

## Minutes of OUSP Meeting

WEDNESDAY 17<sup>TH</sup> JULY 2024, 6:30 pm

Via Teams



1	<b>Attendees:</b> Paul Scaysbrook (chair) <b>(PS)</b> Janine Bailey (Secretary) <b>(JB)</b> ; Grace Bailey <b>(GB)</b> ; Pete Green <b>(PG)</b> ; Ohad Green <b>(OG)</b> ; Andy Holding <b>(AH)</b> ; Matthew O'Donoghue <b>(MO'D)</b>  Apologies: Pete Chilton <b>(PC)</b>	<b>Action</b>
2	<b>Approval of Minutes of last meeting 30<sup>th</sup> April</b> Approved online	
3	<b>Matters Arising From Minutes of 30<sup>th</sup> April</b>  No outstanding items	
4	<b>Interim meetings</b>  29/5/2024 – Season Ticket planning discussion with Lee Barton <b>(LB)</b>  26/6/24 – Interim catch-up with Adam Benson <b>(AB)</b> , Jim Goddard <b>(JG)</b> , Andy Taylor <b>(AT)</b> . Notes attached  11/7/24 – Meeting with AB: LB unable to attend, so additional meeting on memberships with LB 15/7/2024. Notes attached.  This has been a difficult close season for consultations and communications. We understand there is much to do to prepare the stadium and establish ticketing plans for the new league, especially with a shortened close season. However OUSP agreed there is a need to re-establish operating protocols with the club for everyone's benefit and in line with the MoU. PS and JB will seek meeting with AB and AT to progress.	JB PS
5	<b>OUSP Actions since last meeting</b>  Collated and shared feedback on ticket purchasing (playoffs and STs)  Internal review of OUSP season (responses circulated to OUSP) Agreed to consider establishing a pattern of meetings on a regular date each with alternate months being OUSP only and then with the club. This should enable all to plan ahead better. JB and PS to discuss feasibility with club  JB and GB assisted at OUiTC fundraising event.  JB met with AB, Jon Clarke, Jacob (club lawyer) and Paul Peros (OxVox) to review relevant parts of lease option for Triangle. PP has sent out a summary via OxVox.	JB PS
6	<b>Any Other Business</b>  JB has requested meeting with Oxford Mail and OxVox on behalf of supporter groups to discuss the perceived bias in news coverage.  Plans for next Fan Forum with manager small working group to be set up to include OxVox. JB will enquire with Michael Doyle for potential venue availability.  Away match feedback section of programme discussed – felt it would be better to have an away match preview/tips section. We could devise a proforma of important fan questions	JB  All

	<p>and then get input from our counterparts at other clubs. All to consider what information is most useful</p> <p><b>Next meeting</b>          Agreed to invite Joe Nichols to update on atmosphere group plans, and Alex Locke (TVP liaison officer) both have offered to come to a meeting to brief us.          The meeting will also see election of officers and OUSP members to agree specific areas of interest for each to take lead on.</p>	
7	<p><b>Date of Next Meeting</b>          Provisionally for 8<sup>th</sup> August, venue TBC</p>	

## **26<sup>th</sup> June 2024 OUSP / CLUB Monthly Catch Up**

Attendees:

Paul Scaysbrook, Janine Bailey, Grace Bailey, Pete Green, Ohad Green, Andy Holding,

Adam Benson, Jim Goddard, Andy Taylor

### **EFL Sanction**

AB addressed the rumours regarding an EFL sanction for the club and shared that statements would be published on Thursday by the EFL and the club.

### **Operational Upgrades**

Vast amount of work is being undertaken to make stadium meet standards required for Championship, and all to be done in a short amount of time due to extended season. Much will not be seen by fans e.g.

- cabling laid for Sky, Hawkeye and player tracking.
- Floodlights upgrade (must demonstrate the capacity to upgrade to Premiership spec.)
- refresh of player areas including changing rooms

Visible enhancements include new dugouts to accommodate additional substitutes, new tunnel area and some external re-painting.

In addition extensive work is being undertaken at Training Ground following flooding.

OUSP suggested club make a time-lapse video to show fans the extent of work being done for the season.

Deep cleaning is underway, currently focus on turnstiles.

Signage and wayfinding being reviewed and improved.

### **Temporary Stand**

Club and supporters would all like a fourth stand. Thorough work has been undertaken to establish feasibility. For operational and financial reasons it is not viable. All stakeholders worked constructively with the club in the process.

### **Concourses**

OUSP concerned that the likely increase on crowds will put further pressure on half-time refreshments. Discussed possible ways to increase capacity, Club confirmed that they are working with Bailey to explore options to improve delivery and to make use of available spaces.

New TVs have been purchased for all concourses

Looking at best location for programmes sellers around all sections of the ground

### **Car Park**

Marking up bays has been pushed back due to other high priority work taking precedence, but still on "to do" list.

JG will look into allocating specific section to replace blue badge spaces taken up by TV vans

JG agreed to follow up OUSP suggestion for fan working party to remove plant overgrowth in stadium car parks and free up spaces.

### **Fan engagement**

Details of Open Training Day and end of season fan survey to be announced shortly.

Fan Engagement Plan to be reviewed and Plan for 24-25 submitted to EFL.

### **Website**

Club moving to its own platform from tomorrow. Will give greater flexibility over look and feel. Club will also release app and have its own streaming service to replace Ifollow (for overseas fans).

AB accepted OG's offer of his experience to assist with testing

OUSP has contributed much of the fan matchday content in past and has offered to liaise with Ryan on these areas of new website

### **Ticketing** (nb. detail to be picked up in more detail in meeting on 4/7/24)

- Number of issues logged over playoff ticketing – club responded quickly, but OUSP proposed a full ticketing review/working group involving fans. AB suggested involving Gem in this.
- Away Match priority – in the past this has rarely been an issue, and with increased capacity in championship not likely to be. Nonetheless, considering options to alleviate issues where they might arise, including prioritising season ticket holders / introducing Away membership/ setting up points system
- ST pricing had been well received by supporters.
- Can STH have a formal system to release seats for matches they do not attend

### **Matchday Events**

Agreed to share list of matchday events with OUSP to develop closer collaboration

## **Meeting Notes 11th July 2024**

Present:

OUSP: Pete Chilton, Janine Bailey, Grace Bailey, Ohad Green, Pete Green, Andy Holding

OUFC: Adam Benson (AB)

Following the postponement of the scheduled ticketing consultation, AB agreed to meet to discuss specific concerns regarding season ticket sales.

### **New Season Ticket Sales**

On 28th June a news story went up giving a July 5th deadline for new ST sales: at that point, the club did not anticipate more than a handful of new sales, but levels were higher and so AB took the decision to remove new ST purchases from sale on the Tuesday 2nd July to protect renewals and matchday availability.

OUSP raised concerns over the lack of accurate availability information for fans, AB explained that resource was currently stretched thin delaying updates to the web information. The paid adverts on social media were withdrawn but not quickly enough. AB apologised and said processes would be reviewed.

OUSP challenged AB further over how the situation had been handled, firstly that updates were unclear when concerns were raised, and secondly that agreed processes were not followed- specifically the mandatory consultation agreed in the MoU when there are "changes in pricing, format, terms and conditions, and availability of tickets (both individual and season tickets)". AB noted these points, and apologised for any miscommunication.

OUSP also shared a specific example of how one long-standing fan with many ties to the club had been unable to purchase a ST for their spouse, and how this affected their family.

OUSP will be meeting with LB next week regarding memberships and matchday pricing. LB will review all seat availability and amend plans if needed. OUSP also asked that LB give assurances as to how the ST benefit of bring a guest to two dedicated matches would work when around ¾ of seats are already sold.

### **Bristol Rovers Ticketing**

In January OUSP had brought to the club's attention an apparent breach in EFL ticket pricing regulations by BRFC for tickets in their new south stand. The club has since been in discussion with BRFC, OUSP also raised this with the EFL through the FSA. BRFC have given a partial refund to the club. The club will make up the difference and credit the accounts of those who bought tickets in the South Stand.

### **Website**

AB agreed to set up a meeting with OG and Luke to review the website feedback to date and look at the development of the app. JB will collate feedback received and pass to OG ahead of their meeting.

### **Fan Forum**

Agreed to look for a date for a fan forum in early September. This will focus on the playing side. OUSP to confirm venue and date and will then set up a small working group with OxVox and arrange details with AB

**End of Season survey**

AB will share this with OUSP tomorrow for comment before it is circulated to supporters

**Fans Event Day**

Plans are coming together. Due to the works at the Training Ground following the flooding and at the Stadium for the new season, the event is likely to be scheduled for October half term week.

## 15<sup>th</sup> July 2024 2024-2025 Memberships and Matchday Pricing Meeting Notes

Janine Bailey, Grace Bailey, Pete Chilton (part), Ohad Green, Pete Green, Andy Holding (OUSP), Ben Heath (OxVox)

Lee Barton (LB) OUF

### **Membership:**

LB outlined some changes, which reflect feedback from supporter group meeting a few months ago, and points were discussed as follows:

- “Yellows membership” name changed to “membership” to avoid confusion some fans had with Yellows Account
- Package range simplified with Junior membership now offering similar benefits to adult membership
- All junior (U13) ST holders will automatically receive the same benefits as Junior Members
- Membership+ removed
- 5% retail discount to replace ticket credit: some members do not attend matches and club felt the retail discount would give them something they would use. Discussed whether a 5% discount was enough of a discount to matter – should consider raising to 10%
- Members will have a priority window for all home league Championship fixtures and advance purchase ticket discount
- Match ticket priority will be clarified at the outset of each match

### **Away Membership**

Decision to introduce Away Membership followed research into how other clubs prioritise away tickets. Both OUSP and OxVox agreed this seems the most practical way to deal with away ticket priority. Key discussion points:

- Proposal to launch Away Membership with one guaranteed ticket per member to every away league match. Limited to 1,000 members, first sales to ST holders.
- Asked club to look at data for high away attendance by non-season ticket holders – some fans only go to away matches and a threshold of number of games attended could be used to give these fans a realistic opportunity to purchase membership.
- LB confirmed that ST holders would be next priority after Away members
- Asked whether a ballot system could be used for high demand matches. Currently fans need to be able to get online at the ticket release time, which is not easy for all fans (work commitments, tech abilities etc). LB agreed to have all channels launch at the same time (online, TO, phone) where practical to do so.

### **Matchday Pricing**

Both OUSP and OxVox felt that overall prices were well pitched, and recognise that the club has kept increases reasonable even with the promotion.

- Club aim was to have competitive entry level (£25 in East stand for adult) and reasonable range (up to £35 in SSU Premium). All discounted by £2 with membership.
- Most have a nominal increase on last year. As most prices were held last year that in effect is a £2-3 increase over 2 years.
- With high level of ST sales there are fewer general admission seats available
- Noted that the biggest price increase was in Family Stand. Prices still competitive.
- Asked LB to review the £3 on the day surcharge for U18s in the Family Stand
- LB conformed that there is still Blue Light discount available in North and South Lower

## **Other Discussion Points**

Delivery of ST benefit of half price tickets to two games

LB explained club is currently reviewing how to deliver this to ensure that all ST holders will receive this benefit

Enhanced packages – bar/hospitality

This falls under commercial team

Ticket Exchange

LB is working with Ticketmaster. The aim is for ST holders to be able to make their seat available via an online Ticket Exchange (there will be a cut-off time). If it is re-sold the ST holder will receive a credit to their account, to be spent on 24/25 ticket product.

OUSP asked if a way to donate it to OUiTC could be built in – LB will follow up

Play It Forward

LB meeting OUiTC to look at best ways to offer ticket initiatives. Use of STs was relatively low so exploring a match ticket scheme.

Ticketing Working Group

OUSP suggested setting up a ticketing working group to provide a formal, regular channel of communication between fans and ticketing to benefit everyone.

LB will look at drafting some guidelines, aims, and appropriate POC from OUFC. Supporter membership likely to be 2 OUSP and 1 from OxVox - OUSP to discuss in next meeting

GB flagged up some broken links on club website e.g. to ticketing Ts and Cs

LB will provide GB with % of female ST holders