

## Minutes of OUSP Meeting

Monday 16<sup>th</sup> December 2024, 7 pm

Court Place Farm and Hybrid



| 1. | <b>Attendees and Apologies for Absence</b>  | Action |
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|    | <p>Janine Bailey (Chair) (JB); Paul Scaysbrook (Vice-Chair) (PS); Matthew O'Donoghue (Secretary) (MO'D); Grace Bailey (GB); Pete Green (PG); Andy Holding (AH); Pete Chilton (PC). Ohad Green (OG); Paul Peros (PP)*; Ali Wolfe (AW)*; Trevor Lambert (TL)*; Ben Heath (BH)*; Michelle Young (MY)* (online).</p> <p>*All OxVox committee members were invited to attend the meeting to participate in discussions with the FSA.</p> <p>FSA: Jane Hughes (JH); Jess Grundy (JG) (both online)</p> <p><i>Note: For the benefit of JH and JG item 5 was taken first in the meeting</i></p>   |        |
| 2. | <b>Approval of Minutes of last meeting</b>  |        |
|    | The minutes of the previous meeting were approved.  |        |
| 3. | <b>Matters Arising</b>  |        |
|    | <p>8 - The club's news Supporter Liaison Officer, Aaron Knightley, is now in the full-time post.</p> <p>10 – The communications framework was ratified in the meeting.</p> <p>11 – Feedback from supporters – To help increase visibility of panel members, pictures have been added to the OUSP section of the club website, there has been an Oxford Mail article introducing the members. Lanyards have been made and are being worn by panel members at matches to help with identifying them. Further options for visibility will cost money, OUSP has no funding from the club and a further meeting to discuss potential fundraising options will take place.</p>  |        |
| 4. | <b>Actions since last meeting</b>   |        |
|    | <p>JB, PS and MO'D met with the club to document a formal 'Communications Framework', based on the MoU, with the addition of specific meetings around ticketing. The draft has been agreed by the club, was circulated ahead of the meeting and ratified at the meeting. This provides more specific timeframes and commitments which we hope will improve discussions going forward.</p> <p>JB and MO'D attended the championship network meeting with the Football Supporters Association (FSA).</p> <p>MOD, JB, GB, OG and AH met with Blaine, manager of the Catherine wheel pub, to help plan activities for and subsequently attend the family day that was held at the pub before the Middlesbrough game.</p> <p>Before the match vs Swansea on Saturday 2<sup>nd</sup> November, JB, GB, PS, and MO'D conducted a pop-up meet and greet in two of the North stand programme kiosks before the match.</p> <p>AH, JB, MO'D and GB attended the club's mental health workshop.</p> |        |

