be offered to purchase season tickets with interest free loans. Cheaper tickets could be offered with safe standing, which promotes a much better atmosphere, and allow more fans to see home matches.
- » The gate figures should count bums on seats, not tickets purchased.
- » Encouraging those that come to the over 65 age should be able to keep the seat they have occupied for many years at the reduced rate. As a pension myself I have struggled to find the £1200 needed to renew my season ticket. If I had changed for the over 65 rate I would have had to change seat and sit with complete strangers. I have become friends with many around me and we 'look after each other' in case of rowdiness or other trouble around us. We deserve some loyalty and flexibility from the club. The coming season will be my 33rd year as a season ticket holder.
- » 3% increase totally unjustified as Arsenal received along with all other PL clubs a 70% increase in tv revenue last season & for the next 2 seasons.
- » The credits system needed for away games is a catch 22 situation as it stands. Those with 0 credits can never get on the ladder!
- » I don't think putting it on the ticket exchange should count as being used. Otherwise people can get around the home credits system easily. I haven't looked at the statistics but I would imagine there are plenty of left over seats on the ticket exchange for the games these season ticket holders aren't turning up to (eg clubs further down the league). If they don't turn up more than 75% of the time, then their season ticket should be taken away and given back to the waiting list - that would free up capacity in the system.
- » There should be schemes where tickets are given to local schools, community organisations, youth clubs, disability groups at the very least for nominal ££ or free.

Question:

Further Comments on: Ticketing Issues



ARSENAL SUPPORTERS' TRUST

- » Ticket touts are at every access way to the Emirates. Where do they get these tickets?? Perhaps the club should buy a 'sample' of these tickets and trace back to source!
- » Not happy with ticket xchange to complicated and you dont get your money until end of season.
- » As an OAP I was given a £10 reduction for both the Semi and Final. Why not recognise the OAP's season ticket holders and give them reduced prices?
- » Additional Home games added to the next season's ST should be charged at the pro rata rate not as per the Bayern Munich game.
- » Whilst is laudable to try to make more unused season tickets available for wider use, it is unenforceable and probably requires some incentivisation on the part of the club to the ST holders.
- » Tickets should be used if people don't come on regular basis then give them to supporters who will, we need tickets priced for loyalty and concessions for people in there current seats so they can continue to be with family and friends.
- » Significant discounts for senior citizens and minors anywhere in the stadium. Safe Standing a necessity.
- » It is a disgrace that fans are experiencing an increase in their season tickets and see a team that do not have a winning mentality.
- » Make gold like club with no extra charge for extra games.
- » Attendance at fa and league cup should be rewarded by preferential treatment for cup final tickets. The club should monitor individual season tickets and this usage and attendance should be the basis for final ticket allocation.
- » Season ticket holders who regularly waste their seats should be excluded from renewing the next season and get bumped down to a silver or red member.
- » Whenever I have to use the box office I am extremely disappointed by the service provided. For both the Emirates Cup and Season Ticket renewals there were systems problems which meant I could not buy at the listed time, even after waiting on hold for quite some time.
- » I believe the price of red membership is too expensive.
- » The ticket exchange could easily be expanded and improved for the benefit of the Club & fan base.

Question:

Further Comments on: Ticketing Issues



ARSENAL SUPPORTERS' TRUST

- » This time there were hundreds of Arsenal section FA Cup tickets available in the black market. Club has done little to curb this malpractice. During my conversations with staff, I pointed out that if Club was serious to tackle this issue, all they had to do was to buy these tickets and ban all these people to whom these tickets belonged. The person I spoke to was not interested. I know of at least three of my friends in my club level block who got their tickets only after angry exchanges on email and telephone with ticketing staff. I was told that I was initially unsuccessful in ballot but after my conversations, a ticket was made available within three hours. Clearly there is no transparency in the system and Club needs to come down hard and remove the membership of these season ticket holders.
- » I think there should be more flexibility on offer for those who want it eg season tickets for league games only.
- » It is all a matter of getting the right price for tickets. we are currently the highest priced club in the world to watch. if the tickets are cheaper then there would not be any unoccupied seats. Why do the board not take advice from other worldly clubs who are better supported and have tickets at less than a quarter of Arsenal prices and yet they still are able to compete on the transfer market and are successful A LA Bayern !!!
- » Lack of away tickets available to silver/JG's members.
- » With many empty seats at most home games, a very close look is required to address this problem.
- » Price needs to be controlled given the ever increasing levels of broadcasting and commercial revenue.
- » Empty seats need to be reduced!!
- » There should be no increase next season.
- » I would like to see a scheme whereby tickets for 18-25 year olds were more affordable. Arsenal loses young people from attending games by not having anything that bridges the junior gunner to full price arrangements. Also supporters who reach the age of 65 should be able to get discounts on their current seats (not be forced to move into the family enclosure for reduced prices).
- » On going consistent support should be rewarded by a points system similar to those awarded when away tickets purchased. European travel should be further rewarded. Two points awarded for each game.
- » The ticket exchange closes too long before the start of a game.
- » As for question 19, it's as frustrating as people who buy brand new flats but it stays vacant with nobody living there. Owner is pointless. I've tried to move my season ticket close to the front of Block 99 for the last 3 years and there are different people in the front row for every single game, or they stay empty... yet the season ticket holders renew their tickets in the same seat.

- » I feel the 3% increase in tickets is totally unjustifiable. I recognize that the club needs as much revenue as it can get to function and remain competitive. However, for category A games the prices are, quite frankly, ridiculous. It is disgraceful that certain tickets are over £80, with some priced at over £120. This is an appalling price. How can fans be expected to pay this? The costs of travel, food, and drink are constantly rising and now fans are expected to pay 3% more? On the whole I feel the prices for category C and B games are fair. The prices for category A, however, go too far and should be reduced, not increased. If any price increase was to be introduced it could perhaps be on the Category C games but not the others.
-
- » Home credits should also count for cup games played away from the Emirates, eg FA Cup semis and final.
-
- » Leading questions not very transparent way of gathering opinion.
-
- » 19 will not happen as the club are happy for someone to pay £1500 per season for nothing. these seats should be sold at a cheaper rate to fans who can then afford them. I have 3 season tickets and there are 2 seats next to mine that are very rarely used, am I paying for them as well?
-
- » The 3% season ticket rise is disgusting and shows we have been lied to for the last few years that sponsorship deals would subsidise the ticket prices. The club claim it is in line with inflation but inflation is below 2%. Also the decision to charge season ticket holders Category A prices for the Bayern Munich game smacks of pure greed. My ticket was £120 when I was expecting to pay £70. A nice way to reward my loyalty but then the club don't care because if I didn't pay they know someone else will - someone who will probably only attend that single game all season. Worst of all, most people around me did not know what they were being charged for that game. Some received emails and some letters. I received a letter that didn't mention the price. Next season if we draw teams like Coventry in the 3rd, 4th and 5th rounds (all at Category C) would we get a rebate on our season tickets? No chance!
-
- » Making provision for staff Standing areas, with relevant pricing will increase revenue and allow less wealthy supporters opportunities to attend matches. Also allow pay on the gate at day of the match for unused season tickets, - appreciate not easy to arrange?
-
- » Whilst no-one likes to see empty seats, there can be a whole host of reasons as to why people can't attend. If sanctions are to be taken against serial non- attenders this should be done after considering at least, say, three consecutive seasons and not just one.
-
- » Home credits should apply to Silver members too otherwise they block legitimate supporters who want to come regularly.
-
- » The 3% rise and the excuse of "inflation" is still baffling. The financial figures show the healthy state of the club and proves the rise was unnecessary. I appreciate the £10 Junior tickets and applaud the club for that but for the last few years, regular Gold and Platinum members have had little to be happy about regarding the prices.
-
- » Home credits is a good idea, but don't think those that actively use the ticket exchange system to let others use the seat should be punished. And season ticket holders who have away credits should always have priority in the even of cup final tickets.
-

Question:

Further Comments on: Ticketing Issues



ARSENAL SUPPORTERS' TRUST

- » A very difficult topic to resolve. One cannot force a season ticket holder to use his ticket.
- » I think it is important that the maximum number of fans attend each game, and certainly that unused tickets are put back out to those who are able and willing to attend. I agree that the best way of doing this is by improving the ticket exchange. I would also welcome the issuing of home points to season ticket and red membership holders, infact all levels of membership. I find it deeply unfair that all season tickets receive a priority for final tickets when they may have attended less games than some red members who have no other way of buying tickets as the season ticket.
- » Waiting list is so long. Ultimately I find the increase in ticket pricing disappointing though not unexpected. For lower category games I feel the ticket pricing is fair (around £25-£40 I feel is reasonable) but for other games it is more than double this and that is prohibitively expensive. I also think the catering at half time is a shambles. How they can not expect a rush of people at half time I do not know. beers should be lined up ready to go as should tea and coffee because at the moment you either have to leave early or not bother because it takes so long to be served.
- » I am a silver member living abroad, as such I allow an official, UK based, supporters club use my membership to obtain tickets for others that might not be able to get tickets. Any future scheme should recognise actions like these so that I should not be seen as a "stay away" fan. I get to every game I can!
- » Re Q19, difficult to answer as the question implies to me punitive measures against the holder which I do not support (my seat was occupied for all matches this season so not out of self interest). If you mean easier and better ways for holders to sell/ transfer tickets then the answer changes to yes.
- » I think the Category C pricing is, by today's standards, quite fair. Category B less so. I think Category A pricing is utterly extortionate. Nobody likes to pay more, but raising the prices so soon after boasting about how your commercial revenues are approaching Bayern Munich levels was a poor message to send to fans. I'm 30 and regard being priced out of attending Arsenal matches at some point in the future as an inevitability. I am very pessimistic about the club and football's commitment to this issue.
- » I have gym equipment at home that i bought but rarely gets used - i dont expect the store i bought it from to come and take it back! Its frustrating to see empty seats but its someones choice to continue to buy something and not use it. The club could invest some time into persuading these season ticket holders to use ticket exchange.
- » If you don't attend a certain amount of home games or put your season ticket on ticket exchange, the following season your gold membership should be reduced to silver with the option of buying a season ticket again the season after that.
- » Lots of people I know prefer the away games. Better atmosphere. Maybe offer people who have the best "home" attendance records the opportunity to get away tickets.
- » Would be good to have greater ease in purchasing seats that would otherwise go unfilled.

- » Getting better. Champions League is a little out of our reach for another season or two, so if there's a choice between fielding a good side to stay in the FA Cup or staying in the Champions League, we should go for the FA Cup. But I expect to change my opinion in favour of the Champions League in a season or two.
- » Always have been that "one" player away from being winners.
- » We must not get hammered by top teams. We should win those games or look to at least draw.
- » Winning is everything finishing 4th is not winning or success it is the bare acceptable minimum.
- » We need to be physically stronger and learn to put games away when we are dominating. We could do with a "fox in the box" and a strong DM.
- » Arsene Wenger is the best in the world at putting a squad together. But he doesn't manage the 90 minutes. He should be removed from the dugout and made chairman, responsible for all transfer activity, with a proven tactician/man-manager to take over first-team responsibilities. There's as much chance of this though as of me flying through the air.
- » We have needed a strong strengthening programme and the funds associated to this, it is now no longer an excuse to ignore this issue.
- » The Luis Suarez fiasco demonstrates well the ineptitude over contract negotiations. The club need a better team to negotiate new signings and contract renewals/sales.
- » Happy with it. Good football, generally in the mix for trophies.
- » We players who are financial mercenaries, we have players who are registered but never play (Korean anyone?) There is no tactical basis for our play. The match plan appears to border upon the chaos theory until suddenly the ball lands in the net! Wenger should learn from Low's decision NOT to play Mertesacker in the very important games, as he is a defensive weakness pace wise. We need a new striker and centre back. Sanchez is welcome, but no doubt he will be played out of position. Wenger should be told to secure the Champions League trophy this season or be sacked.
- » Good football still played and silver added, direction of progress is right.
- » More Germans please.
- » Strengthen the squad and success will follow. Just get the players in positions we all know we need and don't haggle too much over prices and wages.

Question:

Further Comments on: Football Performance



ARSENAL SUPPORTERS' TRUST

- » More must be done to insure that humiliating defeats against rivals does not happen again.
- » The recent significant investment in the team should not be ignored and perhaps there is a financial explanation why it hasn't happened before and its not down to Wenger's personal reluctance.
- » Arsene shows his ability is incredible. However, he does not prepare well during the off-season. If we look at the level of the players comparing to other major clubs, Arsenal does not have enough competitive squad. Arsene is a truly great head coach but we should take his financial responsibility back and have football director (such as David Dein).
- » Winning the cup papered over the cracks of a paper thin squad. Not strengthening in January was quite frankly obscured and should be questioned at every level.
- » People say we play great football but I've only seen it once maybe twice last year. LFC home as MCFC home.
- » I agree with Wenger that Champions League "qualification" is important in itself.
- » Expectations rise with the expected money for the upcoming few years in comparison to the previous few.
- » Not helped by a weak coaching staff because no-one at the Club has the balls to challenge Wenger.
- » We won the FA Cup. Brilliant. Euphoria reigns. We go and let Fabregas sign for Chelsea. Typical. The purchase of Ozil was a statement of intent by Arsenal. Not taking Cesc back was a statement that we really don't care about pushing on from the Cup win. I really don't know whether it is Kroenke, Gazidis, the board or Wenger who is at fault but Wenger is the public face so he is the first one to be criticized. Apart from a gentleman who reaches 80 in August this year there are no footballing brains on the board which does beg the question "Who is to blame?"
- » I would not have offered a three year contract but I hope this was done with a plan in mind to allow us find a suitable replacement for Arsene Wenger when he steps down.
- » Some good some bad.
- » 4th place is NOT a trophy and Gazidis needs to realise that his constant spin will not wash. He has no pedigree in a sophisticated football environment having been previously employed by The MLS.
- » Highly rate the real opportunities given to young players coming through the academy - very rare, and the seriousness youth and development is given at Arsenal.
- » Define recent years.

Question:

Further Comments on: Football Performance



ARSENAL SUPPORTERS' TRUST

- » I rated the CL at third because we don't have a realistic chance of progressing beyond the QFs with the current Squad size/strength. You only have to look at the pattern that's repeated season after season. The club are lying to themselves and us when they claim we're in it to win it!
- » Long live wenger !
- » How does one break out of the current cycle of consistent "doing ok"? Where is the ambition? A season with David Moyes perhaps?
- » I 100% support the decision to award Arsene Wenger a new deal, and fully believe that not doing so would be the worst decision ever made by Arsenal Football Club.
- » Further money needs to be spent to improve and add depth to the squad.
- » The Club needs to buy quality players not 2nd division French players on a free transfer with previous injury problems by buying quality players would improve the performance of the club and give us a better chance of mounting a challenge for the premiership title.
- » You can't really choose which competition to win. It is very difficult to compete for the league.
- » Against teams who can buy up players to prevent rivals having them, but it has to be the priority for a club like Arsenal.
- » Happy to get the bloody monkey of our back but I agree fundamentally with Wenger. The only trophies that really matter are the Premier League and the Champions League. Arsenal should keep winning minor cups but those two are what we should be measuring ourselves by.
- » In relation to Wenger's contract, I would have preferred to see a two year deal. This would have placed greater emphasis on the here and now, rather than continually building for the future. I fear a 3 year deal will take the pressure for in terms of results next season.
- » ECL qualification should be prioritised over FA and League cups.
- » Being realistic I doubt Arsenal's ability to move from where we are now to winning the Champions League in 2014/5, regardless of team strengthening signings.
- » Arsenal is capable of achieving much more than we are at present; what is missing is the drive and ambition to make the best use of our abundant resources.

Question:

Further Comments on: Football Performance



ARSENAL SUPPORTERS' TRUST

- » Though better than previous years thanks to improved individual performances; & some more responsibility taken on the pitch. I still see the fundamental flaws that have been there since the mid-00s change in style. We were never comfortable in any games we played this year, bar maybe three.
- » Comments here on the Back of FA Cup win and 4th Place qualification.
- » Strengthen the squad to win the Premier League and Champions League.
- » Happy with the overall performance in recent seasons, to maintain top 4 and build a world class stadium is a feat in its self, but from this season on is when we need to be challenging.
- » I feel the signing of Ozil has somewhat veiled our lack of ambition in the transfer market. These last few windows have been very unimpressive and it seems Arsene has blatant ignorance for what the team needs, and is just getting whatever he can get his hands on. Ozil was going to be sold to Madrid, they needed money for Bale, its slightly impressive it was too us but not a stroke of genius. We need to acknowledge what we need, go out there and be prepared to compete with the big guns in the market or how can we expect to compete with them in the league.
- » No width & getting slower and less attractive to watch.
- » The last 2 transfer windows have been very disappointing. The last January window was professional negligence. Money left in the bank is being devalued by transfer fee inflation.
- » Spend some money on strengthening the squad.
- » At least we consistently finish above Spurs.
- » Need more Viera type players and less Artetas.
- » OFF COURSE WE ARE ALL HAPPY WE FINALLY WON A TROPHY TO GET THE MONKEY OFF OUR BACK. I FEEL IT STILL PAPERED OVER THE CRACKS, FALLING AWAY IN THE LEAGUE WHEN IT WAS THERE FOR THE TAKING. THE SQUAD NOT BEING STRONG ENOUGH WHEN ARSENE RUNS THE SAME PLAYERS INTO THE GROUND THEN THEY BREAKDOWN WITH THE REPLACEMENTS NOT UP TO THE TASK. THIS TRANSFER WINDOW WE NEED 8 PLAYERS ARSENE IS SAYING 2-3 PLAYERS THAT'S WHEN THE DELUDED ONE NEEDS TO BE QUESTIONED SADLY THERE IS NOBODY TO TAKE HIM TO TASK OVER THIS. TACTICS MUST BE A SWEAR WORD AT COLNEY AND AS FOR THE MEDICAL STAFF AND CONDITIONING COACH WELL P45 FOR ALL OF THEM.
- » Several Disgraceful and quite humiliating results against the other top teams were not dealt with in the manner they should have been both by the manager and action on players hence team selection and indeed the board ie wenger should have gone. All is not rosy just because we won the fa cup.

Question:

Further Comments on: Football Performance



ARSENAL SUPPORTERS' TRUST

- » Although quite satisfied they are still way short of where they should be.
- » We would have finished more strongly without injuries to important players. Even if only Ramsey had not been injured, we might have come first or seconds. And wasn't it marvellous winning the Cup?
- » Comment is in the context of money available. I certainly think more can be done to improve the team.
- » Playing attractive football is all very well but I want the glory of winning things and buying the best players is the only way to do it. 4th is not a substitute for a trophy it is an income stream and an enabler.
- » Usual story. Flatter to deceive. For years now a substantial investment to top up a good side has been ignored. I see this summer as a watershed. Everyone from the board to to armchair fan and everyone in between knows we have to small a squad and we are very light in most areas so if this is another lack lustre summer I feel enough is enough.
- » Injuries seem to be more prevalent at Arsenal particularly long term injuries. Should be addressed.
- » We need to address the injury situation. I think pre-season training is an issue as players dont seem to be conditioned to last a full season. That plus be prepared to meet the market value of transfer targets.
- » I beleive that Arsenal have doen beeter than i forecast, losing the lead in the Premiership was disappointing after arrivign there. The Fa cup was good for us to win but we did struggle against two poorer quality teams in the semi and final stages.
- » Injuries have an affect every season so this needs looking at urgently and our transfer policy needs to be looked at . We are always so slow off the mark when other clubs get their business completed early.
- » I recognise that our investment in players has been constrained in recent years by the stadium move but despite this there are areas where things could have been better handled.
- » Why are our players sustaining so many injuries?
- » Frustrated that we are not spending enough or getting in early enough in the summer window.
- » Our squad is very thin, this cost us the premiership last season. If we dont buy at least 3 quality players plus replacing those that have left we will have the same outcome. We have the money - tell Arsene to buy the players or resign.
- » Wenger needs help in the transfer market, director of football needed.

Question:

Further Comments on: Football Performance



ARSENAL SUPPORTERS' TRUST

- » OK. I am extremely pleased that we have won the FA Cup, but we are the Arsenal and should COMFORTABLY be winning MUCH more.
- » Bring back Cesc!
- » I think the offer of £40million plus £1 for Suarez was childish and reprehensible. Had we offered £45 million or so we might have obtained him and I believe we would have won the premier league.
- » The simple fact about our performances is that they could be better, with investment. The Club hangs the squad out to dry by continually starting the season 2-3 players short of a decent squad.
- » Understand the constraints under which Wenger has been working following the move to the new stadium. Arsenal seem to have been 2 quality players short of a real title challenge for several years now so I hope to see a genuine improvement in the quality and depth of the squad this coming season.
- » Groundhog day. Different season same defects.
- » Last season saw our worst results in living memory against Chelsea, Man City, Liverpool and Everton. Scraping home in the FA Cup should not paper over the cracks in these embarrassing performances. Tactics and preparation seem non-existent, and the big teams have known how to beat us for years now.
- » You could make a very strong case to say that Wenger's tactics and preparation for games needs to be challenged by his coaching staff, but the leopard isn't going to change his spots. Especially after signing a new contract, so I wouldn't expect any changes there. However, I think do think there needs to be close scrutiny paid to how our players are physically prepared throughout the season. Injuries are part and parcel of football, but to have key players out for extended periods year after year indicates there is a deeper problem that needs to be rooted out.
- » Must win champs league to prove we are a major player in europe.
- » Not enough youngsters coming through.
- » Coaching was the problem, not footballing.
- » Nice that we have qualified for the champions league again this season but in the last 9 years we have rarely ever been in contention of winning the league or champions league - that in itself is pointless - fans want to win things not see a positive balance sheet. Although financially we do have a well run club.
- » Same gripe as most I would guess, additions that can see us challenge for major honors and not fade in feb/mar like most seasons.

