

## Notes of Ticket Review Meeting

Thursday 30<sup>th</sup> January  
Online



### **Attendees:**

Lee Barton (OUFC)  
Aaron Kightley (OUFC)  
Janine Bailey (Chair)  
Paul Scaysbrook (Vice-chair)  
Matthew O'Donoghue (Secretary)  
Paul Peros (OxVox)  
Ohad Green  
Grace Bailey  
Pete Chilton  
Trevor Lambert (OxVox)

### **Apologies:**

Andy Holding, Pete Green

### Purpose of Meeting:

- Main purpose of meeting is for club to listen to feedback and consider that feedback as proposals are drawn up for 2025-26
- Review the supporter survey responses (summary attached).

### Key Points Discussed:

OUSP and OxVox had previously circulated a survey to supporters which informed much of the discussion. A summary of the responses is appended to these notes.

- Important to note that where there are small numbers for some responses (e.g. Junior ST benefits), those benefits are important to that group of supporters.
- Club will be undertaking focused surveys to dive deeper into certain areas and further clarify supporters views

### Communication

- Poor communication around launch and content of packages was recurring theme
- Fragmented/piecemeal launches caused confusion
- Recommended that details of all packages are released together, although on-sale dates may need to be staggered to manage the workload (see below)
- Unannounced/ unclear changes to be avoided (e.g. taking ST off-sale before published closing date, changing discount to loyalty points)
- Suggested that Ryan Maher is invited to next meeting to ensure that comprehensive comms strategy is implemented

### Ticket resale/forwarding

- Take up of ticket re-sale has been higher than anticipated, and well received by those re-selling and those able to purchase seats
- Can ticket forwarding be made available for all matches?

### Yellow Division

- Yellow Division would like to discuss their location - MO'D to facilitate meeting

### Lounge offering

- Requested Lounge packages be reviewed - fans arriving much earlier to park and therefore demand for access to pre-match space is there. Understand there are operational issues to overcome, but encouraged this to be explored thoroughly

### Away Membership

- Recognise that away membership was introduced to eliminate some of the issues faced in the play off semi-finals. However, away capacity in Championship is generally high enough to accommodate all who want to go. Aside from Leeds, have all away matches have reached general sale?
- Need to rethink the purpose and allocation of the Away Membership, potential balloting as a method?
- Clear comms needed for Away membership .
- Felt by some that this was removal of a Season Ticket benefit

### General

- Club is looking for ways to improve the experience in a sold out stadium.
- Early bird and finance options appreciated
- ST Holders like the welcome pack
- Acknowledgment from fans that the pricing was very reasonable and a very good deal
- Booking in groups is difficult if members have differing packages.
- Operational points around ticket purchases will be picked up by ticketing working group - e.g. how can groups get tickets together for away matches, how can ST holders buy for friends/ family, can ST holders move seats for one-off matches?
- Potential for Blue Badge holders to use an inside area as they need to arrive early and are some of our more vulnerable fans.
- \*Will the potential temporary stand be revisited? (see below)

Club Points\*:

To ensure a high level of supporter service is delivered, and to best manage the workload of the Ticket Office, ticketing products will be released in stages. Seasonal products will launch first, followed by all membership products.

The Club will revisit the feasibility of a temporary 4th stand within the wider 2025/26 ticket planning. 2024/25 sales data will also help inform this decision

We will meet again in March to review proposals for next season. Proposals will be distributed by the Club confidentially two weeks before the meeting.

There will be enough time to react to feedback from the meeting before going on sale.

Survey Summary appended below.

## **Supporter Ticketing Survey January 2025**

### **Summary of Written Responses** (See separate summary of multiple-choice questions).

The survey was made available for 10 days, during which time 375 responses were received. There were several opportunities for fans to add comments in their own words. More detailed responses are in the Appendix Full Written Feedback.

#### **Main Points**

- Overall fans felt the packages offered excellent or good value
- Season Ticket holders generally found the benefits they want easy to access
- The ST Holder welcome pack is valued highly and appreciated
- Retail discount/points is also highly valued. Fans who use the retail discount/loyalty cash find it easy to use and comment on how helpful the shop staff are
- Ticket resale and forwarding functionality has been well received and is perceived to add value to the package
- Early bird and concession rates are highly valued
- Away membership is liked by those who managed to get one, but many other fans feel it was unfair or didn't even know about it. This generated the greatest number of comments, and a clear difference in views between these two constituencies.
- A number of fans recognise that the transition to the Championship contributed to some of the issues of timing.

