

Notes of Ticket Consultation Meeting

Monday 14th April 2025, 5.30 pm

Via Teams



		Action
1.	Attendees Janine Bailey (Chair) (JB) , Grace Bailey (GB) , Pete Green (online) (PG) , Paul Scaysbrook (PS) , Trevor Lambert (OxVox) (TL) , Paul Peros (OxVox) (PP) , Ali Wolfe (OxVox) (AW) Aaron Knightley (OUFC) (AK) , Lee Barton (LB)	
2.	The proposed pricing matrices had been circulated two weeks in advance of the meeting. Initial questions were submitted to LB and initial answers circulated ahead of the meeting with further discussion on those points taking place in the meeting as detailed.	
3.	18-24 Price Band <p>Discussed suggestion that the large price increase from the 18-24 band to adult be staggered. Noted that some clubs offer 18-21 rate then intermediary 22-25 rate. These models give same overall cost over the entire age range, so would raise the price at age 24 to keep down for age 25.</p> <p>Overall, the meeting felt that there would have to be a step change at some point, that the extension of the young adult band from 21 to 24 had been an encouraging move and adding in further level would be an unnecessary complication. It would introduce part of the increase earlier, when 24 had been established as a reasonable point at which studies/apprenticeships etc were likely to have been completed.</p> <p>Nonetheless it could be considered for future seasons.</p>	
4	Blue Light Discount LB confirmed this would continue as for 24-25 season, available for both STs and single match tickets in SSL. Card needs to be shown to ticket office, and will then be associated with the holders account until card expiry. Last season OUSP received queries from some fans who belonged to various service groups who did not realise they could qualify for Blue Light card. Qualification organisations / link to Blue Light could be clarified in FAQs.	LB
5	Lounge Options / Hospitality Discussion on availability of lounge packages – all would like to see more offered. LB explained that various constraints currently limit this, e.g. Headington Bar is at operational capacity with current service (Boxes, Icons Restaurant, directors' box and players' lounge guests). Conversations are ongoing with StadCo to drive improvements in current hospitality output and explore additional offerings. <p>Communications of hospitality package information will be released at the same time as season tickets so that fans can make informed choices, although on-sale dates will be staggered.</p> <p>Some fans had expressed frustration at trying to book hospitality online. JB will send screen record of highlighted issues. AK will look at purchase journeys with hospitality team to improve. Noted it is an easy process by phone/in person.</p>	JB / AK

6	<p>Blue Badge Parking</p> <p>BB holders have to arrive at least 2 hours ahead of matches and then have to wait in car or cold stadium. Additional lounge/hospitality offerings would be particularly useful.</p> <p>Discussed whether ST holders with Blue Badge could pre-book spaces – LB clarified this is not possible as the club does not have sole use of the public areas of the car park.</p> <p>When BB spaces are used by e.g. Sky TV Vans, alternative parking is made available in the standard areas of the car park – AK to check with ops teams that this continues to provide at least the guideline number of spaces.</p>	AK
7	<p>Fees and Postage</p> <p>LB confirmed these will remain the same</p>	
8	<p>Away Memberships (Championship)</p> <p>These will remain capped at 1000 to ensure that all Away Members are guaranteed the opportunity to purchase a ticket for every away league match in the Championship.</p> <p>Criteria for purchase / renewal discussed.</p> <p>Recommended to offer in following order, with dates for each tier to be publicised well in advance</p> <ol style="list-style-type: none"> 1. To all supporters (regardless of whether they are Away Members) who are registered as having brought tickets for a minimum number of 2024/25 away matches (number tbc, possibly 15) 2. To renewing Away Members 3. To Season Ticket Holders 	
9	<p>Old Gold</p> <p>Discussed whether the 24-hour priority window is sufficient.</p> <p>A regular pattern of on-sale release days has now been established, members receive email notification of their on-sale window and most of those sales take place online.</p>	
10	<p>Ticket Exchange</p> <p>LB informed meeting that this has proved very successful and will continue.</p> <p>Ticket exchange credit can only be used against future season ticket purchases, as was made clear at the time of launch.</p>	
11	<p>Away Match Ticket Sales Season Ticket Holders</p> <p>Current on-sale windows were generally felt to be appropriate.</p> <p>Discussed merit of using a ballot for the ST holder window for matches likely to sell out to this category. This would level the chances for ST holders who cannot access online or ticket office during the working day. (Swansea being an example of this, and Peterborough in the Play Off semi finals).</p> <p>Clarified that this would not affect the Away Member window, but would apply to ST holders, and would only be considered for a very few matches. (Noted that 3/23 away matches sold out before reaching general sale in 2024/25).</p> <p>Some clubs use this successfully OUFC ticket partner, Ticketmaster, have balloting capabilities but they are very labour intensive.</p> <p>The Club will review the fixture schedule at launch and consult OUSP to identify any potential fixtures appropriate to ballot.</p>	

12	<p>Communication</p> <p>LB committed to a clear communication plan, for <u>Season Tickets</u> this will be structured around a landing page on the club website to which other posts will direct.</p> <p>The overall plan will include</p> <ul style="list-style-type: none"> • Forward notice of ST launch dates via social and web • The opening of ST waiting list via email and web (Championship scenario) • Full ST launch via social, email, and web • Series of direct mailers to all existing ST holders • Web landing page to include pricing grids, benefits, and FAQs <p>Comprehensive list of benefits and how to access them will be available.</p> <p>Fan survey had shown that some fans were not aware of all benefits nor how to access them – OUSP suggested looking at broadening the ways this is communicated, such as exploring feasibility of including benefits summary in ST welcome pack.</p> <p>There is not the capacity to give ST holders additional priority for league home tickets, nor the bring a guest for half price.</p> <p>It was suggested that ST holders be given the option to bring a guest for half price to PreSeason friendlies which would restore the benefit for these matches which have lower demand. LB will look into this.</p> <p>Discussed providing a comparison table of benefits. Agreed that comparing Annual packages with memberships would be confusing but might be mileage in comparing the different membership packages.</p> <p>OUSP asked to be given sight of the draft communications ahead of release.</p>	<p>LB</p> <p>LB</p> <p>LB</p>
13	<p>Pricing</p> <p>The meeting felt the pricing structures proposed feel reasonable, especially when considered alongside last season's increase and other clubs at the same level.</p> <p>An anomaly on the Matchday ticket pricing structure was highlighted and LB will review this.</p> <p>(POST MEETING – LB confirmed the prices as circulated were correct)</p>	<p>LB</p>