Question:

Further Comments on: Football Performance



ARSENAL SUPPORTERS' TRUST

- » There should be adequate talent/depth to compete as a big club. Not signing for instance SAGNA, someone who could be paid to excel/mentor next generation, was a poor management decision and reflects again on thinness of talent for a big club to compete in the above categories.
- » Not good enough - 1 trophy in 9 years just doesn't cut the mustard when you're dealing with a club of our size, stature, history etc.
- » Winning mentality absent against top teams. change of personnel required in management and in squad.
- » Squad has too many weak links when first choice players are injured.
- » Bad luck with injuries - again!
- » Mr Gazidis & Mr Law need to show a massive improvement on their inept work of last few years. We need someone like David Dein who is capable of getting the deals done.
- » Summing up 'football performance' (whatever that is) across 'recent years' is an impossible question to answer. Putting priority on a knockout tournament which relies so much on the luck of the draw is equally ridiculous.
- » Whilst it has been a disappointing time on the field over recent years I feel that history will reflect this period as the time that Arsenal established themselves as a major force in the European game for the future by moving to the new stadium and transforming the revenue streams. This has meant compromises in the playing staff for this period but puts us in a very good place to be competitive.
- » In the years and decades ahead when the debt is all repaid and we become a strongly profitable club.
- » The quality and competitiveness should be much more consistent. Resources are poorly managed and our current management structure is not giving us the best possible chance. Make us as competitive as we should be - that's all I ask.
- » There has been a noticeable drop in the quality of football played by Arsenal in the past 3 seasons. Retention has become monotonous rather than intuitive, defensive mistakes are the norm, we lack any firepower up-front and the team seem to prefer consistent sideways passes to forward development.
- » Fourth place in the league is NOT a victory, but we are competing with clubs with very deep pockets. FIFA FFP guidelines should narrow this gap in the coming years, and I do commend Mr. Wenger and the board for looking out for the long-term financial success of the club.

Question:

Further Comments on: Football Performance



ARSENAL SUPPORTERS' TRUST

- » Underinvestment in proven players has been our Achilles heel in recent years, and it's not a secret that we need to (A) buy some established players that can bring immediate impact and (B) relieve ourselves of players that do not contribute to the club's success. As far as "B" is concerned: why is Diaby still drawing wages at the club? That's money better spent elsewhere.
- » We need significant building of the team - we are too vulnerable to injuries and don't have the depth of squad to challenge consistently throughout the season.
- » With new commercial deals it's important to allow Arsene a chance to invest the funds and elevate Arsenal's on field achievements. He needs help with transfers, however, in my very humble opinion.
- » The future is bright.
- » Failure to secure an experienced striker either before the season or certainly in the January transfer window cost us a realistic chance of winning the league. Only Giroud as first choice backed up by Bendtner, Sanogo and Park was IMO a disgrace!!
- » I feel the club has done very well to maintain it's position through the stadium move, as well as Arsene Wenger. I hope this summer sees us benefit from this hard work, and maximise the platform built.
- » I hope the FA Cup win is a springboard to more trophies, along with the increase in revenues that the club will experience over the next few years. I do not think the money is utilised correctly. I think Wenger is generally too slow in the transfer market. The Ozil signing was unbelievable for a variety of reasons, but he was the only signing (apart from the two free transfers) of both the Summer and January windows. It was clear we needed a top class striker but it never happened.
- » I believe the squad and the standard of football is heading in the right direction. Despite spending over one hundred days at the top of the table we failed this season, and the reasons behind that need to be addressed in order for them not to happen again in 14/15.
- » Need to strengthen the squad going forward. We got big contract from Puma and also Emirates, need to invest the money on quality players and start competing in EPL and champions league regularly.
- » Good for 2013/2014 but future success will be defined on what happens this summer which in turn will determine if the FA Cup was a flash in the pan or the start of something great.
- » Great victory and congratulations to Wenger and the team for the FA Cup Win. But from here on in (new sponsor deals, FFP, more TV money etc) I want Arsenal to push itself more, to let the shackles off. If they can't do it now, when will they ever.
- » Liverpool's re-emergence was an embarrassment and a wake up call for the Arsenal management. Liverpool (although without any European commitments) has - overall - a weaker squad to Arsenal, but still managed to outperform us. Arsenal needs to make the most of its available resources.

- » I hate the short passing and slow build-up style of football Wenger has introduced since the stadium move. We played more direct style during his Highbury years with skilful but generally bigger players. I can't see Wenger changing back, so am very disappointed by his contract extension.
- » Tactical incompetence Wenger is a hopeless tactician Signing/transfer gross incompetence and indecision. Shambles.
- » So important we won that major trophy at last. It gives us a platform.
- » It was good to win the FA Cup and see Islington bathed in smiles but the abiding memory of those 3 or was it 4 huge losses is what stays with me for the 2013/2014 season.
- » Just because everyone says it, doesn't make it untrue: Wenger should have invested in another top top striker last summer. But the game v Napoli at Emirates was the most scintillating Arsenal display since Thierry hung up his boots.
- » Performance has matched available resources to achieve realistic goals in recent seasons (i.e. top 4 and reasonable runs in one or other cup competition). The apparent increase in available resources, however, now raises expectations.
- » Very disappointing. We fucked up every big game we had this year. Despite the FA cup, I would consider it one of AW's worst seasons in charge. When we needed a steady hand he was missing.
- » Management of injuries must be addressed. Management of big games must improve.
- » The medical staff should be sacked. Every season the extended injury situation is a disgrace!! Wenger needs to be sacked for lack of transfer activity and a Scrooge like mentality in the transfer market. Yet again lack of activity to cover injured players cost us the title.
- » Mesut Ozil signing is a real coup for the club, but the wider unaddressed issues and repeat mistakes and lack of depth has again cost Arsenal dear.
- » I wish we were more pro-active in the transfer market.
- » The performances are poor because we do not have enough players of the standard required. We have kept several who have not even played for the 1st team during the season. No leaders in the team who can make a difference when someone does not put in a good performance.
- » I place Champions League at 4 only because I think it unlikely they can win it next year.

Question:

Further Comments on: Football Performance



ARSENAL SUPPORTERS' TRUST

- » Lack of ambition to succeed is now chronic within Arsenal; Wenger is yesterday's man with no apparent governance of either his performance and his decisions within the Club.
- » Much promise lots of injuries but still 7 points off the winners & awfully horrendous performances in big away games + at stoke.
- » Need to invest in at least three proven players this summer, and it should be done as early as possible in the transfer window, so as they integrate into the squad before Premier League starts. They need to be players who have already proven themselves on the big stage. We also need to continue bringing young players through the ranks.
- » 1 cup in 10 years isn't good enough, despite any of this nonsense about "having to fund the stadium debt". And we still can't compete with the top sides in the PL.
- » Lost too many important games but very consistent with the others - very few unexpected defeats apart from AVFC.
- » We will not achieve the above priorities until we are able to beat our main rivals. The disasters at Chelsea; City; and Anfield, Everton are an embarrassment. The lack of pace is also alarming.
- » Buy early in the transfer window; tie up deals quickly and efficiently, as was not the case with Higuain last season; if we'd landed him as well as Ozil, we might have stayed at the top of the table.
- » The need to add players at Christmas was very clear but not acted upon. Just as it has for the last umpteen years.
- » Last season seems to be the variation of two stories for Arsenal - strong start, weak finish, finish fourth, poor start good finish, finish fourth. There are continual weaknesses, both in terms of our squad being at least 2-3 players short, general mental fragility (look at our big away games), injuries and tactical ineptness. This is done to the manager. Additionally too much focus is spent on the Champions League, something we have no chance of winning. Encouragingly we seem to have learnt how to beat the "lesser" teams that will guarantee us finishing fourth and, thanks to the luck of the draw we won the FA Cup (if any of our games vs Spurs, 'pool, Everton, etc had been away Wenger would have thrown them to focus on more unrealistic prizes. Nevertheless, as Liverpool have shown with a dynamic, innovative coach one can challenge the big money clubs with smaller resources, something Wenger has denied on a number of occasions. Shows more about him.
- » I think we should try and win every competition we enter.
- » I have been pleased with the promise shown this season and feel it is a marked improvement in recent years. I am hoping that the cup win is a catalyst for future improvement.
- » Poor investment in the playing squad was masked by the FA Cup win (very welcome though that was) - three years is a huge risk for club and manager, the Wenger legacy is exposed to damage if squad strengthening does not happen.

Question:

Further Comments on: Football Performance



ARSENAL SUPPORTERS' TRUST

- » Needs freshening up.
- » I felt that the injuries to Walcott and Ramsay derailed our Premiership chances, had they stayed fit, who knows?
- » For Arsene to get us into Europe for 17 years under the financial restrictions he has had is remarkable, now we are finacilly secure and everything is in place he should now spend or better class of players ready made stars to compliment our good youngsters and also see why we have so many long term injuries.
- » The lack of investment in quality players (in particular strikers) to boost the squad has cost us the league. The manager is obsessed with trying to win on the "cheap" and we have lost out on several occasions. I am not convinced that he will spend on 'top quality' players. It's just talk!
- » Its time to fill in the gaps that we have lacked. 7 points off being champions isnt too bad but additions at the right time would of made us closer.
- » There is clearly a structural management problem within the club as there is appears to be no consequences for poor football performance unless the target really is 4th in the table to main the financial status quo as there is no chance of the current team winning the champions league.
- » Losing all our big away games comprehensively tells us the manager must change his tactics or players or both.
- » We have no divine right to win every week / year. Success should be aspired to and enjoyed. I agree with the sustainable model but within this all resources available should be invested in the team to achieve success.
- » If Wenger shows he can't or won't adapt his philosophy across all of the football spectrum, we should employ a manager who can. Last chance saloon, even with the FA Cup win.
- » Defence is a shambles but Wenger does not seem to be worried about the amount of thrashings we had. I am not confident Wenger will or is capable of addressing the defence, or top striker issues. Arteta was bought as a stop gap in midfield 3 years ago but is still there.
- » I do feel proud that Arsenal doesn't keep changing it's manager like most other clubs esp. Spurs & Chelsea and I like Wenger. I feel that the problem lies in the Ownership & corporate management of the Club.
- » Buy another world class player this summer, Benzema / Fabregas / Draxler.

