

Minutes of OUSP Meeting

Tuesday 10th June 2025, 7 pm

Training Ground



		Action
1.	Attendees and Apologies for Absence	
	<p>Janine Bailey (Chair) (JB), Matthew O'Donoghue (Secretary) (MO'D), Grace Bailey (GB), Ohad Green (OG), Pete Green (PG), Paul Scaysbrook (PS)</p> <p>Invited: Sam Heason (OUFC) (SH)</p> <p>Apologies: Aaron Knightley (OUFC) (AK), Pete Chilton (PC).</p>	
2.	Approval of Minutes of previous meeting	
	The minutes of the meeting on 3rd April were circulated by MOD to all attendees on 4th April. No comments were received at the time. Minutes were approved	
3.	Matters Arising	
	Following our recommendation FAB has been launched and will be in place for start of 2025-2026 season.	
4.	Actions since last meeting	
	<p>JB, PS, MO'D had informal meeting with Grant Ferguson</p> <p>OUPS letter of support to Cherwell District Council planning authority</p> <p>JB, PS and MO'D met with Jon Clarke regarding the latest on the stadium application</p> <p>JB attended FSA network meeting</p> <p>MO'D attended FSA young fans network meeting</p> <p>GB attended FSA women's network meeting</p> <p>PS, MO'D elected to Application and Interview Panel – applications now live.</p> <p>MO'D piece on FAB in Oxford Mail</p> <p>JB piece on Kassam extension and call to comment on planning app</p> <p>JB short piece on Freeview Talk TV (also on X)</p> <p>JB has been invited to speak to a group in Wallingford about the Oxford United Supporters Panel</p> <p>GB had the dedicated women's Her Game Too match in March</p> <p>GB short piece on Freeview Talk TV</p> <p>GB piece on dedicated women's Her Game Too match</p>	

5.	Review of notes from Ticketing Consultation on 13th April and matters arising	
	<p>All supporters on the Season Ticket waiting list were emailed to provide next steps and the ticket office will be contacting supporters on that list.</p> <p>Membership details due to be released on 11th June.</p> <p>The notes from that meeting can be found on the OUSP meeting minutes section of the club website</p>	
6 & 7	Review of Fan Engagement Plan 2024-2025 and Content and commitments of Fan Engagement Plan for 2025-26	
	<p>The meeting agreed to work through each section of the Fan Engagement Plan to both review it and make suggestions for 2025-26, led by SH</p> <p>P. 3 Fan Advisory Board It was noted that progression of the Fan Advisory Board (FAB) should be included in the review for 2024-25, and the newly established FAB to feature in the FEP for 2025-26.</p> <p>P.4 OxVox As there was nobody from OxVox at the meeting this was not discussed</p> <p>P.5 OUSP Meetings have taken place every 6–8 weeks as intended with increased frequency in early 2025 as part of the FAB proposals. Additionally, a ticketing workshop and structured feedback sessions with the club were undertaken. The Communication Framework agreed in 2024 was key to delivering this.</p> <p>SH noted that the club has been keen to share more information and has successfully done so in many areas. PG highlighted the improved clarity and positivity around season ticket communications. JB observed that the quality of FAQs across the club’s website communications has improved.</p> <p>For 2025-26 the OUSP section will be incorporated into the FAB plans. The Communication Framework should be reviewed in the light of the FAB.</p> <p>GB suggested that the Fan Engagement Plan should have photos of all the members of the Fan Advisory Board so that fans know who their reps are. This was positively acknowledged by all.</p> <p>PS raised that no disabled fans workshop took place during the season. JB had recently raised this with Andy Taylor, who will look at getting a Disabled Forum set up in the next month.</p> <p>P. 6 Fans Forums OUSP led on the fans forum held in September, focusing on recruitment and the academy with Ed Waldron and Steve Kinniburgh and Tim Williams (who attended, despite it not</p>	