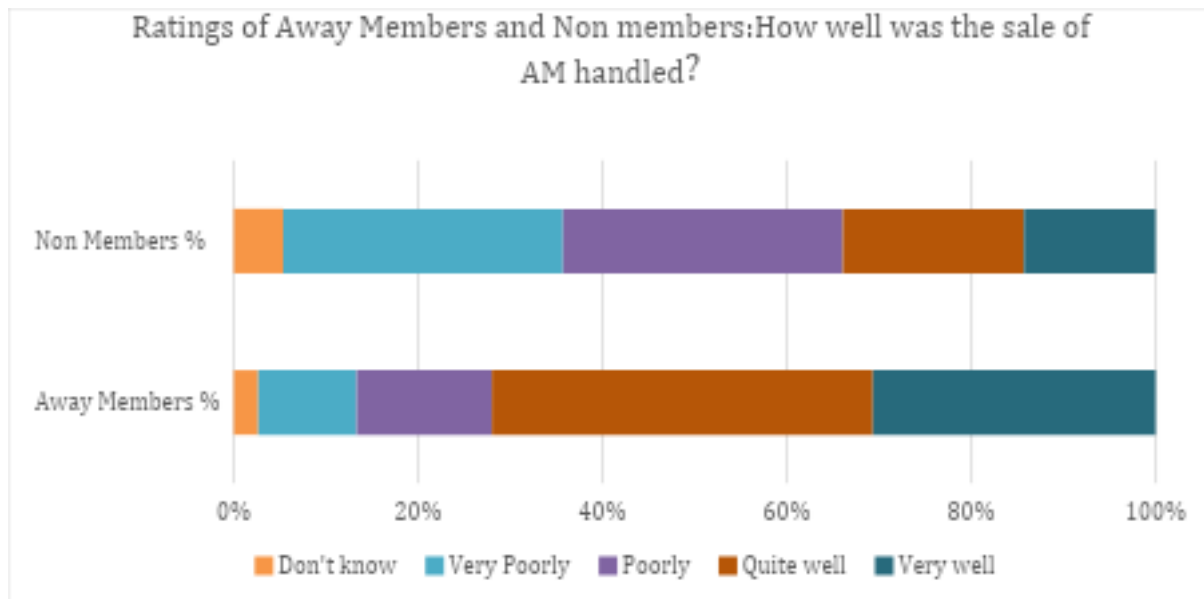
#### **Areas for improvement**

- Communication was a common concern across all packages. Fans feel the piecemeal introduction of new packages and lack of clear comparison of features of each one was problematic
- Lead time on membership packages was insufficient, leading to rushed and sometimes inappropriate purchases, and some fans unable to access the on-sale windows
- Some benefits traditionally offered to ST holders were withdrawn (e.g. away ticket priority), however this was not made explicit when the tickets were on sale
- Many ST holders are unaware of the full range of benefits available
- Some Old Gold members not aware of there being a welcome package or were not able to get to the club shop in the window for picking up the scarf, and therefore missed out on the benefit promised
- Some confusion and disappointment over advertised shop discount changing to U's cash
- Several fans not aware that U's cash is available for online purchases
- Mixed feedback on how easy it was to get half-price tickets for PSFs
- Many felt club should deliver the benefits promised and not change them
- Members would like targeted emails with good notice of on-sale dates for tickets
- Longer window than 24 hours wanted for priority purchase
- Review allocation priority for Away Memberships
- Consider how to manage situation like Leeds – huge disappointment for many
- Ongoing issues re communication of ticket sales, match information

