

FANS' FORUM | 19 MAY 2025 | CELTIC PARK

AGENDA

1. Welcome
2. Football Operations
3. Digital Strategy
4. Celtic F.C. Foundation
5. Q&A Session

ATTENDEES

- Michael Nicholson, *Chief Executive*
- Chris McKay, *Chief Financial Officer*
- John-Paul Taylor, *Supporter Liaison Officer (SLO)*
- Alexis Dobbin, *Disability Access Officer (DAO)*
- Ronnie Hawthorn, *Head of Safety, Security and Operations*
- Kevin McQuillan, *Head of Marketing and Club Media*
- Paul Tisdale, *Head of Football Operations*
- Jennifer McGrath, *Company Solicitor*
- Tony Hamilton, *Chief Executive Celtic FC Foundation*

WELCOME

MN opened the meeting, welcoming attendees and introducing colleagues in attendance who would be able to answer any questions that might arise, with apologies from Brian Wilson who was unable to attend the meeting. MN also thanking those who attended previous meetings and thanking those new to the meeting.

MN outlined the agenda for the meeting, explaining it would be a busy meeting as there would be three presentations – noting there would be time for questions at the end of the meeting.

FOOTBALL OPERATIONS

PT thanking those in attendance and explaining he was happy to be attending his first meeting since joining the Club. During the presentation, the following key points were shared:

Head of Operations

- PT journey to Celtic.
- Talent Identification and Development at Celtic ... Developing UCL players.
- Fundamentals of a sustainable football club.
- The challenges around data in football.

Academy Overview

- Key objectives of the academy.
- Day-to-day processes/ functions.
- Preliminary focus.
- Next steps.

Recruitment Overview

- Defining Celtic's playing model.
- Using this to build processes for recruitment.
- Managing lines of appropriate communication.

During discussions, it was noted that improving the pathway from the Academy to the First Team was a key priority for the Club, and that the Barrowfield development was an important part of that.

DIGITAL STRATEGY

KMcQ providing an update on the Club's digital strategy. During the presentation, the following key points were shared:

Digital Strategy

- Making progress.
- Marketing sub-group meeting proposed for the week commencing 1 June 2025.

Official Club App

- Due for release later this year.
- Share and feedback in marketing sub-group.
- Single platform aim including digital ticketing.
- Significant investment by the Club.
- A collaborative process with external organisations (including Urban Zoo).

Celtic TV

- Tender process on-going for a new streaming platform to be launched.

Membership

- Consideration being given to what this could look like – very early stages.
- Discussions with other clubs to see what they offer – but nothing finalised at this stage.
- Fans to be consulted on membership features & benefits.

Fans Survey

- Final work being done on the publication of results with a view to summer release.
- Due to the volume of information, the Club has engaged another company to produce a report that can be digested easier by supporters, which is taking time to complete.
- Report to be published digitally and accessible by all supporters.

During discussion, mock-up designs were displayed showing imagery of how the app might look and the content that could be included. The core navigation will be easy to use. The Club understands that some supporters may be apprehensive about the technology, but the Club will look to support fans as best as possible, with the aim of a smooth transition.

CELTIC FC FOUNDATION

TH providing an update in terms of the Foundation's work and detailing the vast range of supporters who continue to support the aim to help those living in poverty through a range of initiatives.

TH providing the following detail during his presentation:

Paradise Pit Stop

- 4 times a week, located at Celtic Park.

Paradise Recovery Café

- To support anyone in recovery.
- Been running for two years. Takes place every Monday at Celtic Park.

Fuel Bank

- Provision of fuel vouchers to assist with fuel poverty.
- Fuel bank advisor available.

Ireland

- Reviewing overall presence in Ireland.
- Currently operate in 4 of the 32 counties.

Q&A SESSION

Questions were taken from the Forum on a variety of topics, as outlined below.

Rangers Match – Sunday 16 March

There were a number of questions covering:

- Serious safety and policing concerns; and
- Process followed by the Club and communication.

RH advising Section 60 powers are for utilisation by the Police, and justification for use is required. The Police have not yet provided any information confirming if any criminal charges have been brought against any supporters involved.

Some attendees expressed concerns regarding the serious safety and policing concerns. It was suggested by some attendees that the fans had not been consulted on their experiences of the events that took place surrounding the Celtic v Rangers match and the use of the Section 60 powers by Police Scotland, that the club had wrongly publicly stated that the Club had met with supporters groups, and that supporters had not been consulted.

MN noted that the Club shared the concerns of the supporters regarding the issues, which was why the review process with Fairhurst had been implemented and communicated. There had been discussions with supporters' groups and that affected supporters had been consulted as the Club statements had made clear. If there was any confusion about that, that

was unfortunate. The Club had been following the process set out in the statements through the appointment of Fairhurst. The independent consultant Fairhurst had set up a dedicated email address to receive feedback from affected supporters and that feedback received by the Club had been passed on. An initial summary report had been received and work was ongoing. In response to a question as to whether the Club had met individuals affected, CMCK noted that the initial summary report received from Fairhurst the Friday preceding the meeting stated that Fairhurst had received 216 pieces of feedback from supporters. The Club considered that the process would allow supporter feedback to be gathered, giving comfort that a broad range of evidence would be captured by the independent consultant. That process was taking time, because of the volume of information and the sensitivity of the issue. When complete, the report would be shared with supporters' groups and published, and will be shared with Police Scotland as part of the process set out in the Club's statement.

In connection with the matches against Rangers, now that there had had been have now been two matches with away supporters in attendance, MN advising this safety issues would be reviewed on an ongoing basis to seek to ensure the safety and security of supporters.

Ticket Pricing

Season Tickets

CMcK confirming the child season ticket had been frozen again (£50) for the 17th consecutive season and adult prices were increasing by 5%. CMcK outlined that the headline rate of inflation published was becoming a less relevant metric for determining price increases because of the cost pressures facing the Club which are not necessarily captured by the headline rate of inflation e.g. Employer National Insurance, the Living Wage, Glasgow City Council rates. The Club are absorbing many of these costs and the cost pressures faced by the Club exceed the 5% increase. He went on to explain that we need to find a balance between the Club absorbing as much cost pressure as reasonably possible and not losing ground to our competitors, so that we can allocate resources into the football team to deliver success. The Club is aware of pressures on supporters. CMcK explaining, this was taken into consideration in season ticket pricing and also in champions league ticket pricing, with the prices frozen for champions league ticketing this year for the third year in a row.

Newcastle Friendly

CMcK confirming the pricing decision was in line with the aim of getting the highest quality of opposition possible in order to provide the best preparation for the first team in advance of the season. EPL clubs command significant fees for matches and we had to set the ticket prices commensurate with this.

A question from the Forum asking if a working group could be created moving forward to consult on pricing moving forward given the price increase of the season tickets and the price allocated for the Newcastle friendly. CMcK advising consideration could be given to this, noting that the fans forum in February is often the forum we use to discuss pricing.

UCL Qualifier

CMcK confirming the intention at this stage is to charge for this match but the price had yet to be determined.

Alternative Revenue Streams

MN confirming all potential avenues are being considered. This can be difficult as not all fans will agree what is the best approach, for example in terms of possible stadium naming rights.

Palestine

Questions were raised from the Forum in relation to the Club's position on events in Palestine. MN confirming that this is a highly sensitive and complex issue, on which all attendees will have their own views. The Club's positioning is as an inclusive football club, open to all, with no political agenda, and that in those circumstances it was not considered appropriate at this time for the Club to take a position on the issue. Some attendees of the Forum expressed their disagreement with this position. MN recognised that not all attendees will agree with that, but it is the position of the Club at this time. MN thanked attendees for their feedback on these issues.

MN confirmed that the Club recognises the important role the supporters play in inspiring and motivating the team. For that reason, the Club has a protocol in relation to fan displays supporting the team and celebrating the Club, and requests that supporters apply that.

CLOSE

MN closed the meeting, thanking everyone for attending and confirming that the feedback provided is valued by the Club and will be used when considering these issues moving forward. The discussion shows that there is a range of views, which we will take into account.