

**Minutes of OUSP Meeting  
Tuesday 30<sup>th</sup> April 2024, 7pm**

**Court Place Farm**

**Via Teams**



		<b>Action</b>
1	<p><b>Attendees:</b> Paul Scaysbrook (chair) <b>(PS)</b> Pete Chilton<b>(PC)</b>; Janine Bailey (Secretary) <b>(JB)</b>; Grace Bailey <b>(GB)</b>; Pete Green <b>(PG)</b>; Henry Lane <b>(HL)</b>; Matthew O'Donoghue <b>(MO'D)</b>; Colin O'Toole <b>(CO'T)</b>; Michelle Young (OxVox) <b>(MY)</b></p> <p>By Invitation: Adam Benson (via Teams) <b>(AB)</b>, Andy Taylor <b>(AT)</b></p> <p>Apologies: Adam Slade <b>(AS)</b></p>	
2	<p><b>Minutes of last meeting</b></p> <p>Were agreed online and are available on OUFC website</p>	
3	<p><b>Matters Arising From Minutes of 19<sup>th</sup> March</b></p> <p><u>7. FES and FAB:</u> JB had previously circulated AB's comments on the notes from our last meeting. AB has amended FES to include annual review to enable continual feedback and improvement.</p>	
4 4.1	<p><b>Adam Benson CCMO Commercial Update</b></p> <p><u>Commercial Update</u></p> <p>AB shared some highlights of the season in the commercial department, including:</p> <ul style="list-style-type: none"> <li>• The migration to Sports Alliance has been completed and is now up and running. Several of the issues the club wanted to resolve have now been sorted.</li> <li>• New Business Club has been launched to drive revenue and build links with more local businesses</li> <li>• Strong sales of matchday boxes this year</li> <li>• The club has invested more into marketing, working with new agencies on bigger campaigns</li> <li>• Developed relationships with other partners e.g. John Lewis.</li> <li>• There has been more done around matchdays especially for families, and they are now looking towards next season.</li> <li>• Developed more comprehensive marketing calendars /social media plans</li> <li>• Highest average attendances since back in league</li> <li>• Dec was best ever month for retail, and will be best ever season for kit sales</li> </ul> <p>Looking ahead, the club will be launching a new website and app and discuss further with OUSP as plans progress.</p> <p>Ryan Maher has been appointed as head of media and PR</p> <p>4.2 <u>Staffing Structure</u></p> <p>There have been several changes over the year, AB explained the current structure in the department under him:</p>	

4.3	Retail and Ticketing – Lee Barton Ticketing Team - Gemma, Charlotte, Aaron Shop – Cameron
4.4	Hospitality - Adam and Rosie
4.5	Marketing, email comms, matchdays - Sam & Luke (marketing managers)
4.6	Communications Manager - Ryan Maher Social media - Billy
4.7	Recruiting full-time SLO over summer
4.8	<p><u>Update on Fan Engagement Plan</u></p> <p>The next quarterly update from Board (TW) will be published this week.</p> <p>End of season fan survey is being drafted and will be shared with OUSP before it goes out</p> <p>Looking at fan events over summer and next season</p> <p>TW recently met OxVox committee to cover finance; dates for the three meetings for this year are to be booked in.</p>
4.9	<p><u>FAB development</u></p> <p>When the proposal was published to fans, only one person provided feedback. The club has not had any further feedback from OxVox and are waiting for this before progressing.</p>
4.10	<u>General Points raised by OUSP</u>
4.11	<p>Several fans had issues accessing tickets for playoff semi – final home leg. Many could not access their online account.</p> <p>OUSP questioned whether the staffing levels of the ticket office for phone and in-person sales were adequate for this intense activity. Some fans were queuing on telephones for over an hour, and did not always get through.</p> <p>OUSP recognised that the club responded quickly to online issues, and that ticket office staff responding on Sunday and throughout Monday were clearly all working hard.</p> <p>AB acknowledged that certain aspects didn't go as smoothly as they could.</p> <p>The main issue arose from the recent migration of supporter accounts. A large number of season ticket holders did not do the password updates when the emails were sent earlier this year. This led to multiple fans setting up new accounts, which were not then linked to the fan account. The Club realises that they should have linked to the previous information on updating passwords in the comms on playoff tickets. Having now done this, it should not be an issue going forward.</p> <p>A lot of people duplicated queries with the ticket office, contacting them by phone, email and sometimes in person as well. As each query had to be looked into, this vastly increased the workload of the ticket office team.</p> <p>It is difficult to resource trained staff for 24 hour surges in demand like this. Other measures including extending the ST holder reserved period have been implemented.</p> <p>If we progress to the Final, the club will outsource phone sales operation.</p>