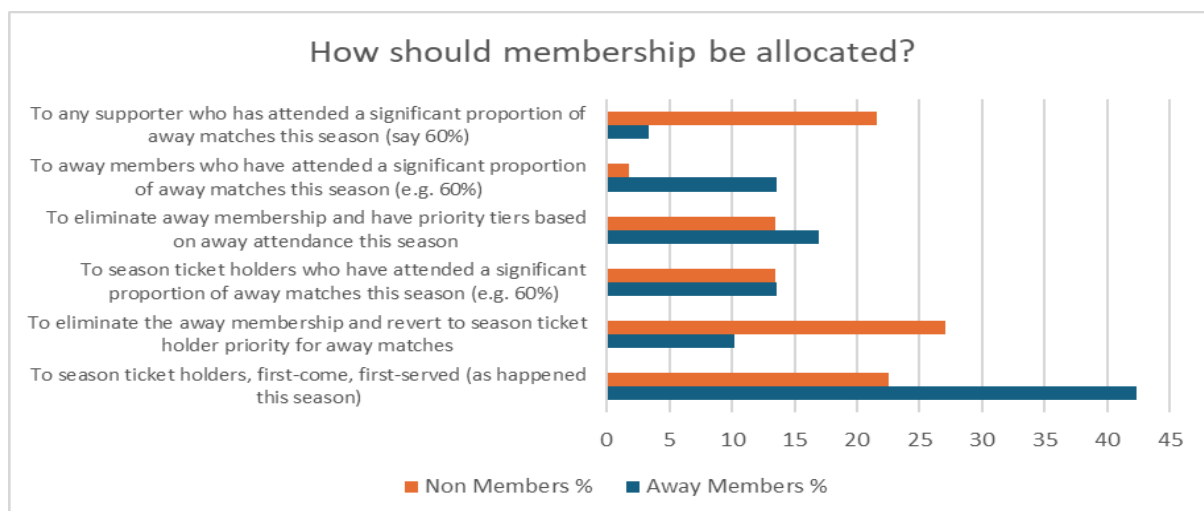
## Away Memberships

Away Memberships generated the most comments, and the sale of away memberships was rated the lowest of all the packages in terms of how well it was handled. There were very different views dependent on whether or not the fan had been able to purchase an Away Membership. See Appendix for more detail, but it is worth showing here the difference in views here in chart form.

Over 60% of those who did not get Away memberships felt the sale was handled very poorly or poorly, yet for Away Members this drops to less than 30%.



Overall an allocation that recognises away attendance is favoured. Half of responses favour attendance-based allocation and the other half is split between keeping the same first-time first served system or scrapping the away membership entirely. Not surprisingly, over 40% of Away Members prefer keeping to the same allocation system for next season as it worked for them.



# OUSP and OxVox Ticketing Survey January 2025

## Summary of responses to multiple-choice questions

### Background

The recent survey, conducted by OUSP and OxVox, aimed to gauge fans' opinions on various OUFC ticketing decisions for the Championship season 2024-5. This is a summary by OxVox of the responses to the multiple-choice questions included in the survey. The responses highlighted a range of attitudes towards pricing options, promotional and add-on benefits, and the overall service experience for supporters. Participants expressed a mix of approval and concerns, which are summarised in the sections below. Separately, OUSP will summarise the free text responses – in other words, the comments that responders made about ticketing in their own words.

### 1. Profile of the responders

The survey started by asking responders whether they were Season Ticket holders and whether they held any of the Memberships (Away, Old Gold, Home).

There were 375 responders.

Of these, 316 (84%) held a Season Ticket, 73 (19%) held an Away Membership, 24 (6%) held a Home Membership, and 20 (5%) held an Old Gold Membership.

All 73 Away members also held a Season Ticket.

4 Season Ticket holders also held the Home membership, and 1 held the Old Gold membership.

Most Season Ticket holders were renewing from last season, but there were an appreciable number of returners:

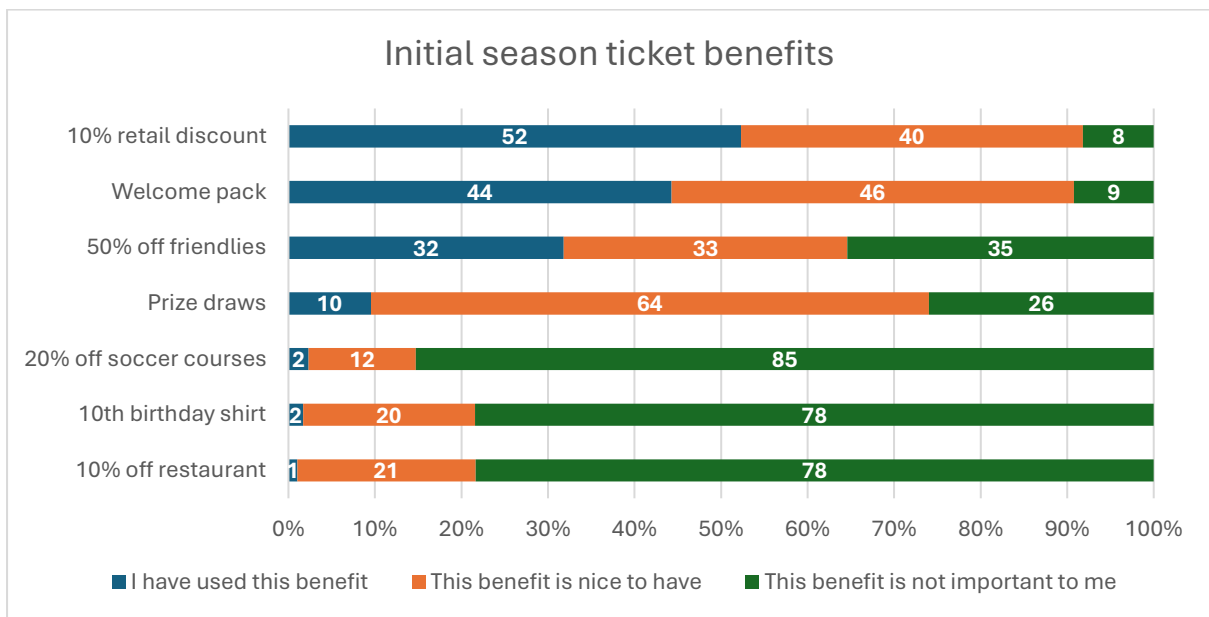
Type of holder	Number	%
This is my first time as a season-ticket holder	6	2
I'm renewing after a break of at least one season	39	12
I renewed my season ticket from last season	271	86
<b>Grand Total</b>	<b>316</b>	<b>100</b>

## 2. Season Ticket holders

Season Ticket holders were asked for their views on the benefits offered and the process of buying their ticket. We asked separately about the initial package of benefits, and the benefits added later during the season.

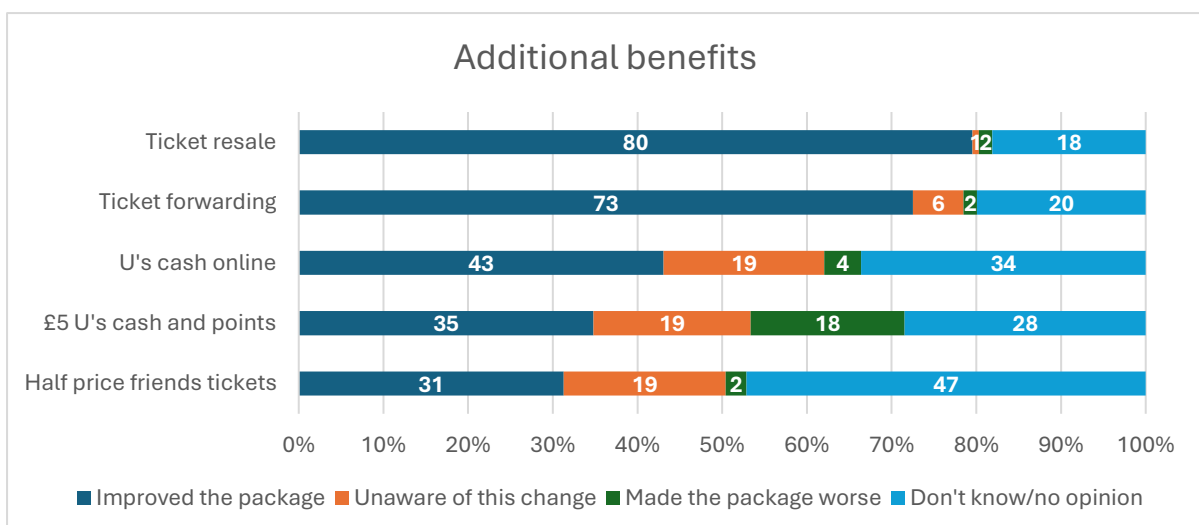
### Initial benefits:

Of the initial package of benefits, Retail discount, Welcome pack, and Reduced prices for friendlies were the most appreciated, while entry into Prize draws was regarded as nice to have:



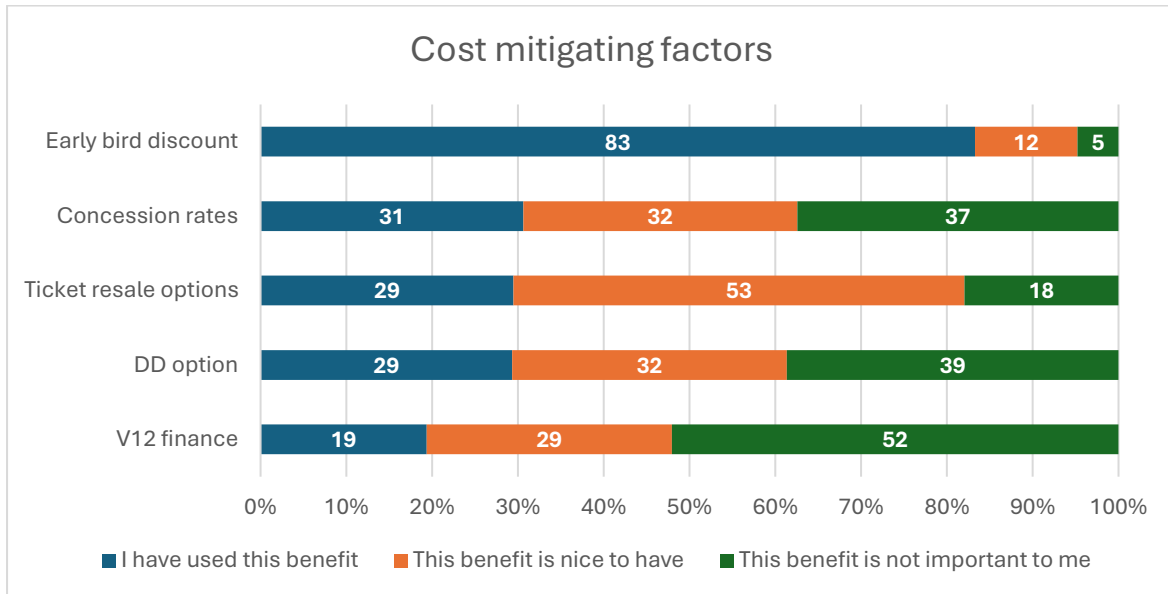
### Added benefits:

Of the benefits added after the start of the season, Ticket resale and Ticket forwarding were widely appreciated. Responders were less aware of the arrangements for U's cash and half-price tickets for friends.



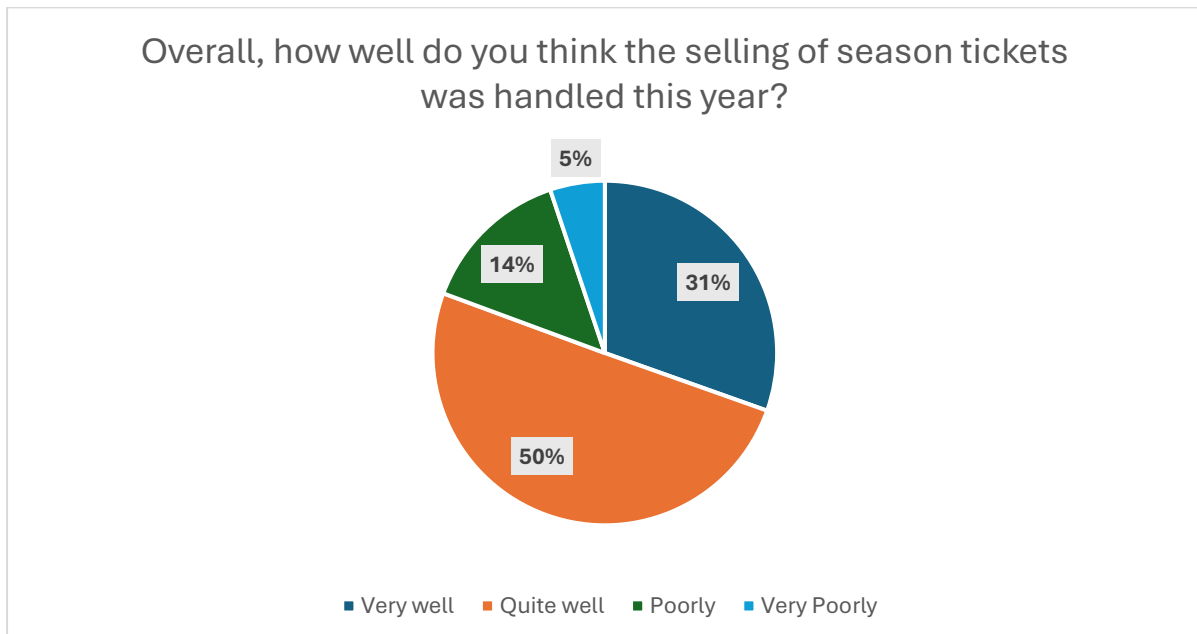
## Steps to mitigate the outlay on a Season Ticket