Question:

Further Comments on: Football Performance



ARSENAL SUPPORTERS' TRUST

- » We need to strengthen our forward line and fill in the gaps left by Sagna, Fabianski without delay in the pre-season, preferably before the World Cup starts. This will allow the new players to bed down before the season starts. The reasons for our frequent and long drawn injuries to our players need to be explained to supporters as this has a direct bearing on our footballing performance.
- » I am concerned that there is an element of "4th is good enough" and this has been reflected in the performance at times - I think sometimes we're beaten before we start at places like Chelsea.
- » These priorities could be achieved a lot easier if we have a squad with sufficient quality players who are in contention for the first team.
- » Improvement apparent.
- » Lost the opportunity by not investing into playing side and diverging in the transfer market making the club look silly in the pursuit of Suarez.
- » Must do better in Champions League and actually sustain a challenge for the Premier League right the way through to the end.
- » We need to show we are a football club for which success is measured in competing seriously for major trophies and not a successful business that is a mediocre football team. I get the impression the board are quite happy for the latter !!!
- » If Wenger is to stay, he needs to 'tweak' his management by stop being so authoritarian and get some good advice, and stop playing 11 players into the ground i.e. employ a squad he trusts and will play. Its sooo obvious this is why we get more injuries than other clubs.
- » Changes/improvements to the coaching staff are required. Arsene should be more answerable to the board.
- » We're still not quite where we should be on the field - challenge is too weak.
- » Winning the FA Cup is great, but we couldn't beat Wigan or Hull in normal time on the way to doing so. Not good enough, and our record against the top three Premier League teams last season was dreadful. Buy a goalscorer or two.
- » Winning The Champions League is what makes a club a Superclub and what enhances a cluds' standing in world football. It has to be won at least once a decade.

- » For 2013/14, holding top spot in the league at various stages, and winning the FA Cup, has moved answer #21 up from 'Very dissatisfied'. For a club of our resources, football performance should still be better. Answer #22 follows on from answer #21. Performance over previous recent years should have been better. The performance during the 2013/14 season has moved this answer up from 'Somewhat disagree'.
- » I think squad depth is the biggest issue holding Arsenal back at the moment.
- » I'm sure the players try as hard as they can, but the results and performance in trophies along with the amount of injuries we always have show that the current technical and fitness methods used at the Club are inadequate and need to be improved immediately.
- » Like many fans I feel the current squad is strong and has the potential to win the Premier League. However, it does need further strengthening and this can only be achieved by spending. Arsenal need at least one striker, a defensive-midfielder with a physical presence, a new right-back, a goalkeeper, a winger with pace, and perhaps another centre-back. It was a shame that we were top of the Premier League for 128 days and finished fourth. However, we did finish only seven points from the top so some progress has been made, especially with 17 clean sheets in the league. In the 'big games', however, we have again failed. We were embarrassed away from home, both for tactical and clearly psychological reasons. The players frequently seem to struggle on the big occasion and playing the same tactics at Stamford Bridge as to Carrow Road is suicidal. Injuries were also a big problem and it is clear Arsenal suffer them disproportionately. The reasons for this must be identified and addressed.
- » A relatively small investment in covering players in January could have resulted in Arsenal winning the league, once Walcott was out for the season and Ramsey injured the manager did nothing to replace them with the consequence the team dropped of the pace again.
- » Over achievement when considering resources available and business model adopted.
- » In any walk of working life, one reaches their optimum in performance and ability where after decline is inevitable; no matter how brilliant they were previously. Lets hope Mr Wenger is an exception to this rule!
- » Hopefully we will buy 3 or 4 more quality players this year, Ozil without quick wingers or forwards will not work, we need quick players around him, don't hold your breath!
- » We won the 4th place trophy again but nobody really expects us to win the Champions League. We could have won the Premier League this year if we had bought some more players in the summer. I envisage the usual transfer window this summer with all the usual excuses for not buying top players. It has to change.
- » It is becoming an annual theme that promising season is severely impacted by injuries to key players. This suggests on-going issue with training plans and narrow squad.

Question:

Further Comments on: Football Performance



ARSENAL SUPPORTERS' TRUST

- » It was great to finally end the trophy drought but the 7 point gap and the injuries leave a lot of questions. I'm not convinced the club are doing enough to address the injury situation. The worst part is that every year its the same and has been for a while. What is the manager doing to solve this problem. Undoubtedly having at least 2 of the long term injured players could've seen us very close to winning the league.
- » Leaving aside the Wenger debate, Arsenal need to be planning now for the eventual succession to the throne. This is all the more relevant given the recent experience of our friends in Manchester.
- » Happy-ish but funds MUST be used instead of sitting idle.
- » Overall I have been happy with the direction we have been moving this season. After last season of snatching 4th on the final day and being knocked out of the domestic cups by lower league opposition I think this can only be seen as progress. I also welcome the smashing of our transfer record fee for a world class player and hope that this is a sign of future increased investment in the playing staff.
- » The lack of quality up front particularly cost AFC this season. No disrespect to them, but Bendtner and Sangogo just are at the standards required to mount a sustained title challenge. Everyone could see it; fans, the media, etc. One man couldn't. We spent the whole of last summer linked with forwards, then bought a midfielder! Winning the FA Cup was nice, but with some additional firepower, it could've have been a whole lot more!
- » I strongly believe that the Manager needs to be challenged by coaching staff as well as directors as to his methods and strategy. The coaching staff seem to be yes men and there are no footballing directors.
- » I believe that Arsene Wenger's hands have been tied with regard to buying expensive players and competing in the salary stakes with Man City & Chelsea. Now that the club is more financially viable I would like him to compete to sign the best and create a salary structure commensurate with the players' abilities and worth.
- » The constant stubbornness of Mr Wenger never to adopt varying tactics or go to plan 'B' is a source of immense frustration.
- » I don't expect Arsenal to win the league, but I do expect them to do everything in their power to do so.
- » I nearly gave up my ticket as a result of the inept away performances. Totally unacceptable and embarrassing.
- » We were lucky this season with the FA Cup and the points difference in the PL. Still a lot of room for improvement. One piece of silverware does not fix the problem. Attitude & consistency fixes the problem.
- » It has improved over the past three years and we are now at a point where if the club buys some top-class players we can compete and beat the billionaire-funded clubs.

Question:

Further Comments on: Football Performance



ARSENAL SUPPORTERS' TRUST

» Complex situation: AW has done well over the past few years but sacrificed excellence by not addressing glaringly obvious weaknesses that would not have cost much to resolve - this boils down to a lack of ambition imo.

» Having sat through the 6-0 a Chelsea with the chav fans WAKE UP AND STOP BEEN BLOWN AWAY BY TEAMS.

» Realistically, arsenal should be in the league run in every year, and make additions to the squad.

» With the intention of winning. Like most fans, I don't know why we didn't capitalise on our position in the league in January and acquire attacking players to cover injuries and supplement out squad. As usual, it was stretched very thin.

Question:

Further Comments on: Being a Fan: Sentiment and Expectations



ARSENAL SUPPORTERS' TRUST

- » Looking forward to very productive seasons over the next 5 years. Expect to win at least 3 trophies. Buying well, just need another couple of players, defensive midfielder and a strong central defender should do the trick.
- » Its nice to see Ramsey and Walcott prove the boobys wrong! I feel embarrassed to be associated with these people. It had put me off going to watch.
- » I am feed up with having to stand for most of the match and not having any support from the Stewards when I complain.
- » I just want my club to compete and challenge for all trophies on offer, making incremental improvements year on year. This year we have to defend our FA Cup. No weakened teams, get the best team possible out on the pitch.
- » I have felt exploited, consumerised and squeezed for every last drop of profit, i feel that Arsenal FC is not interested in loyal support only tourism and foreign expansion and that the club i grew up on is not one i recognise in the current business model. it is like supporting a global brand not a football club and what is to support in that. The manager and players are so far removed from the support and the manager frequently insults the intelligence of supporters with his ever more ridiculous statements to the press.
- » Arsenal is a brilliant club but unlike some that punch above their weight for the resources they have, certain elements of the way it is run have held it back.
- » The club is a big business, we cannot forget that, BUT it is also a Football Club with all that the 'special' involvement of fans brings. It is getting that balance right.
- » Question 6 is rather meaningless without some sort of criteria.
- » I must say that i feel closer to the club than ever before thanks to social media and Ast. Opportunities in non match day events are a large part.
- » Need to see more investment in players rather than money in the bank. The desicion to not buy a forward last summer/ Jan and rely on Bendtner and Sanogo could well have cost us the league title. First and foremost we should be prioritising winning matches.
- » The Board need to engage more with fans and ensure that arsenal retain a proper connection with its local community. It would be good to see local boys coming up through its youth system.
- » I favour the self sustaining model extremely strongly, over that of a rich owner. There should be more to football then money. Overall my interest in the premier league wains every year.

Question:

Further Comments on: Being a Fan: Sentiment and Expectations



ARSENAL SUPPORTERS' TRUST

- » 28 is based upon recent signs that they are more prepared to go for the very best players... tough still not doing enough to threaten to win major trophies.
- » I was going to give my seasons tickets this season. I decided to carry on for one more season. Die- hard loyal grass root fans are being replaced by fans who have no memory of the great past. The club appears to want to position itself as a club for celebs rather than ordinary fans. The club is extremely divided, and the fans are being treated disrespectfully and taken for granted.
- » I have a bee in my bonnet about not accepting the principle of paying the London Living Wage.
- » Last year, good start, injuries, no significant buys in January, fade at crucial time, pick up when too late. Can we please break this pattern.
- » A concern is that the self-sustaining model will mean Arsenal becoming a 'super club' with significant energy being placed into international brand recognition and merchandising sales at the expense of the connection with local support.
- » I do expect Arsenal to play well at home. But, I really hope Arsenal to be mentally strong and committed to the team on the pitch. After the members of Iron Curtain have retired, and the Invincibles gone, it was hard to find the spirits. I want those spirits back. Their mental spirits are different from the current Arsenal squad member, except Jack Wilshere.
- » As long as the board are making the cash they couldn't give two hoots about fans and that's how I feel about them, selling to our rivals is ridiculous which is what they do. I have turned into a complete pessimist and the board have done this, it's a great big Meh from me.
- » Implication of Financial Fair Play on other clubs is uncertain but relative to other clubs we should be in a better position than in the past. Cautiously optimistic for next season.
- » I feel it is somewhat a losing battle when other clubs have unlimited spending power.
- » Arsenal will always try to work within the rules and will be left behind as Man City, Man Utd, Chelsea and others continue to flout them.
- » I did not get to any games last season so am unable to comment on atmosphere. I covered the board in the earlier section. Arsenal is too keen on keeping a "pretty balance sheet" than on buying and retaining world class player who can ensure we compete with the big boys in the PL and ECL.
- » I think the Club's performance in the transfer market could be better. Ideally we should have our new signings in place in time for preseason, not on the last day of the transfer window.

Question:

Further Comments on: Being a Fan: Sentiment and Expectations



ARSENAL SUPPORTERS' TRUST

- » Having been a fan for 70 years my sentiment and expectations remain the same.
- » Can you love a corporate enterprise?
- » Despite doing, in my eyes, a great job, there needs to be less power held by Wenger, especially in financial affairs. A director of football or president type figure should be introduced to avoid hesitant, indecisive situations in the transfer market. Overall though, Wenger continues to do an excellent job, but there's capacity to kick on now and utilise the situation he's helped set up. Otherwise it was pointless acting as we have done for several years.
- » With Wenger's new contract, I'm pessimistic, to be blunt. 'Previous behaviour is the best indicator of future behaviour', so the saying goes. We must prepare the side much better to work on not conceding in the opening minutes. I'm expecting more of us 'rolling over' at places like OT, Chavski, and Middle Eastlands over the next three seasons.
- » It was a good year being an Arsenal fan. Hope it's just the taster!
- » Buy a striker.
- » Disappointing how the Club is moving away from the traditional fan and wanting "new" fans.
- » I feel very disillusioned as there is always so much promise when the transfer window is open of quality players coming to the club, but end up with a long line of excuses and besides Mesut Ozil a strong lack of quality players to move this club to the next level.
- » FFP is a bit of a joke. While in principle it's common sense, there is clearly no will to impose effective sanctions on the likes of Manc City and PSG - transfer embargos, exclusion from UEFA competitions - which would increase competition. It seems to be more about preventing clubs from going bust by dampening ambitions than allowing everyone to compete. And the bottom line is it's about soaking the fans - ticket prices, merchandise - and selling the club's soul to glory hunters so fickle that one bad season for Manchester United can damage the "Premier League brand".
- » If Financial Fairplay evolves into something with teeth then I will be super optimistic but I think it will peter out.
- » Need to spend big to catch up with three main rivals.
- » Fan representation on the board would be ideal, otherwise evidence that fan's views are considered in decision making.
- » With the money the club has to strengthen the team I see no reason why Arsenal should not have a better domestic season in 2014/2015 than they had this year. Taking a five year view success in the Champions League should follow the domestic success.

Question:

Further Comments on: Being a Fan: Sentiment and Expectations



ARSENAL SUPPORTERS' TRUST

- » My pessimism comes from the lack of ambition shown by the owner and his appointees. With the right leadership the future could be very bright for us.
- » Atmosphere improved tremendously, esp. from Napoli game. Less drop on the pitch helped massively; as did Ozil signing & more wins. But, despite cup win, it doesn't feel permanent. We need to build on this.
- » The Directors are in tune with Fans' feelings but seems nobody is strong enough to put Wenger in his position - not even Kronke as it is, while Wenger helps him to protect his Investments by accumulating Funds.
- » Hope that Arsene Wenger, in the next 3 years will win us another trophy.
- » Feel a stronger attachment now I'm managing to get tickets easier than 3 years ago and joining the AST (coming to meetings and member day) has been great. If FFP really kicks in and levels the field (which at the moment doesn't look likely) we are in for some exciting years to come.
- » The Board appear to have no empathy, or interest in the fans, no love of football & should be involved in a different type of business.
- » I am gradually falling out of love with football. I think Arsenal is more a business than a football club.
- » Spend some money on strengthening the squad.
- » Hate turning up and listening to the "Boo boys". If things are not going well booing the team does nothing for morale in the team. Fans should get behind the team during the game and leave their criticism until afterwards.
- » IT'S OUR CHOSEN CLUB FOREVER WE WILL ALWAYS BE THERE NOW ARSENE HAS SIGNED HIS NEW CONTRACT I HOPE HE WILL CHANGE BUT I FEEL IT WILL BE SAME OLD GROUNDHOG DAY. WITH OUR INCREASE IN TRANSFER BUDGET I DO NOT WANT A TRANSFER RECORD SIGNING OF 50 MILLION I WOULD LOVE TO SEE 3-4 GOOD PLAYERS FOR THE SAME MONEY.
- » This goes back to having a former footballer of the Arsenal who's also a fan now on the board. They would give us a voice a better balance.
- » Only somewhat because I'm not sure there is the required commitment from Wenger or the board.
- » I am proud of Arsenal's achievements over the last ten years when trying to compete with clubs funded by billionaires and managing to stay above the chasing pack whilst funding the building of a new stadium.

Question:

Further Comments on: Being a Fan: Sentiment and Expectations



ARSENAL SUPPORTERS' TRUST

- » It's an excuse not to spend. The Sagna scenario a case in point. He wants the going rate and we won't pay it.
- » Money needs to be reinvested into the club. Bottom line it does no good sitting in a bank account.
- » I ticked somewhat optimistic but this is only because I think the board and Wenger dare not ignore the facts anymore and I hope they will act on them. If not well as in previous comment. Enough is enough.
- » You feel a little powerless at the best of times but the emirates is starting to feel a bit more like 'home' - Gazidis has done a good job with the arsenalisation of the place. Im hoping the cup win will allow us to really push on as fans have been too frustrated in recent years.
- » I feel fans are just looked upon as a cash cow and very little consideration is given to them. We have many wealthy and famous fans which is good but the ordinary fan is generally ignored and the celebs are prioritised. I have few expectations that things will change.
- » Unfortunately football clubs have to be run as busienss as we have seen many ion the lower leagues crash into receivership. The salaries are too high for the quality of talent provided right across the baord, at soem point this will have to be addressed. Fair play rules should help but footballers need to reaslei that they are there to perfrom not to do modelling and be primadonnas. Jack wilshere is a true Gooner, ok he has rechratioanl lapses and outbursts, but he is a Stevenage boy committed to us, I think we did beeter ion 2013/14 than many people expected.
- » If squad investment is made then we can all be optimistic . A bad transfer window will sour the mood greatly.
- » We are being encouraged t expect improvement from now on. I hope this is delivered.
- » We can do MUCH BETTER!
- » Arsenal till I die.
- » Club fails to explain what the plan is for our cash balance and addressing the opportunity cost of not spending. Talk of financial restraints is pathetic when we have the ability to run a far higher annual budget then we ever seem intent on doing. Yet the club wished to exert a price hike on fans to pay for what exactly? The clubs' management is destroying my relationship with arsenal and another year of rubbish and jam tomorrow may well be the tipping point.
- » Fed up with freeloaders - want more communication from the board - too much them and us.
- » The Club pinned its hopes on FFP, and we now see that was a busted flush. I can see us getting left further and further behind, unless we actually invest the money we have so wisely and shrewdly saved.

Question:

Further Comments on: Being a Fan: Sentiment and Expectations



ARSENAL SUPPORTERS' TRUST

- » I believe that the sustainable model is the best path for Arsenal, I would not want to see the club become a richman's plaything, subject to the whims of an owner as is the case with Chelsea / Man City (or Cardiff).
- » Naturally high expectations but a little concerned the club seem less interested by issuing the usual problems fans have such as the club's constant medical problems, improving crowd atmosphere etc and more focused on ensuring profits.
- » We will struggle to ever win the Premier League again.
- » We need to spend some of the money available on building a team that can challenge for major honours.
- » Without checks and balances for and with management between boardroom and pitch, HISTORY will repeat itself. Sound bites and transparent marketing do not change policies.
- » Wenger just will not spend the money required to mount a sustained challenge for major honours.
- » I would be far happier if Mr Usmanov were involved. He wants to see the team successful whereas Kroenke just wants to see his investment grow.
- » Without knowing how someone felt three years ago or knowing how many (and which) games they attended these are, again, bad questions.
- » Five year window is too small to be extremely optimistic but I will be in that category when the debt is repaid and loan interest can be spent on the playing staff instead.
- » I'm sorry, but I no longer feel Arsene Wenger is the man to maintain progress at the club. I do not understand how the club can have the ambition to be among the very best if they continue with his tenure.
- » Not looking through rose-colored glasses: we need more than one FA Cup to consider the club as being successful.
- » I definitely noticed a better atmosphere this last season - a lot more singing and noise, mostly a positive atmosphere and support. I really would like to encourage more singing / chanting.
- » I am of the belief that FFP will not be as successful as many hope - laws written by the "haves" usually protect the "haves". Arsenal continue to keep too much powder dry.
- » With FFP unlikely to stop the biggest clubs I believe Arsenal has to make its mind up about how it moves forward and explain its vision to the fans... at least tell the fans the truth.

Question:

Further Comments on: Being a Fan: Sentiment and Expectations



ARSENAL SUPPORTERS' TRUST

- » I hope FFP has an impact, as although Arsenal's model is admirable, and something I am very proud of, it puts us at a disadvantage to the ownership at other clubs.
- » I think we are getting closer to being able to match the hefty price tags of our rivals and buying flair players can only increase morale around the club and the fans and the stadium. Hopefully this will continue as more money is brought in from new sponsorships / kit deals and from international revenue streams.
- » We badly need to step up to the level we were at 10 seasons ago.
- » No one can compete with middle east oil nations.
- » I do think that the people who run Arsenal are out of touch with the fans, I have just renewed my season tickets, the single most expensive outlay I have each year. I wonder how many of the Board realise that it's the fans that make that commitment each year. I wonder what Stan or Ivan would say if the largest (non recoverable) outlay they had to make each year was signing up to watch a sports team (I do acknowledge that Stan has made a significant investment in the club, but he could realise that investment and get the money back, I cant!).
- » It's just possible Arsenal are entering the Promised Land envisaged when we built the stadium and argued for FFP. I pray and hope the emotion and passion and spectacle of winning the FA Cup opened Kreonke's eyes to the magnificence of trophy success and gives him a taste for it. His statement on wenger's re-signing was the best we've had from him, unequivocal and ambitious. I hope he sets higher demands and standards for the next 9 years than we've had for the last.
- » The management pay lip service to the fans, but continue to ignore, patronise and exploit their goodwill.
- » I'm not convinced the Arsenal hierarchy are as concerned with improving and winning on the pitch as they should be. If they sit back content with the status quo as it now is, I feel Arsenal could struggle to continue even qualifying for the Champions League, let alone winning trophies.
- » We are a responsible, well run club, but the funds for sensible investment in the squad, for top quality, must be made available now.
- » The relationship gets weaker every year and I can hardly recall, the excitement of match days at Highbury. The atmosphere was a little better as we could stand up for most games. I think the Board know exactly how we feel but don't care about our hopes and concerns.
- » Better performances have elicited better support: funny, that.
- » My optimism is based on FFP, although it's tempered by scepticism about UEFA's capacity to deliver on the promises they've made in the face of likely resistance from some big (rich) players.

Question:

Further Comments on: Being a Fan: Sentiment and Expectations



ARSENAL SUPPORTERS' TRUST

- » Would like AW to realise he needs help. We are coming up short in all the vital areas. Tactics, medical, fitness and motivation all seem to be issues. Someone needs to sort all that out.
- » With FFP sanctions, only time will tell if our approach will be rewarded.
- » Arsenal treat it's fans with contempt whilst increasing season ticket prices is disgraceful. Every season the manager undermines the expectations of fans by lack of transfer activity in the transfer market. Also it is a disgrace that our manager will be earning more money, in the world cup, when he should be looking to secure transfer deal. What does Ivan actually so?? Finally, David Dean she return as aboard member.
- » As a fan based in Ecuador I am disappointed to see shirts of Man Utd, Man City and Chelsea for sale everywhere. But nothing of Arsenal. Trophies bring international recognition.
- » I feel that I am more loyal than those on the board. Necessary changes are not made and the manager seems to have too much power in what he does. His contract renewal made me feel as if we should be grateful for him to stay on. For the money he earns he has not delivered even having won the FA cup. The league was a shambles because of in activity in the transfer window. The manager's fault ! I expect that high quality players come in who can take us further and are committed to the club. Not wait until the last evening of the transfer window when prices have gone up, not much players choice. Sort it out urgently, the manager should have known for a whole what we need. Other clubs do why not us ? And if he thinks we don't need anyone or only 1 or 2 players then he should not be in the job. 60000 + see it week in week out, why does he not see it or do anything.
- » I have seen little evidence that UEFA rules are likely to bite forcefully.
- » Somewhat optimistic if our surplus cash is spent properly on strengthening the team with world class players.
- » 40 years season ticket holder but now giving up to expensive and every year promise big money to spend but it never AV is to much of a lap dog to the board and owner.
- » The soul of Arsenal has been slowly ripped out over time - supporters are no longer valued over those who can buy their way in. Soulless Club based on brand and image.
- » Without Usmanov we cannot compete with City or Chelsea. Liverpool will be there again & United will come back its going to get tougher!
- » I am hoping that after winning the FA cup we can push on next season and challenge for the Premier League title and Champions League along with the other big clubs. It is great that the tag of have not won anything for nine years has been lifted.

