Home ticket pricing – Time to halt the increases

We, supporter organisations and Fan Advisory Board (FAB) representatives from Premier League clubs, are writing to you about the serious issue of rising costs in football and the impact this is having on supporters.

We are deeply concerned by the continuing trend of rising home ticket prices across the Premier League. These increases risk pricing out the very people who make the game what it is.

We are calling on all Premier League clubs to agree to a two-season halt on home ticket price increases for the 2026/27 and 2027/28 seasons.

A collective halt would:

- **Stop the arms race** between clubs.
- Recognise that Premier League clubs are seeing considerable increases in commercial revenue, underpinned by the payments from the new broadcast deals**, and that this provides the opportunity to explore how to allow the fans who are a part of the Premier League story to secure a small benefit.**
- Allow for **transparent sharing of ticketing data** – including prices, sales, policies, and demographics – so everyone can understand how decisions are made.
- Create space for **proper dialogue** between clubs, supporters, and FAB representatives on future ticketing plans.

Why we need a halt to home ticket price increases

1. Supporter consultation is vital

Consultation with supporters is essential to the future of our stadiums.

Open, fully transparent conversations about pricing, strategies, and policies should be the norm at every club. We understand the demand for tickets – we helped build it.

We want clubs and the Premier League to work with supporters to create ticketing plans that are fair and sustainable.

2. The burden has never been greater

Late TV fixture changes lead to higher travel costs, rearranged plans, and unsociable kick-off times.

Fans are expected to be available for multiple possible TV slots, across multiple days, without any recognition of the extra cost or disruption that this causes to supporters.

This is extremely challenging for all supporters, but the impact this has on those with accessibility needs is even greater again, given the need to plan transport and assistance. Matchdays have never been harder to plan for, or more expensive to attend.

3. Your spending power – not ours

£3 billion transfer windows, soaring agent fees and record wages won't be paid for by increases in ticket prices.

But increased ticket prices do have a real impact on ordinary supporters already facing rising costs in everyday life.

We understand the commercial realities – but that's exactly why we need to halt the increases and work together on a more balanced approach.

4. Maintain the passion

Atmosphere, loyalty, devotion – these are what make the Premier League the best in the world.

Our communities, friendships, and sense of belonging are built in our stadiums.

This shouldn't be maximised for profit – it should be protected for the good of the game.

5. The £30 away cap showed it's possible

The £30 away ticket cap was a landmark agreement that proved clubs and supporters can work together to make positive change.

It showed that valuing your supporters strengthens the game, and is something that must continue.

Now we need that same collective approach to deliver a two season-long halt on home ticket price increases and plan for the future together.

6. The broadcast deal

The Premier League's record-breaking UK and international broadcast deals continue to grow.

With three years remaining on the current UK deal, now is the perfect time to agree a two season-long halt – to allow proper review and alignment between club revenues and supporter costs.

7. Ensure access for all

Football is for everyone. Rising prices are making it harder for regular fans, especially younger generations and working-class communities, to attend matches.

A halt on ticket increases gives us the chance to make sure football stays inclusive and accessible to all.

8. Stop the arms race

We know some clubs worry about holding prices if their rivals continue to raise theirs. That's why a Premier League-wide halt is needed.

It stops the constant cycle of increases and allows time to find a fairer, more transparent approach that doesn't keep loading the burden onto fans.

Our Call

We're calling on Premier League clubs to:

- Commit to a **two season-long halt on home ticket price increases for the 2026/27 and 2027/28 seasons.**
- Share clear and transparent ticketing data with supporters.
- Hold open, ongoing discussions with Fan Advisory Boards and supporter groups on future pricing plans.
- Use the two years to create **proper dialogue structures** between clubs and their supporters on ticketing.

Taking these steps now would show that clubs value their supporters and communities, and that they're serious about the long-term health and sustainability of our game.

Protect the Fans. Protect the Game.