Early bird discounts were clearly regarded as important by the majority, with the other factors also being appreciated to smaller extents:



## Overall view

Of the responders with season tickets, 81% thought the sales process was handled well or very well, and 19% poorly or very poorly.





Overall, the experience of buying a Season Ticket was positively viewed by most of holders, reflecting both the process of purchase and the associated benefits. The initial package was particularly well-regarded. However, the entry into Prize draws, though appreciated, was regarded more as a bonus than a core benefit.

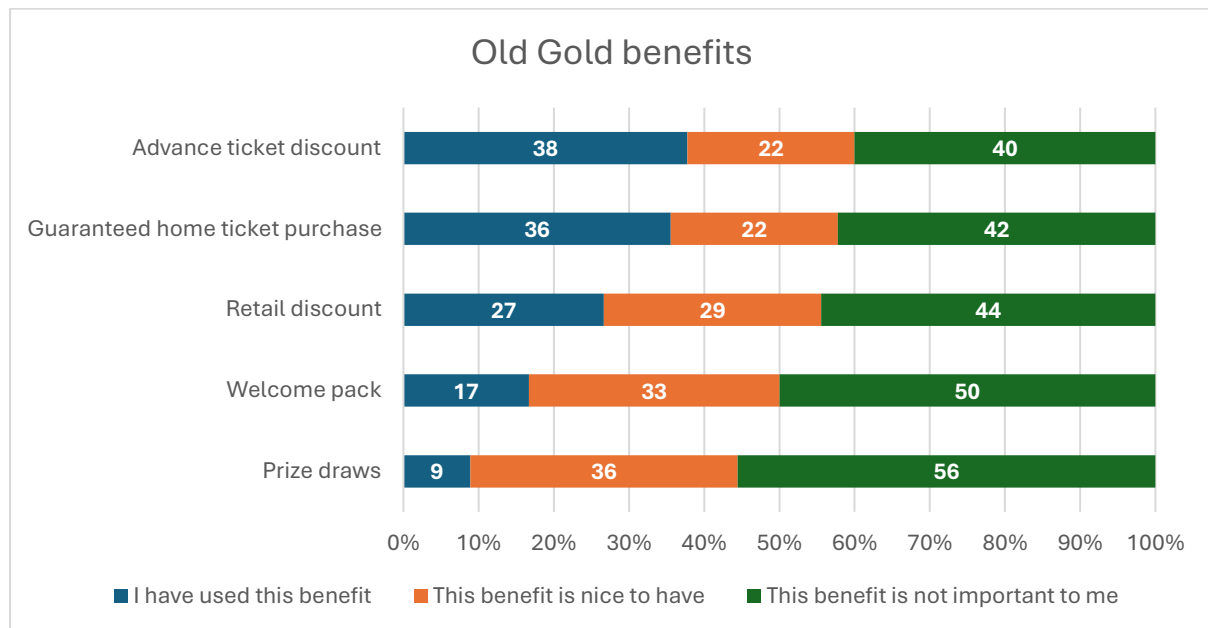
As the season progressed, additional benefits such as ticket resale and forwarding were praised, enhancing the overall value of the package. Despite this, there was a notable lack of awareness regarding the U's cash system and the option for half-price tickets for friends, suggesting an area for improved communication and promotion.

Efforts to mitigate the financial outlay on a season ticket were also acknowledged, further contributing to a satisfactory experience for many holders.

### 3. Old Gold memberships

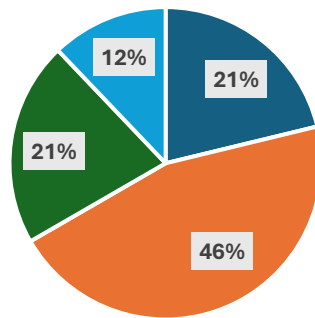
Although only 20 responders had an Old Gold membership, 45 people replied to this section. Nevertheless, percentages here are based on small numbers.

Advance discounts and guaranteed ticket purchase were the benefits most appreciated.



The selling of Old Gold memberships was not regarded as having been handled well by a third of those responding to this question (see chart on next page). The base here is 33 people who expressed an opinion.

Overall, how well do you think the selling of Old Gold Memberships was handled this year?

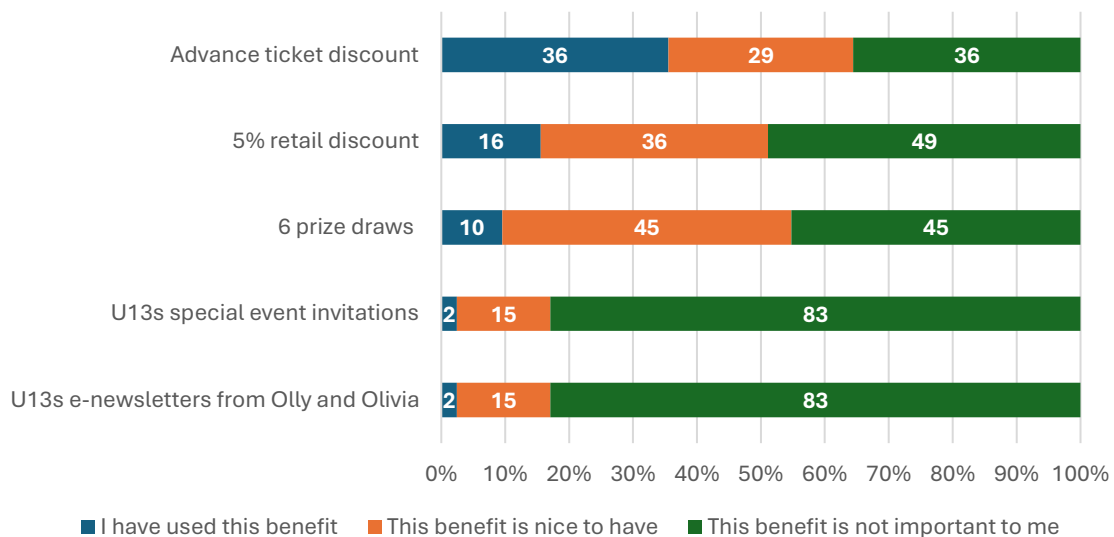


■ Very well ■ Quite well ■ Poorly ■ Very Poorly

#### 4. Home memberships

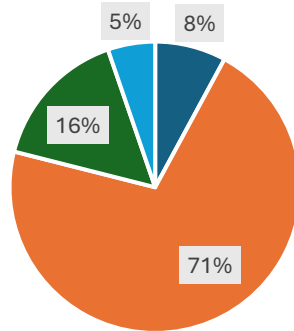
Although only 24 responders had a Home membership, 45 people replied to this section. Percentages are therefore based on small numbers. The advance ticket discount was the most attractive feature.

#### Home membership benefits



Thirty-eight people expressed a view on the selling of Home memberships. 79% felt it went well, while 21% thought it was poorly managed. See chart on next page.

Overall, how well do you think the selling of Home Memberships was handled this year?



■ 1 Very well ■ 2 Quite well ■ 3 Poorly ■ 4 Very Poorly

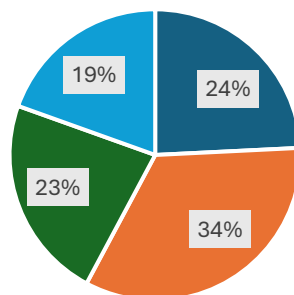
### 5. Away memberships

There were more views on the selling of Away memberships, with 128 people expressing a view although only 73 responders held an Away membership.