4.12	<p><u>Print at Home tickets</u></p> <p>Some of these were issued with Peterborough stadium details. Anyone affected will be emailed an updated, correct ticket. Turnstile staff will be briefed so that if anyone arrives with the wrong ticket it should be quickly resolved</p> <p>PS asked AB to pass on our thanks as fans to the ticket office staff who have worked so hard over this.</p>	
4.13	<p><u>Printed programmes</u></p> <p>AB confirmed that there are currently no plans to stop producing printed programmes, however this will remain under constant review as the volume of sales continues to fall and programmes are close to losing money.</p>	
4.14	<p><u>Ifollow subscription</u></p> <p>Some fans had questioned why the amount of exclusive content on Ifollow has dropped off recently, so it does not feel that it provides value in terms of content.</p> <p>AB suggested this may be due to trying to engage with fans more widely, but he will look into this and get back to us.</p> <p>Next season we will have our own version of content channel rather than Ifollow. AB is waiting for all details of the new broadcasting deals, including how overseas fans will access steams. .</p> <p>GB asked if our app will show matches back afterwards, even if they are on sky (Ifollow does this) AB will look into this</p>	
5	<p><b>OUSP Actions since last meeting</b></p> <p>SLO update meeting (PS, JB) notes attached</p> <p>JB contacted AB and Martin Calladine regarding fan queries over Ivy PASS</p> <p>OUSp promoted responses to planning application on social media, and through QR codes and personal contact at matches</p> <p>Submitted OUSP stakeholder response to planning application</p> <p>Oxford Mail articles published on politics and stadium and on application to OUSP: PS thanked everyone who has submitted pieces to Oxford Mail.</p> <p>PS, PC, JB and GB met with new Head of Communications (Ryan)</p>	
6	<p><b>SLO Update</b></p> <p>Outstanding items:</p> <p>6.1 Concourse TVs: getting quotes in, hope to sort over the summer. OUSP suggested potential local sponsors. Light in NS disabled toilet has been repaired.</p> <p>6.2 Much of the stadium maintenance budget will fund works fans don't necessarily see e.g. floodlighting, fire doors to ensure compliance, installation of extra cameras for EFL sky coverage and permanent OB zone. SE blue badge corner will be used much more next season for outside broadcast under new EFL deal. PS noted that stewards have been much better about sensibly directing BB holders</p> <p>6.3 Pigeons – hawking continuing, also repair work to corners to discourage nesting</p>	

6.4	Staff group to do carpark clear up/greenery during close season	
6.5	There has been a noticeable increase in graffiti, looking at getting community project to paint which deters graffiti. AT trying to get funding for this.	
6.6	Plans have had a view on both possibilities for next season regarding outcome of playoffs. There are additional compliance requirements in Championship, e.g. the level of light (lux) on floodlights and to be higher than league 1 so our lighting would need to be upgraded. Lots being planned for behind the scenes to adapt if needed.	
7	<p><b>Atmosphere Groups Update</b></p> <p>MO'D is working very closely with Joe and the WhatsApp group with 30+ in to improve atmosphere. Lots been done over last few matches and big plans for Saturday play off. MO'D has proposed that over summer he and Joe look into agreeing clear understanding with club of what can be done and implications of any displays.</p> <p>AT explained that the club is supportive of the group. Improvement in comms from group has been noticeable, and is essential. Leaving things to the last minute inevitably brings problems with safety certificate and having time to consider any adjustments which may be needed, e.g. amending stewarding plans based on detail of what is used. Some things, e.g. confetti get stuck in back of LED boards, incurring extra cleaning costs for club.</p> <p>The match referee is likely to report any items on pitch such as streamers or balloons, if they hold up play. This can lead to a warning and fine for the club. Nonetheless fans and club are supportive and appreciative of the group.</p> <p>MO'D has connected with other clubs atmosphere groups through our FSA contacts and will look into what is used at other clubs.</p> <p>Question of whether drum will be allowed for Peterborough if they want. Policy on drums – allow drums (home or away) in as long as there is no safety issue.</p>	
8	<p><b>OUSP Election 2024</b></p> <p>PC now has access to the ouspelections account. He is liaising with Ryan to get forms and announcement online this week.</p> <p>It is likely that this year there will be an election this year so provision has been made for that.</p> <p>HL will be standing down, as new job is taking up lots of his time. PS thanked him for his contribution.</p> <p>JB reminded all that OUSP should not give any guidance on how to vote. Any comments should be only in a personal capacity</p>	
9	<p><b>Any Other Business</b></p> <p>9.1 MY confirmed that OxVox is arranging a stadium banner for councils for Saturday's match. OxVox will be circulating something regarding their meeting with TW</p> <p>9.2 Agreed plan for managing OUSP comms whilst JB and GB are on holiday</p>	