	<p>being a board-led forum). The forum was well-structured, well-managed, and live-streamed. Feedback from attendees was positive.</p> <p>There was shared frustration that a second forum due in the first quarter had not taken place, although plans are underway to hold a forum in the summer.</p> <p>It has been agreed that OxVox will take the lead on all fans forums going forward. OUSP reps all felt that the club could nonetheless take a more proactive role in ensuring these events happen.</p> <p>P.7 Surveys and Supporter Feedback</p> <p>As part of the plan, two supporter surveys per year were proposed. One was sent in August/September and the second is due to be sent to supporters in the near future.</p> <p>A ticketing-focused survey was sent in February and results were used to help inform the season ticket offering for 2025/26 (in addition to the OUSP/OxVox ticket survey)</p> <p>Feedback was also gathered via email surveys sent to selected individuals before and after each game as well as via QR codes placed in concourses.</p> <p>For 2025-26 it was suggested that the OUSP post-match feedback would no longer be useful as the club now has effective feedback channels, provided such feedback is shared with the FAB. Work is ongoing to streamline feedback communications through the SLO.</p> <p>P.8 Events and Engagement Activities</p> <p>The club had committed to organise one fan or season ticket holder event per year. This “may include an Open Day or a dedicated matchday activation.”</p> <p>Three matchday activations were delivered across the year: a ‘Christmas extravaganza’, Family Day, and Blue Light Day.</p> <p>Non-matchday events have included: The United Run Department (running club), Two signing sessions at John Lewis, A Mental Health Workshop as part of the ‘Can we talk’ initiative. All have been very well attended.</p> <p>No open training event took place. OUSP understood the impact of flooding on the Training Ground had prevented this last season, but strongly advocate for this type of event, and would like to see it included going forward. There is a need for an event that is open to all ages, which Open Training Days deliver, whereas the other events are more targeted.</p> <p>SH agreed to look into this</p> <p>P.9 Board Updates and Communications</p> <p>Board updates were issued in July, November, December, and March.</p> <p>JB said that more frequent updates from senior execs would be welcomed by supporters – that might include stadium updates from Jon Clarke as well as the updates from Tim and Grant. Also noted that in previous seasons Tim and Grant alternated columns in the matchday programme which was also shared on the club website. This could be a valuable opportunity for strategic communication.</p>	
--	--	--

	<p>General</p> <p>OUSP reiterated the FEP format used by Brentford as an example of good practice and content.</p> <p>It was suggested that including a timeline of engagement touchpoints could be included.</p> <p>SH will draft the review and the FEP for 2025-26 and circulate the draft for comment</p>	
8.	Review of key matchday feedback items from 24-25	
	<p>MOD and SH led a review of the matchday feedback items from across the season. This review was summarised by category. All noted that many of the items were addressed over the course of the season</p> <p><u>OUSP matchday feedback</u></p> <p>Car Parking</p> <p>Reports of overgrowth in the car park and the need for early arrival to secure spaces.</p> <p>Blue Badge Parking</p> <p>The need for early arrival to secure spaces and changes in procedures implemented by the traffic management company were noted.</p> <p>Buses</p> <p>Feedback included buses being at full capacity and issues with timetabling.</p> <p>The changes made via the new bus stop parking arrangement when it was introduced.</p> <p>The timetables were amended and bus stop procedures reviewed after feedback and tweaked.</p> <p>Toilets</p> <p>Persistent issues across all stands throughout the season.</p> <p>Specific concerns included leaks in the East Stand and a lack of soap.</p> <p>Ticketing</p> <p>Issues raised included:</p> <ul style="list-style-type: none"> Profile loops and permissions within networks. Short notice between announcements and ticket sales. Away fans appearing in home areas. Restricted view seats not clearly communicated. <p>Catering</p> <p>Concerns about the adequacy of provisions and long wait times were raised across the season.</p>	

	<p>Concourse TVs</p> <p>These are now operational and showing live match coverage.</p> <p>Stewarding</p> <p>Inconsistencies in searches at turnstiles. Concerns about the consistency of stewarding, appropriate action-taking, and positioning.</p> <p><u>Club Matchday Experience feedback</u></p> <p>SH highlighted:</p> <p>Positives:</p> <p>Pre-match lightshows and displays. First-time fan packs. Friendly and approachable club staff.</p> <p>Negatives:</p> <p>Car park conditions. Cleanliness of the stadium. Long queues at food and beverage outlets during half-time. Inadequate signage and wayfinding within the stadium.</p> <p>Action: JB and MO'D to speak with Michelle Walton regarding the possibility of improving stewarding fluidity outside the stadium earlier in the day on matchdays. Club to introduce better wayfinding</p>	<p>JB/MO'D</p> <p>SH</p>
9.	Preparations for 2025-26 - any proposed changes to fan experience/matchday procedures	
	<p>Can staff (including stewards) park in the overflow car park, leaving more space for fans in main carpark? – JB/MO'D follow up with AK</p> <p>Matchday feedback – a discussion on how feedback is collected to be discussed with the SLO. If the feedback is being collected within the club, how can a summary be fed back to the FAB?</p> <p>Programmes – It is understood that there are plans to have printed programmes at home matches next season</p> <p>SH noted a review of matchday experience, on pitch entertainment, use of scoreboard is underway</p>	<p>JB/MO'D</p> <p>MO'D AK</p> <p>SH</p>

10.	Update on implementation of FAB	
	<p>JB, MOD, PG, PS and OG will all move onto the FAB for the remainder of their terms.</p> <p>The Application timeline has been agreed with the club and the FSA. Applications are now open and close on Tuesday 24th June. MO'D and PS voted onto the Application and Interview Panel.</p>	
11.	Any Other Business	
	<p>The existing Communications Framework, which was agreed with the club, just before the SLO was appointed, will need to be reviewed by the Fan Advisory Board when it has its first meeting.</p> <p>There was no other business.</p>	
12.	Date and Invitees for Next Meeting	
	<p>The next meeting will be the first meeting of the Fan Advisory Board, where new officers will be appointed.</p>	