

The Chairman & Chief Executive
Arsenal Football Club
Highbury House
75 Drayton Park
LONDON
N5 1BU

Dear Sirs

Increase in Club Level Ticket Prices: The case of Non-corporates

We are a group of passionate Arsenal Club level season ticket holders who are utterly dismayed by yet another unjustified increase in our ticket prices. We beseech you to consider rescinding this increase for non-corporate Club level supporters.

We love supporting the Arsenal, despite the club's current travails on the field. For many of us, Club level season tickets were the only way to get tickets to the new stadium, without waiting for decades for ordinary season tickets to become available. For many of us it is a real financial battle to pay for our tickets every year, and any increase has a significant impact on their affordability. This is why we have seen a number of people give up their tickets, including half a dozen friends who were signatories to the previous correspondence when the last additional increase was imposed on Club level.

We are told that this increase is to cover improvements to Club level, but we were never asked about these improvements, and would far prefer our ticket prices to be made more affordable than for cosmetic enhancements to be made.

In addition, we find it wholly unjustified of the club to impose this increase on us at a time when broadcasting revenue is at an all-time and astronomical high, when the club's cash reserves - which total more than all nineteen other EPL clubs combined - are at a record high and, therefore, there seems little justification for this small amount of additional revenue which has minimal impact on club finances but significant negative impact on non-corporate fans. Some of us will have no option but to give up our tickets.

In supporting our call the Arsenal Supporters' Trust notes that "the club pledged to keep general admission prices frozen for the duration of the new premier league TV rights deal so to raise club level is arguably against the spirit of that commitment." The new TV deal will add about £50m to Arsenal's revenues at no cost and under premier league wage rules only an extra £7m pa of that can be spent on wages so lots of spare cash is being generated."

We believe that, unlike corporate Club level ticket holders who don't always fill their seats for matches (especially the less glamorous fixtures), we are true fans as evidenced by the fact that many of us use our tickets for 100% of

games every season. When we were last hit with an increase when ordinary ticket holders were not, we appealed for some sort of loyalty credit. We were told the club would investigate this, but have heard nothing in the years since.

To impose this increase with no consultation at a time when both the stadium has arguably more empty seats than at any time since the move from Highbury, and the manager has been complaining about the lack of whole-hearted support for the team at home, seems hypocritical and self-defeating. With our record of attendance by comparison to corporate seat holders we ensure that Club level is at least decently populated, and by true fans rather than corporate guests who sometimes have little interest in the football and are on occasion not even Arsenal supporters.

It feels particularly egregious to have informed us of this increase just as the team experiences its now customary February/March funk that sees the disappearance of any prospect of competing for the two competitions that the manager describes as our priorities. And at a time when there is massive media speculation that our only truly world-class player is looking to leave the club, having failed to sign a new contract and showing clear dismay at team performances. There is also greater uncertainty than at any time in two decades about the future of the manager and the footballing direction of the club. To expect us to pay £3000 when we don't know whether we are paying for the current chaos, the same repetitive pattern we've seen season after season, a bold new direction or some other alternative, is simply unfair and injudicious.

As die-hard Arsenal fans we have, over the past decade, become accustomed to often entertaining but inevitably frustrating football. We have seen the club plateau alarmingly on the field, repeating the same failings year after year, while flourishing financially. But we continue to support the team fanatically. This increase, which is clearly not required for financial reasons, feels like a body blow, a statement that we are of little value to the club.

We hope that we can engage privately with the club about resolving this situation, through an agreement to rescind the increase for non-corporate fans or some sort of loyalty bonus or credit. Failing that we will have no option but to take our concerns and feelings about how we are being treated public, at a time when the club needs, perhaps more than ever before, to stand together.

In this spirit we also request that you delay the renewal deadline while you engage with ourselves and other frustrated fans about these issues.

With thanks and best wishes

Name:

Signature:

Name:

Signature: