

Minutes of OUSP Meeting
Thursday 13th October 2022
at
Bangkok Glass Training Ground



1	<p>Attendees: Paul Scaysbrook (Chair) (PS); Janine Bailey (Secretary) (JB); Grace Bailey (GB); Pete Chilton(PC); Dean Worrall (DW); Michelle Young (OxVox) (MY)</p> <p>By invitation: Andy Taylor (OUFC SLO) (AT), Lee Barton Head of Ticketing and Retail (LB)</p> <p>Apologies: Henry Lane (HL) (attended part via teams)</p>	Action
2	<p>Minutes of last meeting</p> <p>Had been agreed online and are available on OUFC website</p>	
3	<p>Matters arising from minutes of last meeting (8th Sept):</p> <p><u>Away Match info</u> – PS thanked DW for the work on this. DW noted that some clubs are better than others are at providing information!</p> <p><u>Map</u> The draft was received and circulated to OUSP on 28/9 and suggested amendments have been fed back to AT. It is now back with graphic designers to update and should be completed by 21/10.</p> <p><u>Toilets:</u> Long-standing broken toilet in SSL now appears to be resolved, and NS accessible toilet has been repaired.</p> <p><u>Stadium:</u> JB and NMcW met with Michael Doyle (Stadco) to discuss a number of points around car park access and safety.</p> <p>Fly-tipped items had already been removed ahead of our meeting. Fly-tipping and general rubbish dumping is an ongoing problem.</p> <p>Arrangements were agreed for hedge cutting. AT confirmed that the hedge cutting was underway at the stadium this week.</p> <p>The sensor for the lights alongside the ticket office/quad had been vandalised and had been replaced ahead of the meeting. JB confirms they were working for the PJT match. StadCo agreed that OUFC could make the bollards along the South Stand more visible by applying reflective tape or similar. OUSP is pleased that a green light has been given for this as a number of fans have reported walking into the bollards or tripping over them and we have raised the issue several times. AT has now ordered the tape, which will be delivered next week, so should be in place for Peterborough.</p> <p>East Stand car park pot holes: MD agreed to take urgent interim action with the two largest ones near the entrance. One has now been filled and tarmacked and the other had been filled, more tarmac has been ordered to complete this.</p>	<p>AT</p> <p>JB</p>

<p>4</p> <p>4a</p> <p>4b</p> <p>4c</p> <p>4d</p> <p>4e</p> <p>4f</p>	<p>Retail and Ticketing</p> <p>Lee Barton attended the meeting to address a number of points OUSP had raised: <u>Season Tickets/Membership Benefits</u></p> <p><i>Birthday messages for season ticket holders / members</i></p> <p>These will be reinstated soon. The club is in the final stages of transferring to a new customer relationship management (CRM) provider, once the changeover takes place messages should re-start, and hopefully be more engaging.</p> <p><i>Information/update on the benefits which replaced U's cash and were marketed as "Retail Discounts - Exclusive money off and discount promotions" and the "Partners & Sponsor Promotions - Competitions and discounts with our loyal partners".</i></p> <p>In order to run the promotions with the value intended the shop needs full stocks. OUSP is one of many clubs affected by global supply issues, but as of today the shop is fully stocked. The first season ticket holder promotion will therefore now take place before the end of the month, and thereafter will be at least monthly. Promotions will be either money off or a % discount, and will be time limited. Promotions with partners will be coming up soon.</p> <p><i>Fan Walls</i></p> <p>OUSP fed back that the public siting of the fan walls has been well received.</p> <p><i>Junior members</i></p> <p>Plans are underway for a Christmas party for Junior Members as part of their package. Other juniors (under 13) will be able to purchase tickets for the party subject to availability, with Junior ST holders having next priority. The activities taking place outside the south stand have been well received, however OUSP suggested that not all juniors are aware of the activities available, especially if they go straight to the north stand family area, and suggested that targeted mailing could be worthwhile.</p> <p><i>Special promotions, for example bring a friend for £5, or kids for £1</i></p> <p>Two games are currently earmarked for ST holder promotions over the Christmas holiday season - selected as friends and family are likely to be visiting on one of the dates. STH will be able to bring friends and family at promotional price. There are likely to be more promotions towards the end of the season. Other events planned over the season target different new audiences, e.g. Brookes Uni students last week received several complimentary tickets, which had a high take up rate. This is part of wider links with Brookes to engage with their sports teams. In November club is working with tickets for troops for military day.</p> <p><u>General Ticketing Points:</u></p> <p><i>Partial ground closure for low attendance matches (PSFs, PJT).</i></p> <p>In general supporters understand the rationale for closing parts of the ground for known low-attendance matches, with most fans able to select a similar viewing experience. However, wheelchair users are disproportionately affected when the NS is closed as no</p>	<p>AT</p>
--	---	-----------