Question:

Further Comments on: Being a Fan: Sentiment and Expectations



ARSENAL SUPPORTERS' TRUST

- » I think once UEFA's Financial Fair Play regulations kick in the club will run out of excuses, like our "self-sustaining" business model, to justify our under-performance.
- » The prices are too high. I have 3 sons (all silver members) and sometimes getting tickets for us as a family could cost as much as £450 - ridiculous prices for an afternoon/evening of entertainment for me and my family.
- » A sustained challenge to achieve priorities A deeper and stronger squad with the addition of a stellar signing.
- » Fans need to make more noise at games. There should be more organisation of singing.
- » I feel a stronger sense of belonging to the club simply because I have for the first time become a season ticket holder. My expectations are the same as they have always been, simply to support the club however we are doing but maybe that's because I started to come to Highbury regularly in the 1973/74 season. We don't support Arsenal simply because we can win silverware, that is always a bonus, ask any Orient, Southend etc fan what their expectations are. We support Arsenal because we all believe we were born to support Arsenal and there is no choice to be made. I became an Arsenal fan the second I saw the Highbury pitch when my uncle brought me to a Football Combination game that we lost 0-2 to Reading with Brendon Batson our captain. The rest of my family are Tottenham fans, lucky me!
- » I don't expect us to be winning trophies each year, but do expect us to be competitive, ie challenging for title in April time. Currently we have a manager who seems to think third is an achievement. He is, of course right as Man Utd has shown, but in a period where the quality of the Premiership has not been high we should, with our resources (£120mn in reserve) be challenging a lot more.
- » Fans' expectations are underpinned by sentiment that all clubs play on but there is a sense that they are not fully addressing the future of the game, just the future balance sheet.
- » I think now the club are out of debt and with its current policy of self-sustaining and with financial fair play in operation we will be one of the big players and will be able to compete with any club and I think they will, I expect us to win more trophies in coming years and playing the type of football we did when Arsene took over until 2005 until the shackles went on to complete the new stadium and training ground. I think we will compete for big name players and trophies in next few years we will go from strength to strength.
- » Not enough is done to reward loyalty for season ticket holders who attend all games or to the regular away fans. £2.50 discount is an insult, when you compare it to what Stoke offered its fans for example. Arsenal have not since the days of Chapman and Allison 'pushed the boat' in signing the best players and never will under the current regime.
- » Things are looking good for the future, however investment in the correct players is vital.
- » Club wants to just email and webcast. Club manages us like cattle on a Ryanair flight.

Question:

Further Comments on: Being a Fan: Sentiment and Expectations



ARSENAL SUPPORTERS' TRUST

- » Will never walk away from the club but increasingly frustrated by the way it is run. More obvious than ever we are treated as cash dispensers.
- » Not being able to attend enough games regularly, I can't comment on the atmosphere in the ground. I feel we are in a very strong position now to compete with Europe's elite now with our financial position but the board need to take a more severe stance with the manager in regards to his performance for this to happen.
- » I am very disappointed that year after year we go into the season with a thread-bare squad, knowing that regardless of talent once we have injuries we will be forced to play players out of position, somewhat injured or bring in youth. This is no way for a top four club with ambition to behave.
- » It is frustrating not to see more money vein spent on top quality players who will really improve the team.
- » I think Arsenal will continue to trail behind Man City & Chelsea. We may be able to stay in the top four and continue to reach the last 16 of the CL & we may win another domestic cup or two. I seriously doubt that we will be close to winning the CL or PL - with an extra striker (even Loic Remy) we would have had a chance of "poaching" the PL this year. I don't expect that to happen again.
- » In the next three years. I expect City & Chelsea to be stronger.
- » Oligarchs have changed football. Expectations of fans need change too. We must be realistic.
- » Our so called safety stewards are a big obstacle in creating a proper atmosphere. In my box, we get away supporters who jump up and down when visiting teams score. If you protest, our overzealous stewards ask us to calm down rather than ejecting the away supporters. How can we have a proper atmosphere especially in Club level with away supporters sitting amongst us. I have actually been to some away games and have sat with home supporters as it is impossible to get away tickets. If I behaved in a similar fashion when Arsenal are winning, I would get lynched.
- » As mentioned before I want our Board to be pressurising Wenger to be competing at the levels of the Man City, Real Madrid and Bayern Munichs of this world and not be content to be finishing 4th year in year out.
- » More needs to be done to reduce the gap at the top of the league so we can sustain a title challenge for more than 128 days. I feel more a part of the club on away days than I do at home games. The players and club management need to engage with the supporters and get out of their bubble.
- » Love Arsenal.
- » In a season where we won a trophy and topped the league for a long time, it's extraordinary that we couldn't beat the enfeebled Man U at home or away, and deeply disappointing. Elegance and skill are admirable but winning against serious opposition is indispensable. Money needs to be spent, and on the right players.

- » Since my first game in November 1967 I have nearly always felt that this club has not been ambitious enough. This is the biggest club in the biggest city in Europe. No Champions League on European Champions Cup is nothing short of disgraceful.
-
- » Answer #28 depends on the clubs against which the comparison is made. The teams which finished above and around us - pessimistic. Teams which finished way down the league, optimistic.
-
- » For q.28, based on the structure, FFP rules, and the way the Club is run we should be admired and other clubs replicate us. However, if the FFP rules are farcical and ignored, we serve only to retain money, and our new structure and strategy is evidently wasted then we will have to change. Well, unless we're winning all trophies... which we won't!
-
- » I am glad that the messages coming out of the club seem to be about aiming for silverware and being ready to utilize the resources the club have to win the highest honours. This is very important. The club has never been, nor should ever be, about just finishing fourth in the Premier League. Whilst Arsene Wenger's achievement of consistent top-four finishes should not be undermined, it is good that the club want to aim for the top prizes. As for fan experience it would be nice to have a slightly better atmosphere at the ground, though I accept the club can do little about that. Ticket pricing is still a big issue for me. I would also like to know if Red Members will eventually be offered the chance to upgrade to Silver. I have been a Red for two seasons and am about to go into my third. It would be nice to know if I was offered the chance to upgrade in the years ahead as I currently cannot buy tickets for Category A games as they always sell out. Again, I recognize I am one of many and we can only fit so many fans into the ground, but it would be nice to know nonetheless.
-
- » The 3% price rise shows exactly how the club views the fans. We are supposed to be pleased that we save a whole £2.50 on away match tickets but that was part of the fund included in the new TV deal and not something the club chose to do independently. The club seem to feel that as long as 60,000 turn up every week (and we all know they don't - but they have paid which is more important), they can charge what they want. The new sponsorship deals should have allowed a similar reduction in home ticket prices. The club is now being run as a business not as a club. We pay the highest prices and wouldn't complain as much if they actually spent the money - preferably on quality players. We have the money to buy any player other than Messi, Ronaldo or Bale according to a board member. We all knew that already but every year get reminded around season ticket renewal time only to wait all summer to find that we don't buy anyone that comes anywhere near that bracket. The Ozil signing was a surprise and a massive lift and we need at least 2 players of similar quality this summer. I envisage being glued to Sky Sports News on transfer deadline day as usual when we really need to buy players at the beginning of the window to give them time to integrate. However the World Cup will be this year's excuse although it doesn't appear to stop other clubs buying players. I have now decided to boycott the programme, the catering and the club shop. I usually spend a lot of money during the season in the shop but that 3% was the final straw. The club will get my ticket money and nothing else. The team will of course continue to get my full support.
-
- » I hope Arsenal will take care of existing fans and make games accessible for more people. It's vital a new generation of proper match-going fans is nurtured.
-
- » A dose of realism is required for most Arsenal fans, and AST members.
-
- » I'd be extremely optimistic if I weren't so pessimistic about the strength of FFP.
-

Question:

Further Comments on: Being a Fan: Sentiment and Expectations



ARSENAL SUPPORTERS' TRUST

- » Club is well run in many ways but its aspirations have dulled. Why is Arsenal not contending for major domestic and European honours? Red Action should be encouraged and embraced by the Board and fans alike.

- » I think the atmosphere has improved but could always be improved further. I would welcome the idea of a singing section or at least some more initiatives to improve the atmosphere. I do think it has improved this year however and I hope this continues. I hope that FFP increases our competitiveness but equally accept that it is not a quick fix and will take several seasons for us to fully feel the benefit of this 'level playing field'.

- » AFC have edged all their bets on FFP kicking in. Signs are UEFA may be coming down on certain clubs, but what if/when one of these clubs fight back and win? What's plan B?

- » Something needs to be done about the service levels in the bars and food outlets around the stadium, particularly at half time when supporters have no choice where to drink. We seem to employ the thickest people available.

- » Arsene now has the tools and impetus to take the club forward and I expect continuing improvement in quality, results and trophies.

- » We have to lose the mentality that 4th is the best we can achieve, and we cannot compete with the petrodollar clubs. Liverpool came within a slip of proving this is not unsurmountable, and Atletico Madrid were within two minutes of an incredible double.

- » Like all true fans I will be there whatever. I think Arsenal take advantage of this.

- » I feel the atmosphere has improved in the last few years, the 2-1 defeat to Villa in the last home game of 10-11 was the nadir with probably 20,000 empty seats and a team of players who clearly couldn't care less about the result.

- » I ticked that my personal sense of belonging is stronger, but I rather doubt that's typical. For me, that's connected to the club's increased 'outreach' to bloggers and supporters' clubs, which I have personally benefitted from. I think that's a unique position and doubt I'd tick 'stronger' were it not for that.

- » Given the sanctions on city hopefully FFP will start to work and they and Chelsea can go back to their typical mid table position.

- » I think we (fans) are in a better position than a lot of other fans at other clubs where there seems to be little or no engagement with the board and executives. After paying out £1100 for a season ticket this year my expectations are high!

- » We need to resurrect our ambition to be the best - why not aim for that and do all we can to achieve it rather than accept "top four".

Question:

Further Comments on: Being a Fan: Sentiment and Expectations



ARSENAL SUPPORTERS' TRUST

- » Fans have grown used to fourth is trophy. Seeing the excitement of winning something means the board and Wenger will have to strengthen the team. Another prolonged period without a trophy will kill off more of the fan base in a few years time.
- » Arsenal need to use their resources to their full capability. We have been frugal in the last, which is understandable. Now is the time to make the most of everything the club has built and be victorious.

Question:

Further Comments on: The Work of the Arsenal Supporters' Trust



ARSENAL SUPPORTERS' TRUST

- » AST do a fantastic job for the Supporters. Many thanks.
- » Arsenal seem to be spending more money now on the likes of Ozil and Sanchez so we'll have to wait and see if the extra spending improves our success over the coming seasons.
- » Can the AST hold meetings near to kick off or at weekends?
- » Keep up the good work to bring back our football club.
- » Thank you for organising the Survey. You've asked the right questions.
- » Go on the AST, keep fighting the good fight!
- » Keep up the great work! Looking good from Down Under!
- » Do all in your powers to keep and develop fanshare.
- » Many thanks for the work you do but please do try and make questions less leading.
- » I'd like to attend the meetings but living in Leicester it becomes difficult to get down to London during the week at work commitments don't allow it. A Weekend meeting or an alternative venue once in a while would be appreciated.
- » Keep trying it will eventually come to fruition.
- » I support the view that safe standing should be trialled at this stage.
- » Keep up the good work, but can we have an occasional weekend meeting so people living outside of London and not being able to make 6:30 meetings in central London, might be able to attend. Or even the odd meeting BEFORE Arsenal games for those who go to matches regularly, as our views are not being heard apart from during survey times.
- » Great work being carried out, long may it continue.
- » I am very nervous and concerned about the future of Fanshare and believe we need a Special General Meeting to discuss this properly.
- » Thanks for your efforts but do you feel that the Club's PR Team (Inc Mr Gazidis) are just saying the words to keep us happy?

Question:

Further Comments on: The Work of the Arsenal Supporters' Trust



ARSENAL SUPPORTERS' TRUST

- » I am very disappointed at the closure of the Fan Share scheme. It feels the whole project of fan ownership has been a waste of time. I wish there had been another way to keep the shares the scheme had, but I understand the administration charges were too high. Please don't sell them to Usmanov.
- » I think the AST needs to push the club harder fight the corner of the fans more, I understand we have a million fans groups but join together one fan one goal... maybe we can crack the board together.
- » I appreciate all the work you do.
- » AST is an excellent service and a real bridge between the club and fans, without which I feel the club would be even further from the fans than it is already.
- » I think the AST does a superb job and should be more influential if its Fanshare initiative were supported by the club.
- » Praise to the AST for raising the issues and representing the supporters. Thanks.
- » Well done.
- » Superb work by the AST. Organised, professional yet never lost sight of true fans. Keep it up.
- » The trust does a good job and keeps us up to date with what is going on.
- » I get increasingly fed up with the way some members behave towards meetings. The AST has a guest speaker and some constantly use this as a platform to tweet every quote, while its happening. Also the recent Ivan meeting was treated as a photo opportunity not a QnA. personally, on a point of manners, I feel this should be addressed.
- » I think the Trust does an excellent job of analysing the figures and trying to liaise with the Board on serious supporter concerns, such as the extortionate pricing, largely resulting in an ageing crowd. Only have to look at how different a home League Cup game can be regarding atmosphere. Have long awaited the return of terracing in the top divisions. I have stood at Brentford (my local club) many times with no problems. All-seaters are basically indefensible.
- » Thank you for your hard work as always. I enjoyed interesting meetings with great guests too.
- » Time to up your game AST!
- » I am happy to be a member of AST. Good to see it gets coverage in the m/stream media. Also, I'm glad that it pushes issues relevant to the fans.

Question:

Further Comments on: The Work of the Arsenal Supporters' Trust



ARSENAL SUPPORTERS' TRUST

- » Given the slow pace of change, the impact of AST and other fan organisations is difficult to see but if they weren't there nothing would change for the better. Long term, fan ownership is the only way for us to have any real influence, so broadening the ownership base of the club through issuing more shares and schemes like Fanshare has to be the longer term objective.
- » Keep up the good work.
- » I don't think we have any right to demand trophies, but all I personally want is for the club to maximise their opportunities to win trophies by doing the absolute best they can to do so. I don't think we've done that in recent season's. I think for years we've 'made do' as a pose to really going for something. We all saw how much the FA Cup win meant to all of us, the players, Arsene as well; I just really hope we make that count this summer by being in the players we need to compete at the highest level; in both the league domestically and the European Cup. We're four or five players shy from doing so I believe. I'd just like to see us make a go of it this summer. I don't want the FA Cup to be the end of a fairly decent season, I want it to be the start of genuinely competent for the highest honours. Once again, I stress I don't demand trophies, but I want to see us do what we can in order for us to challenge. Last summer was a farce which was saved on the last day through the signing of Mesut Ozil. I don't want to go all summer without a sole for us to then pull something off on the last day. We need to go out and start acquiring our targets now.
- » About safe standing: I understand that it's been introduced for some time in Germany but I just don't think the smaller teams in the Premiership and Championship much less League One could implement it safely.
- » I was disappointed last season that after our poor opening game so many fans and supporters organisations were so quick to turn on the manager. Is it not at times like that we should all be standing together and encouraging those around us to do the same?
- » Football clubs that rely on the emotional involvement of their customers to allow them to ignore the majority of complaints MUST be pushed into accountability for the good of the fan base and the sport. Please keep this up.
- » AST should continue its good works but to be careful that some its members private Agenda does not override the Trust's Programme and Agenda - (e.g. some views about the minority Shareholder).
- » We think the Arsenal Supporters Trust are doing a very good job.
- » Keep up the good work!
- » Keep up the great work!
- » Well done. Keep up the good work.

Question:

Further Comments on: The Work of the Arsenal Supporters' Trust



ARSENAL SUPPORTERS' TRUST

- » One of my major concerns is over the continued attitude of the Board through Gazidas to continually ride rough shod over the fans importance to the club. The way he used the recent Fans Forum the comments you state he made in 2011 about putting up prices. We have not qualified for the CL we have qualified for the right to qualify, this also has a compound effect on ticket prices, 2012/13 season I would argue that we have had a stealth rise in the price of tickets with us losing one of our cup credits due to finishing 4th. If some of the extra money they have been receiving with increased commercial income had been spent this January we may have got 3rd and saved season ticket holders money potentially for next season if we are successful? I have supported Arsenal for 58 years and I get angry when a Manchester City supporting suit comes in and is paid over £1m a year and treats the true supporters as idiots.
- » THE AST IS GREAT FOR US TO HAVE A VOICE AND ACCESS TO THE BOARDROOM, HOWEVER I DO FEEL THEY JUST PAY US LIP SERVICE AND REALLY DO NOT CARE WHAT WE THINK. THEY ONLY DO WHAT THEY FEEL THEY CAN GET AWAY WITH.
- » Treat the disabled supporters a bit better, when it comes to the lift.
- » I think sometimes the trust pulls its punches too often with Gazidis when I've gone he seems to have had too much of an easy ride maybe that changed this year maybe not.
- » There is still so much to do with getting our n bank a proper noisy n bank. Red action have done well but we need to be leaders in this and can be ahead of the likes of liverpools lop. But we need non singers out of n bank seats harsh but true. We need a plan that can make this better. We will then have a fan force at home games that can suck the ball in at corners! So to speak!
- » I worry that AST spokespeople use the AST platform to speak for themselves. Overall AST is a force for good and should work to improve matters for the supporters but should not join public choruses that attack the club and its management.
- » AST does an outstanding job in difficult circumstances - Long live the AST!
- » Very good but please dont become involved in criticism of Arsene wenger.
- » Love what the AST does but would be interested if their is a way to schedule the meetings with a little more notice as someone who is very interested in attending but coming from Canada could use the extra time to plan my trip. keep up the good work!
- » Keep it up you are a measured and intelligent voice from us to the owners (and manager).
- » Only to say keep up the good work.
- » Carry on the good work AST!

Question:

Further Comments on: The Work of the Arsenal Supporters' Trust



ARSENAL SUPPORTERS' TRUST

- » I think there has to be more dialogue between the board, players and supporters, more contact between the highly paid players and real supporters would remove the them and us structure. further equity would increase liquidity and pride in ownership, if shares were priced around £5 each and paid a small dividend, instilling pride in owning part of the club.
- » You guys are doing a great job.
- » Given this 3 year contract is likely to be Wenger's last, we can only hope the board plan for his succession in advance, and intelligently. If Wenger announced it was his last 3 years it would make that process a whole lot easier. I've heard (from a lawyer friend who works for UEFA) that Kroenke is secretly taking money out of the club, not via the UK operation but via his other companies receiving overseas payments from sponsors etc that don't make it to Arsenal plc. I don't have any evidence and I'm not sure if there's any way of finding out, but I thought I'd flag it up in case you hear something similar.
- » Great job. Continue the fight and don't lie back and be compacent!
- » Keep up the excellent work!
- » Thank you for all your work.
- » Thanks for all the hard work of the folks at AST over the past season.
- » Well done to all at AST for all the hard work. Thanks!
- » I think it is a disgrace to Arsenal Football Club that staff working in e.g. restaurant outlets at the Emirates are not paid a decent, living wage. It is all very well Ivan Gazidis saying they get a minimum wage, but I find it unconscionable that our football club would happily pay players upwards of £120,000 a week, and then quibble over a few quid for a few hours so that someone who does such an important job can actually afford to put food on their own table at the end of the day. Gazidis needs to get a grip of this one.
- » Keep up the fine work guys. Thank you.
- » Keep up the good work.
- » Keep up the good work AST - we need to keep prodding away at the board to ensure the average fan on the street can have a voice.
- » Your efforts are greatly appreciated. Hopefully management and ownership will listen to we, the small shareholders and fans, in a more substantive manner than in the past.