Signatories:

Co-signed by the Football Supporters' Association and:
1894 Group MCFC (Manchester City), 93:20 Podcast (Manchester City), AFC Bournemouth Disabled Supporters Association, Aston Villa Fan Advisory Board, Aston Villa Supporters Trust, Arsenal Independent Supporters Association, Arsenal Supporters' Trust (AST), Supporter Group Representatives of the Arsenal Advisory Board, Away Scheme Members (West Ham United), Blue Moon Podcast (Manchester City), BluesAway Supporters Club (Brighton & Hove Albion), Brentford Independent Supporters Association (BIAS), Brighton & Hove Albion Supporters Club, Burnley FC Independent Supporters Association, Canal Street Blues LGBTQ+ (Manchester City), Change for Tottenham (Tottenham Hotspur), Chelsea FC Fan Advisory Board, Chelsea Supporters Club, Chelsea Supporters Group, Chelsea Supporters' Trust, Cherries Trust (AFC Bournemouth), City HQ (Manchester City), City Matters - Manchester City Fan Advisory Board, City Report (Manchester City), City Xtra (Manchester City), Claret Members (West Ham United), Crystal Palace Independent Supporters Association, Crystal Palace Fan Advisory Board, cultuRED (Liverpool), Dads Our Job TV (West Ham United), Detroit Hammers (West Ham United), Dogma (Brighton & Hove Albion), Everton Fan Advisory Board, Everton Fans Forum, Football Flashbacks Podcast (West Ham United), Fulham Disabled Supporters Association, Fulham FC Fan Advisory Board, Fulham Lillies, Fulham Supporters Trust, Fulhamish, Garibaldi Girls (Nottingham Forest), Hammers Bond Company (West Ham United), Hammers United (West Ham United), Inclusive Irons (West Ham United), Junior Supporters Board (West Ham United), Kop Outs (Liverpool), Liverpool Disabled Supporters Association (LDSA), Leeds United Supporters Network, Leeds United Supporters Trust, LGBeeTs - Brentford FC LGBTQIA+ Supporters Group, Liverpool Supporters' Board, Manchester City Official Supporters Club (OSC), Manchester City Disabled Supporters Association, Manchester City Youth Supporters Club, MCFC Fans Foodbank Support (Manchester City), MCFC Lads (Manchester City), Minnesota Wolves (Wolverhampton Wanderers), Manchester United Supporters Trust (MUST), Manchester United Youth Supporters Club, My Old Man Said (Aston Villa), Newcastle United Fan Advisory Board, Newcastle United Supporters Club, Newcastle United Supporters Trust, NUSCL - The London Mags (Newcastle United), NUFC Fans Foodbank (Newcastle United), North West Sussex Seagulls (Brighton & Hove Albion), Old Gold Pack (Wolverhampton Wanderers), Old School Hammers (West

Ham United), Pride in Fulham (Fulham), Pride of Irons (West Ham United), Proud Forest (Nottingham Forest), Proud Lilywhites (Tottenham Hotspur), Punjabi Forest (Nottingham Forest), Punjabi Villans (Aston Villa), Red All Over The Land (Liverpool), Red and White Army Supporters Trust (Sunderland), Redmen TV (Liverpool), Save Our Seniors (Tottenham Hotspur), Solid Citizens (Manchester City), Spion Kop 1906 (Liverpool), Spirit of Shankly Liverpool Supporters Union, Spurs REACH (Tottenham Hotspur), SpursAbility (Tottenham Hotspur), Sunderland AFC Branch Liaison Council, Talking Cherries (AFC Bournemouth), Talking Hammers (West Ham United), The 1958 (Manchester United), The Anfield Wrap (Liverpool), The Bobby Moore Stand Fan Channel (West Ham United), The Mancunian Way (Manchester City), The Red Army - TRA (Manchester United), The West Ham Way, Tottenham Hotspur Supporters' Trust, Trade Union Blues (Manchester City), Trans Pennine Irons (West Ham United), United with Pride (Newcastle United), Up the Clarets (Burnley), Villa & Proud (Aston Villa), Villa Bellas (Aston Villa), VillansTogether Aston Villa), We Are The Shed (Chelsea), West Ham Network, West Ham United Disabled Supporters Association, West Ham United Fan Advisory Board, West Ham United Supporters Club, West Ham United Supporters' Trust, Westhamfan86, White Rose Reds (Liverpool), Women of the Lane (Tottenham Hotspur), Wolverhampton Wanderers London Supporters Club - London Wolves, Wolves 1877 Trust (Wolverhampton Wanderers), Wolves Fan Advisory Board (Wolverhampton Wanderers), Wolves Women Podcast (Wolverhampton Wanderers), Wor Flags (Newcastle United).

For more on "Protect The Fans. Protect The Game." or if you wish to add your supporter organisation as a signatory email: info@thefsa.org.uk

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