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|                  | <p>OUSP were in contact with the club’s media and ticketing teams when the news regarding Leeds away tickets selling out was released. We pressed for the additional allocation to be taken up, and for transparent communication for fans to help further understand the situation. Ultimately, we decided that we would issue a statement ourselves so that fans knew what was happening.</p> <p>JB, MO’D and OG have refined a post-game survey to allow for fans to provide feedback. This was first used after the match vs Sheffield Wednesday on Saturday 14<sup>th</sup> December.</p>  |  |
| <p><b>5.</b></p> | <p><b>Fan Advisory Boards: National context and application to OUFC. Discussion with the Football Supporters Association.</b></p>   |  |
|                  | <p>JH and JG from the Football Supporters Association (FSA) provided an overview of the national perspective regarding Fan Advisory Boards (FAB). Key points included:</p> <ul style="list-style-type: none"> <li>● EFL regulation 128 now mandates Fan Engagement Plans (FEPs)</li> <li>● FEPs should provide multi-level engagement, some informal some structured with published agenda and minutes</li> <li>● For many clubs the development of a Fan Advisory Board is integral to FEP</li> <li>● No “one size fits all”, needs to meet the needs of individual club.</li> <li>● FSA guidance and training will continue to be developed to support Fan Engagement and FABs</li> </ul> <p>There was discussion on how this could look at OUFC, around the following areas</p> <ul style="list-style-type: none"> <li>● Does our club need an additional level of engagement or could the ToR of OUSP be reviewed and tweaked to fulfil role of FAB?</li> <li>● How does Supporters’ Trust participate and not become sidelined?</li> <li>● JH explained that FABs/Panels/Councils are engagement <i>processes</i> and not fan groups. Fan groups and individually elected Panel members are both representatives of the fanbase. Our only fan group is OxVox, whose seat on OUSP involves them in the structured dialogue process.</li> <li>● Supporters’ trusts may often lead on finance/governance issues within a FAB.</li> <li>● OxVox explained that they are the primary lead on finance/governance/stadium issues, and OUSP on matchday issues with both working together on matters which overlap, and that they have a permanent seat on OUSP, which is designed to ensure mutual co-operation.</li> <li>● JH stressed that it is important that supporter-driven action is not diluted by a perception of OUSP and OxVox as totally separate.</li> <li>● FSA feel that OUSP’s detailed documentation around set up, MoU, published minutes etc are examples of good practice</li> <li>● If the current process is reviewed and tweaked, it is important not to lose the existing effective engagement</li> </ul> <p>TL asked for some examples of good practice when it comes to Fan Engagement, the FSA reps suggested looking Portsmouth among others. The FSA has guidance they can provide regarding the fundamental principles of Fan Engagement that clubs should be following as there is no ‘one size fits all’ solution.</p> <p>BH and PP asked questions regarding the upcoming Football governance bill that is making its way through parliament and if FABs are likely to be mandated. The FSA representatives</p> |  |

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|           | <p>explained that the current understanding is that the bill will mandate Fan Engagement rather than specifically FABs, but will expect structured dialogue as part of that. It was suggested a review of the OUSP Terms of Reference (TOR) and the Memorandum of Understanding (MOU) with the club would establish whether and how the role of a FAB could be incorporated here without need for an additional body. The FSA representatives offered to help facilitate those discussions with the club should changes come forward.</p> <p>JB thanked the FSA representatives for their input and they left the meeting.</p> <p>Following discussion between all present it was agreed that:</p> <p><b>A working group will review the current OUSP Terms of Reference and MOU in January and draft any proposals for amendment. FSA will be referred to as needed, and any proposals will then be taken to the club. OxVox will consult its members on its proposed involvement following the January meeting</b></p> | <p>JB/MO'D<br/>OxVox</p>                              |
| <b>6.</b> | <b>Planning for January Ticketing Review with the Club</b>   |   |
|           | <p>As part of the agreed Communication Framework, a Season Ticket and Membership Review will take place in January. MO'D will arrange a date for this meeting to be towards the end of January</p> <p>In preparation for that meeting, JB and MO'D will draft a survey to go to fans to help review the benefits of Season Tickets and Memberships and how fans are using them. OG and TL will help to review this survey.</p> <p>It was agreed this would be circulated to OxVox members as well as through social channels.</p> <p>MY noted that the Away Memberships would need to be discussed.</p> <p>As a response to the Leeds away ticket situation, it was suggested that a potential avenue for club to establish demand for away games should be discussed.</p>   | <p>MO'D<br/>JB/MO'D/<br/>OG/ TL<br/>MO'D /<br/>TL</p> |
| <b>7</b>  | <b>Any Other Business</b>  |   |
|           | <p>Des statement – All present in the room were deeply dissatisfied with the initial statement from the club on the day that the news was announced. It was agreed that although the statement from Grant Ferguson came out the day after, the communications needed to have been better thought through.</p> <p>Car Park – A discussion regarding Blue badge parking and the need for better communication between stewards and parking management was needed. These issues have also been raised with the club as part of the ongoing post-match feedback.</p>   |   |
| <b>8.</b> | <b>Date and Invitees for Next Meeting</b>  |   |
|           | <p>The date for the January ticketing meeting will be arranged</p> <p>JB, PS and MOD will arrange to meet with Aaron and establish the monthly SLO catch up.</p> <p>Future invitees to include safety team – Alex Locke and Michele Walton</p>   | <p>MO'D/JB</p>  |