Question:

Further Comments on: The Work of the Arsenal Supporters' Trust



ARSENAL SUPPORTERS' TRUST

- » Please PLEASE argue for the club to be more ambitious. I don't understand why the club doesn't use its resources fully. Bring back Cesc!
- » KEEP THE GOOD WORK UP.
- » Uncertain whether monthly board meetings are open to members. needs clarifying.
- » The young guns enclosure is a mess, and does not work well. From someone who's used it this season, it is poor. Needs to be addressed. It is available for very few games and is often cancelled. As well as this, the strict stewards often ruin the game.
- » Good work lads.
- » AST provides a good constructive voice for concerned fans. It was great to win a trophy, but the big away defeats to major clubs show how far away the team is being a really top team. Wengers tactics are often naïve or stubborn and he never seems to do his homework on the opposition, playing the same way in most games with a predictable slow start that can be exploited by the top teams.
- » I am very satisfied with the work of the AST, i feel it tries hard to reflect the wishes of the fans in its representations to the club.
- » Poorly designed and administered questionnaire again. The AST seems to be going backwards in terms of influence with the Club whilst other supporters organisations appear to be moving forward. I would like to know why this might be the case.
- » Thanks for sending the survey. I'm not sure some of your questions would get past the electoral commission (will even one person say no to question 16?) so it may be best for the questions to be more balanced in future surveys to get a closer view of feelings... Just a thought!
- » I still feel there is some unexplained power struggle at the club because I simply do not believe Ivan Gazidis would have offered a new contract to Arsene Wenger if the decision had been primarily his. The running of our great institution still seems to be the product of some kind of gentleman's agreement. I can only reiterate: greater diversity on the board; greater transparency; and more professionals (from football and other disciplines) with an independent voice at the club. I also wish our club would be bold and take the lead on sanding sections. Lastly, a genuine thanks for all the hard work you do.
- » I don't necessarily agree with everything you say but I believe that should be the way. Committee work is a thankless task. Well done you guys.
- » The AST keeps me "connected" to Arsenal, however tenuous that connection has been in the past several years. I certainly appreciate the fact that AST members act as stewards of the club for people (such as I) that cannot be physically present at many/most matches.

Question:

Further Comments on: The Work of the Arsenal Supporters' Trust



ARSENAL SUPPORTERS' TRUST

- » As an American fan joining the AST as a lifetime member was one of my better decisions as a supporter. The AST's efforts help me feel a little closer to the club. Keep up the work you do in the areas important to many supporters. Would also hope one day that a rotating supporter seat will be created on the AFC board.
- » It is a struggle to make the decision to renew the season ticket each season. The club seem to do little to encourage fans to stay with them.
- » Keep up the good work.
- » Many thanks to the AST for their continued hard work, the communication I receive is outstanding.
- » Keep going, I like what the AST do and am happy to be a member. I am also a member of the BSM. I feel that its vital that supporters group work together. Ideally, there should only be one supporters 'group' or 'trust'. The fact that there is more than one supports group makes it imperative that communication and consultation between the groups happens on a regular basis.
- » The AST allow the true fans to know what is going on with their club. well done.
- » I'm new to the Trust, having signed up in May, but am looking forward to next season and hearing more about what you guys are doing. See you in August.
- » I am proud to be a member of such a worthwhile organisation. I am disappointed that I have been unable to convince any of my peers to join.
- » Well done and thank you for all your hard work, it's very much appreciated :)
- » Bring David Dein asap.
- » Please push Arsenal Board and Shareholders to listen more to what AST has to say and implemented some of the recommendations because we are the true Arsenal fans. We love the club with our heart and all we want is for the club to succeed.
- » You do a great job, keep it up.
- » I've not been able to attend meetings this past year and have been an "absent" member. I think it may seem a thankless task to persuade a remote and stubborn board of directors but it is vital they feel the pressure and hear the noise from those that care the most... us the fans. You guys can take the credit for facilitating this and for ensuring our concerns do get heard, considered and perhaps, even, acted upon. Thank you.

Question:

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- » Keep up the good work.
- » I believe Ivan Gazidis is a greater talker and manages to give a more positive impression of the Arsenal's ownership and board than is warranted by their performance.
- » Thanks to the AST for being a constructive fan voice to the Club.
- » Should be a 'not sure/don't know' option for the B team question as it depends on how the arguments for and against develop and what the practicalities are. Otherwise good survey! AST does a great job but I wish you'd be tougher with IG.
- » Keep up the good work.
- » Keep being a critical friend to the club and asking awkward questions when they're needed.
- » Kronke needs to leave! AST needs to confront the club and insist on safe standing to be implemented and season ticket prices lowered.
- » I am pleased to be a member of the AST and recognise the work it does for the fans.
- » Thank you for all you do - it is valuable, and appreciated.
- » The Trust do a great job which is not easy to do considering the apathy of the owner and Mr Gazidis. Please continue to do the good work. I am very concerned that more and more people are standing up during the game. It seems that nothing is done about it. The club spent a fortune on brilliant seating at the Emirates and that is being ignored. All around us people stand and those who are older or who find it difficult to get up and sit down again repeatedly are having their afternoon/evening ruined. If anyone dares say anything you get sworn at or told to go and watch the telly sitting down. The stewards do nothing at all and can clearly see what is happening. Announcements should be made that the Emirates is an all seater stadium and anyone standing will be thrown out, including visiting supporters. I pay a lot of money and have real problems getting up and down all the time. I don't deserve that as a loyal supporter. for me this is a big and urgent serious issue.
- » Important year for Mr. Wenger. needs to recover his apparently lost touch in the transfer Window.
- » Safe standing areas will never happen sadly because of financial greed & loss of potential revenue.
- » I would like as a member to thank the Arsenal Supporters Trust for all the work they do for Arsenal fans as a whole. You are great.

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- » I strongly believe that support groups such as AST MUST have a say in the running of the club and bringing it back to the community and the ordinary people who are the bedrock of the fan base. Too many corporate "prawn sandwich type fans and too many who turn on the team when it does badly. We need to encourage great community engagement and identity with the club and encourage the development of local young players, which I am sure would increase loyalty and support for the club.
- » Although i haven't yet attended an AST event (I live in Southend on Sea) i would like to thank you for the opportunity to attend what appear to be some seriously interesting meetings. Best Regards Rob Kenton.
- » I would not wish to go back to standing it is anti social with people in your space it is also an insult to the 96 who died, I thing the supporters trust do a fair job representing supporters concerns, I would not want trust members on board as it would compromend there position.
- » I am a passionate supporter of Safe Standing, which I also believe is a political issue. We need to reconnect with the young working man and the youth in recreating a vibrant atmosphere and pretty soon. If the new stadium at Tottenham has a huge so to speak "Kop End" style stand (like the one in Dortmund), the demand to respond will increase hugely. Cup Final ticket allocations should be based on rewarding the fans who regularly attend home and away games. I also believe you have to reward the longevity of season ticket holders, many of whom purchased their season tickets when the club was not successful. I am fully behind the work that the Trust does and appreciate what it does and tries to do for all supporters.
- » You cant ever have enough people who actually care about the club and its future. we all could just turn up at 2.45 on a saturday and be home by 5.30.
- » I still believe David Dein should play a role at the c lub in some form.
- » Over 65s season ticket should be reduced so they can stay with family and friends.
- » Thank you to the Board of AST for your work!!! Greg Gallo.
- » Serious steps still need to be made in the retail side of the 'business'. The range needs to be improved and the fact that the flagship store was closed in the lead up to the cup final and during the celebrations was extremely poor planning. We are so far behind some of our peer clubs in retail and that gap needs to be closed.
- » I joined the AST last year because I support it's work in giving the fans a voice and holding the club's management to account.
- » Thank you!
- » Great stuff - keep it up.

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» Keep up the good work.

» I would request the office bearers of AST to refrain from going to press and spout their opinions without consulting the body of AST members. Every office bearer has a right to have an opinion on contentious issues but it should not be projected to media as official stance of AST. English press and media is full of xenophobic hateful hacks, with few exceptions, who churn out vitriol and poison against Arsenal day in day out. AST should not provide further ammunition to these hacks and so called pundits to intensify their tirade and jihad against Arsenal. They are always looking for renegades like Merse, Wrighty, Smudger and Robson to create negativity amongst supporters. AST should not become another member of AAA (Anti Arsenal Arsenal) brigade.

» I am very impressed with the manner in which the AST works with the club and its members. I find the regular updates issued by AST of great interest and giving me information that improves my knowledge of how my club operates.

» Continue your great work guys! It makes a difference! Thanks.

» I think the AST does an excellent job in communicating our thoughts and ideas to the club and has an excellent relationship with the club and its board.

» Can we request an answer to the Boards reaction to the current Player system? it appears to me a crazy system where a premiership club can loan a player from another premiership club. Surely if you are in the top echelon then you do not need loan players and also in my opinion loans should only be made by any club in the premiership to other lower division clubs. Do the board have a view on this matter?

» AST doing a great job, their input into the club very good and meeting very enjoyable.

» Keep it up.

» I would ask AST to keep up the good work. A major change that has to happen to take us to the next level is that Wenger's thinking needs to be challenged more on 1] If his training regimes are outdated and causing our dreadful injury records. 2] Match tactics against big teams- i.e we do need to have a plan!! 3] paying the market rate for good players and not only what he thinks they are worth!

» Much appreciate your actions on behalf of the supporters.

» Keep up the good work, you do a great job. Thank you.

» Thanks for all the effort and work provided this season please continue to use our platform to challenge the club on very important issues and our voice is heard.

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- » Please start 'supporting' - less whinging.
.....
- » The work of the AST is excellent and I hope membership grows significantly as I know that this will only be beneficial to the future of this club.
.....
- » I'm a huge fan of AST and proud to be a member. If there's any way I could be more involved I happily will do so.
.....
- » I am fully supportive of the AST but my worry is that the club don't care what the supporters think anymore. The Arsenal Board is only concerned with making money. They appear to be happy with the usual 4th place trophy - just look at the bonuses paid. The cup win was a bonus that has somewhat papered over the greed of the 3% rise but they pay lip service to us now.
.....
- » I was disappointed with the FA Cup ballots for Wembley as groups could not rely on the ballot which meant quite a lot of people going alone. Not good for atmosphere. There were also probs with getting in on the day! Can AST raise these problems with the FA?
.....
- » AST do very well in keeping a line of communication open with club. AST is probably the only acceptable Supports organisation to the Club. Some of the critical comments I read on the blogs are ridiculous and completely unacceptable.
.....
- » A shame the AST appears hell bent on stating that it could do a better job of running the football club than either the board or Arsene Wenger, despite no or limited experience in such a role.
.....
- » Keep up the good work AST.
.....
- » Keep up the excellent work AST!
.....
- » Keep up the good work folks, Well Done.
.....
- » Again this season, we've seen the PL/Broadcaster shifts game around with no consideration to fans who actually attend games. Prime example (for AFC fans) was the way the Hull away game was moved with nine days notice. Isn't it about time that the clubs fought back on behalf of their fans and stopped rolling over to get their tummies tickled?
.....
- » Interesting survey.
.....
- » I am happy with the work of The AST. Arsene Wenger has signed the contract today for three more years. The bar has to be raised in order to justify this.
.....

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- » Keep up the excellent work. Communication is key. On tickets to the Cup Final, I think all clubs should receive 75% of their season ticket number.
- » I sympathise with what Tim said a few meetings ago. The more you push the less they (the board) listen. So its a balancing act. Bit keep up the good work - The man who sits at the back of your meetings and never says a word.
- » Perhaps the AST could lobby the FA/Premiership on the very unfair allocation of tickets for future FA Cup Finals.
- » Keep up the good work AST. I like the level-headed and professional approach you seem to have with the board - acting this way can/will/should hopefully lead to fan representation on the actual board.
- » Excellent job AST as always, despite the number of rhetorical questions!
- » If the club had invested in a striker last summer we might now be celebrating a double.
- » Supporters groups are clearly failing to work with each other.



ARSENAL SUPPORTERS' TRUST