

**OXFORD UNITED**  
**FAN ADVISORY BOARD MEETING**

**25th March 2026 7pm**

**Online**

**In Attendance:**

**FAB Representatives:**

Janine Bailey (**JB**), Chair, FAB Individual Representative  
Mark Carpenter (**MC**), Vice-chair, OxVox Representative  
Matthew O'Donoghue (**MOD**), Secretary, FAB Individual Representative  
Grace Bailey (**GB**), FAB Individual Representative  
Ben Heath (**BH**), OxVox Representative  
Paul Peros (**PP**), OxVox Representative  
Ohad Green (**OG**), FAB Individual Representative

**Club Representatives:**

Lee Barton (**LB**), Head of Revenue

1	<b>Apologies for Absence</b>	<b>Action</b>
	Apologies were received from Aaron Kightley, Paul Scaysbrook and Garry Allen	
2	<b>Ticketing Discussion</b>	
	<p><b><u>1. Ticketing Strategy Scenarios</u></b></p> <p>The Club outlined that planning for the <b>2026/27 season</b> is being undertaken on the basis of <b>two scenarios</b>, one in the Championship and the other in League One</p> <p>FAB feedback informed the development of the proposed strategy for both scenarios.</p> <p><b><u>2. Updates in Response to FAB Feedback</u></b></p>	

The Club provided updates on several ticketing-related items raised previously by FAB members:

### **Ticket Exchange**

- The ticket exchange will open only when general sale drops below 20% availability, or when multiple areas of the stadium have no grouped seats available.
- The Club has occasionally used its discretion to open the exchange earlier (e.g., Boxing Day fixture).
- PP noted inconsistent communication around the timing of exchange openings.

### **Ticket Forwarding**

- OG highlighted that accepting a forwarded ticket currently requires multiple steps for the receiving supporter. LB confirmed this feedback would be taken onboard.

### **Seat Relocation**

- An automated “relocate” tool for season ticket holders is not currently available through the Club’s ticketing provider.

### **U’s Cash**

- The Club is working on functionality that will allow supporters to view their U’s Cash balance when receiving retail emails and on physical receipts.

### **Away Membership**

- Popularity of away fixtures varies due to a range of factors.
- The number of people purchasing in the away window has remained consistent.
- In a League One scenario, away allocations are typically smaller, and demand will likely outstrip supply. So the away membership would be a way to guarantee a ticket

### **Britannia Club**

- The Britannia Club, which provides access to hospitality areas, will continue in its existing format.

### **Icons Restaurant**

- The match-by-match Icons Restaurant will return in 26/27. The Club is reviewing the viability of the seasonal Icons Restaurant package.

### **Single Seats Issue**

- The Club is working with Ticketmaster to reduce the number of isolated single seats left available.

- The ticket office will:
  - Allocate single seats to single-ticket purchasers, and
  - Conduct outbound checks regarding certain single-seat purchases.

### **3. Ticketing for 2026/27 Season**

The proposed ticketing matrices were issued to FAB members in advance of the meeting.

Season Ticket renewal windows will open in May, with timings dependent on the Championship vs League One scenario.

#### **V12 Finance Scheme/ Direct Debit**

- Use of the V12 finance option has declined year-on-year, and it incurs a significant cost to the Club.
- The Club's existing Direct Debit option provides an alternative
- There have been over 500 defaults on direct debit instalments, currently offered over 10 months. Club considering reducing to six instalments
- Members raised concerns that reducing instalments from 10 to 6 could be challenging during a cost-of-living crisis.
- A transitional option (e.g., 8 instalments) was suggested for consideration. LB will take the feedback away.

#### **.Pricing Strategy**

- The Club aims to expand its supporter base, especially in younger categories by offering competitive and affordable pricing across a range of seating areas.

### **4. Ticket Prices 2026/27 – Championship Scenario Points**

#### **discussed:**

- The difference between renewal prices and general admission prices, noting that renewals appeared to increase at a slightly higher rate.
- Renewal prices remain cheaper than purchasing a new Season Ticket, so renewals still represent good value.

#### **North Stand Pricing**

- Some concerns about the large price difference between adult tickets in the Family Stand compared with the adjacent block.
- Are adults in the family area monitored to ensure they are attending with a junior.
- LB confirmed that:
  - Tickets sales require a junior ticket to be purchased with an adult ticket

	<ul style="list-style-type: none"> <li>○ Pricing differences also reflect varied matchday experiences between these sections.</li> <li>○ Could consider analysis of whether the junior ticket holder is actually attending</li> </ul> <p><b><u>5. Ticket Prices 2026/27 – League One Scenario</u></b></p> <ul style="list-style-type: none"> <li>● After the priority Season Ticket period, any unsold seats will move to general sale.</li> <li>● The 7,000 Season Ticket cap will remain in place.</li> <li>● Noted that pricing has increased compared to the last League One season; however, Family Stand pricing is lower than previously.</li> <li>● LB explained this aims to encourage growth of the younger supporter base.</li> </ul> <p>The Club will also review the pricing gap in the proposal between adult and concession tickets in the North and South Lower stands.</p> <p><b>Season Ticket Packs</b></p> <ul style="list-style-type: none"> <li>● FAB stressed the importance of the Season Ticket packs, which were not delivered last year.</li> <li>● LB confirmed a plan is in place to ensure delivery for 2026/27.</li> </ul> <p><b><u>6. Next Steps</u></b></p> <ul style="list-style-type: none"> <li>● The ticketing working group of the FAB will assist with any required follow-up from this meeting.</li> <li>● Any further FAB feedback following today’s discussion should be sent to JB/MOD by Friday 10th April to send on to LB</li> <li>● LB will send any additional information as plans progress</li> </ul>	
<b>5</b>	<b>Date of Next Meeting</b>	
	<p>The next Full FAB and club meeting will be on Tuesday 28th April at 18:30. Venue tbc.</p>	