	<p>raised viewing platform is available elsewhere. LB agreed to review this with the safety/stewarding team to see if there is a work round.</p>	LB
4g	<p><i>What is the status of Nimbus/AccessCard recognition?</i></p> <p>AT has submitted applications and followed up several times, but AccessCard admin has not yet processed it. OUFC can nonetheless decide to recognise the card and be listed as accepting it which is good for the club. LB and AT will follow up.</p> <p>LB confirmed that fans who are eligible for a PA would have it logged on the system for the season. Fans eligible for other concessions would show the card at the appropriate point (e.g. toilet access).</p>	LB AT
4h	<p><i>Range of issues this season with scanners</i></p> <p>There were a couple of recent scanning issues for fans using their digital ticket for first time, but most fans with plastic and digital cards who had the problem have now had it resolved.</p> <p>OUSP passed on the positive feedback received from fans on how well and efficiently the ticket office staff dealt with the reissue of digital tickets.</p> <p>There have been operational issues with scanners not working which could have safety/security implications with fans let in without being scanned, and there is not always a working scanner on accessible gate in the NS, which then causes holdups at the turnstiles.</p> <p>LB explained that the current access control system has not changed since the stadium was built. A new system is being implemented over November, with lots of testing planned over the coming weeks. He is confident that will be rolled out successfully and eliminate many of the problems experienced. OUSP offered to assist with testing if that would be helpful.</p>	
4i	<p><i>Trial of allocated away seating v Lincoln</i></p> <p>OUFC was one of a few clubs piloting a digital-only ticketing service from Ticketmaster to provide away fans with the same seat selection experience as a home fan. For the Lincoln (home) match, their supporters could view a seating plan and chose their seat. The trial was successful and the functionality tool is now being rolled out to clubs who use Ticketmaster and wish to participate. OUFC will engage with any other club that takes on the technology to provide choice of seating.</p>	
4j	<p><u>Retail and General</u></p> <p><i>Replica shirts – pricing, timescales and communications</i></p> <p>The increase in price was the first in a number of years. OUSP felt the club should have been more open in communications, giving the reasons for the increase.</p> <p>As already mentioned, the widespread production supply problems out of China affected us along with other clubs. The late sponsor change had some impact. For next season both the supplier and sponsor will not change, stocks are already ordered and a much earlier launch is anticipated.</p> <p>Feedback on the shirts this season, from fans and players, has been good. Supply issues have distorted sales comparisons, but when this is factored in, sales performance has been good.</p>	

<p>4k</p> <p>4l</p>	<p>It is a deliberate choice to have some differences between the shirts, especially the third shirt, which gives supporters more choice.</p> <p><i>New customer relationship management (CRM) system update</i></p> <p>In preparation for the move to the new CRM, supporters will need to do one time action to reset their yellows account password. OUSP agreed to assist with raising awareness of the need for this via socials and in person.</p> <p>The experience will then be no different for fans. For the club there will be a significant enhancement to the capabilities for engaging with supporters, and scope to improve on some of the journey around the website.</p> <p><i>Club Shop Feedback</i></p> <p>Signage to Club Shop is poor. LB is looking into better signage within the parameters permitted. The new club ambassadors can help direct supporters.</p> <p>Staff service levels are really good.</p> <p>It was suggested the sale rail be highlighted.</p> <p>Merchandise range in general is good, although there is a lack of items for women. LB's experience is that when they stock the merchandise for women it ends up being left and reduced more than other items. He asked for suggestions of merchandise supporters would like to see. OUSP will canvass opinion.</p> <p>GB will explore with HGT to find out which items sell well for women in their network.</p>	<p>OUSP</p> <p>OUSP GB</p>
<p>5</p> <p>5a</p> <p>5b</p> <p>5c</p>	<p>Equality, Diversity and Inclusion</p> <p>Quotes have been received for re-marking the blue badge spaces and walkway to bus stop. The work will be done on rotation, ideally before Christmas, however finding a contractor with availability before Christmas is proving difficult. PS suggested a company which AT will follow up.</p> <p>There is a newly employed NS family/wheelchair area steward who is trained in social care and SEN. PS will make contact. There may be scope for a fan ambassador to be allocated to this area.</p> <p>Over recent matches there have been issues leaving the disabled bays in the southeast corner. These vehicles had previously been permitted to leave through the VIP exit. Recently they have been directed to the east car park exit, however that exit was obstructed by cones with no steward managing it. AT reported that the club has re-instated holding back exit from VIP Car Park after games and this may have led to the change. AT will look into this and feedback.</p> <p>It would be helpful for older and ambulant disabled fans to have some seating provided in concourse areas. AT will look into this with MW.</p>	<p>AT</p> <p>PS</p> <p>AT</p> <p>AT</p>
<p>6</p>	<p>AGM and Club ownership</p> <p>JB, GB and HL attended the shareholder AGM as observers, and participated in the subsequent Q&A. The new majority share ownership was confirmed, along with the appointment of Grant Ferguson as Executive Chairman and Tim Williams as CEO (now ratified).</p> <p>OUSP welcomes this confirmation of ownership, involving people who have now been around the club for many years. More importantly, the executive appointments</p>	

	(including the Chief Commercial Officer role currently being recruited) should provide a solid structure to address some of the issues we have highlighted over the last year.	
7	<p>Matchday Points and SLO Items</p> <p>The volume of the tannoy continues to vary. Last week it was really loud in north and south stands, despite having been turned down. AT agreed it ideally needs a complete overhaul however the cost for that is not likely to be a club spending priority. We shall continue to monitor.</p>	
8	<p>Cherwell Collective (see https://www.cherwellcollective.com/)</p> <p>The Club has a long been involved with Cherwell Collective and Cherwell Larder. Recently, AT and JB were contacted by Emily at Cherwell Collective discussing potential initiatives with supporters. It was felt that involving fans in packing and delivering hampers could be a good a community activity to participate in.</p> <p>PC agreed to pick this up on behalf of OUSP to liaise with club/Cherwell/OxVox. JB will send over contact details.</p>	JB/PC
9	<p>Any Other Business</p>	
9a	<p>HerGameToo</p> <p>GB reported on the successful #HerGameToo role models event, which is available to watch on the club's YouTube. The content was excellent. Sophie Law covered it on her show. It was the first event of this type to take place across the #HerGameToo network. Proposed new date for HGT match is 11 March, which is also celebrating International Women's Day.</p>	
9b	<p>FSA Network</p> <p>JB attended FSA league 1 and 2 network meeting on Tuesday. Key points:</p> <p><u>Fan-Led Review</u></p> <p>First anniversary in November. Despite rumours to the contrary it is still on the political agenda and a white paper is anticipated. The FSA is closely involved.</p> <p><u>Away Matches</u></p> <p>Experience is variable. There is widespread concern over pricing. OUFC is tied by the EFL regulation to charge away fans the same as home fans for the same area of the stadium, which means financial impact of a reciprocal deal is much greater for us.</p> <p>The away match rating we are running in the programme was of interest to the other attendees and the FSA may look at doing a league-wide away match feedback for a month to see what points there are across the board.</p> <p><u>TV deals</u></p> <p>These are up for renewal 2024, which will include looking at the 3pm Saturday blackout. OUSP will run a poll to gauge fan feeling.</p>	JB GB
9c	<p>Women's Team</p> <p>Can the club do more to promote women's matches e.g. communicating the discounts available for ST holders.</p>	GB

<p>9d</p> <p>9e</p>	<p>London Road Club</p> <p>Could the information available for LRC be reviewed – fans reported difficulty finding coach departure times on the ticketing website, as well as procedure information such as coach numbers. LB and AT will discuss with Mick Brown. DW will add departure times to the front sheet of the OUSP away match guide.</p> <p>Wycombe Match Incident</p> <p>The Club thanked all supporters through OUSP for the way they conducted themselves when the medical emergency arose. Supporters followed instructions and were patient throughout.</p> <p>At the end of the match v. Wycombe a large cage was wheeled through the NS concourse as all fans were leaving, causing chaos. It may have been that they normally do this at that time, but the late finish of the match meant fans were leaving later. AT will follow up.</p>	<p>AT/LB</p> <p>DW</p> <p>AT</p>
<p>10</p>	<p>Dates of Next Meeting</p> <p>November – PRB and Adam Harris – Commercial – Provisional date of 8th November being rescheduled due to rearranged Shrewsbury match. New date 10th November TBC</p> <p>8th December – Michelle Walton – Safety (subject to change)</p>	<p>AT</p>