Handling of the Away membership was felt to have gone very well or quite well by 58%, and poorly or very poorly by 42%.

See chart below.

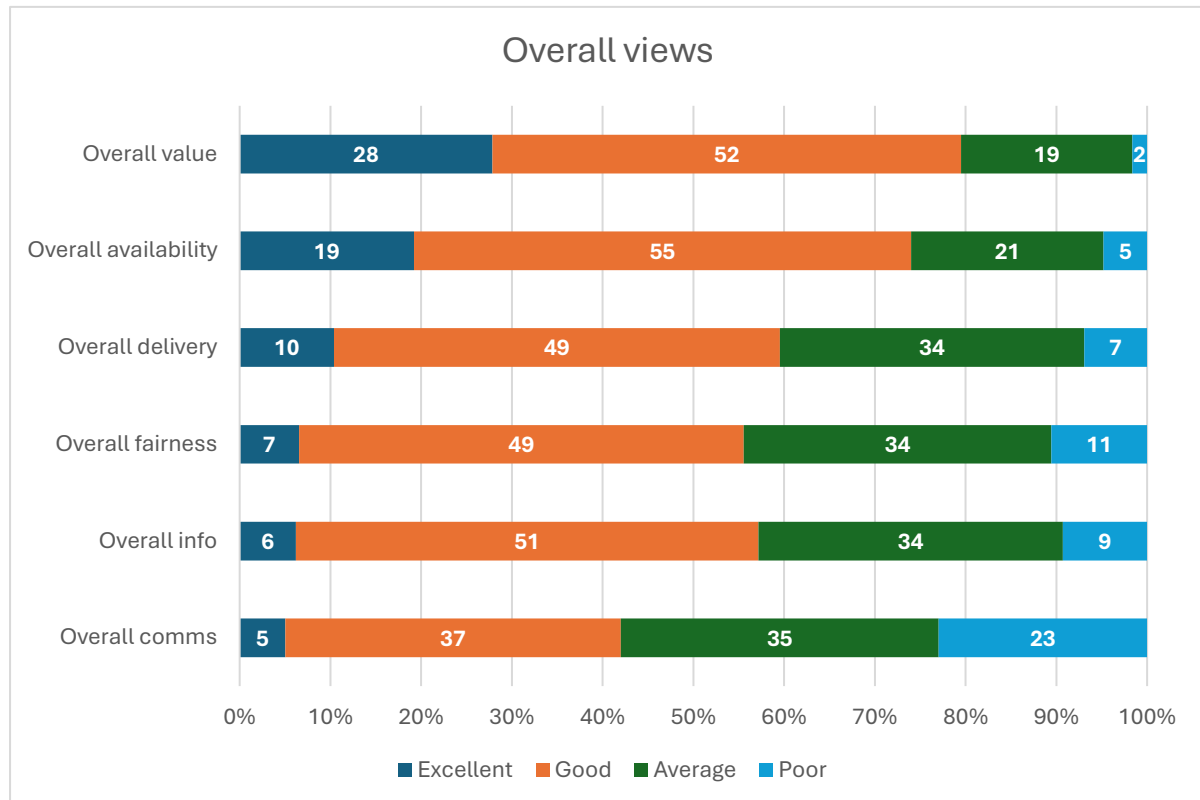
How well do you think the selling of Away memberships was handled this year?



■ Very well ■ Quite well ■ Poorly ■ Very Poorly

## 6. Overall summary questions

Finally, all responders were asked to rate their experience against six criteria: value, availability, delivery, fairness, information, and communications. There was broad satisfaction with value and availability, with 80% and 74% respectively rating these two criteria as either excellent or good. Delivery, fairness, and information also had majority support, though a third rated each as average. Communications had the lowest rating, with a quarter rating it as poor and a further third rating it as average.



### Responders who missed out on a membership

Small numbers of responders had missed an opportunity to buy a membership. For Season tickets, 5 could not afford one, while 14 missed the deadline or were unaware of it, or failed to qualify. For Old Gold, Home, and Away memberships only 4, 2, and 5 respectively said they could not afford it. Small numbers missed the deadline or were unaware for Old Gold and Home memberships (20 and 13 respectively). However, for Away memberships, 29 missed the deadline or were unaware of it, while 10 replied that they did not qualify.