

Minutes of OUSP Meeting
Tuesday 11th July 2023
Bangkok Glass Training Ground



1	Attendees: Paul Scaysbrook (Chair) (PS) ; Pete Chilton (Vice Chair) (PC) ; Janine Bailey (Secretary) (JB) ; Grace Bailey (GB) ; Pete Green (PG) ;Henry Lane (HL) ; Matthew O’Donoghue (MO’D) ; Colin O’Toole (CO’T) ; Adam Slade - online (AS) ; Simon Hathaway (OxVox) (SH) By invitation: Andy Taylor (AT)	Action
2	Minutes of last meeting Had been agreed online and are available on OUFC website	
3	Matters Arising From Minutes <u>9th March</u> 5a/5d <u>ST Benefits</u> All agreed that the benefits are much improved for 23-24, and generally the 23-24 package has been well-received. OUSP notes the addition of a direct debit option, which enables fans to spread the cost. See also retail/ticketing correspondence under AOB. The plastic ST in a presentation card was much better than last season’s scruffy letter Direct Debit option is a really positive step, opening up budgeting payments for those who would not pass credit checks. The T & Cs seem clear and reasonable and are now more clearly signposted after feedback. It took longer to set up than hoped, which did cause some frustration, but is now in place for future seasons. Fans are less happy about the introduction of transaction fees for STs, which were not flagged up ahead of the release. We have been in discussion with the club regarding matchday transaction fees, and have collaborated with OxVox to feedback views. 5k <u>Family Open Day</u> has been confirmed for 17 th August with a ballot for ST Holders to attend. This is something we have been discussing over several months, and we are pleased that at least something is now in place. AT explained that the club had considered holding it at the stadium, however uncertainty over when the pitch restoration would be ready meant that a date could not be confirmed. OUSP feedback that a weekday is not good scheduling for many fans, and that next season a weekend would be preferable. <u>17th April</u> HL will follow up re singing section HerGameToo: GB and JB raised the need to have report it line number available. JB has subsequently discussed with AT getting both Report it and feedback details in toilets (e.g. above sinks) as well as on concourses, LEDs and in programme. AT provided the following update ahead of the meeting: <i>The ‘Report it’ line has been renewed at the shorter number as discussed so should be easier to remember. I will add maintenance/cleanliness issues to the list and we are looking to see if the number can be diverted to another device such as mine to reduce response</i>	HL

	<p><i>times. The plan will be to put A4 posters into toilets and other areas, increase LED and add to scoreboard exposure as much as possible ... We will also seek to utilise the PA system more with announcements.</i></p> <p>GB also suggested that it is tweeted from SLO account before each match.</p> <p>Drums: we discussed the club's position on allowing drums for away teams. Club will continue to consider away fan drums on a match-by-match basis. Away fans must contact the safety officer in advance to request permission.</p>	AT
4	<p>OUFC OUSP Season review</p> <p>PS, JB, GB, HL met with AT for season review. Summary notes attached as appendix to minutes for information.</p>	
5	<p>Actions Since Last Meeting</p> <p><i>13th April</i> PS, GB and JB attended disabled supporters online forum. The next one will be arranged for August. It will be important to continue to feed into the new stadium as well as dealing with current matchday issues.</p> <p><i>20th April</i> Season Ticket pricing consultation meeting.</p> <p><i>24th April</i> OUSP Stakeholder meeting regarding the Triangle with OCC.</p> <p><i>11th May</i> JB met with Kevin Rye of Think Fan Engagement.</p> <p><i>13th June</i> Matchday pricing consultation.</p> <p><i>16th June</i> OUSP wrote to OCC regarding consultation process, with concerns over Q13 "Are you an Oxford United Supporter" and the location of the OCC help and information sessions.</p> <p><i>June</i> JB met with FSA reps from other league 1 clubs to consider how supporter groups can best support younger fans especially atmosphere groups.</p> <p><i>3rd July</i> JB and AT brief update meeting (notes circulated)</p> <p><i>4th July</i> Several OUSP attended Stand United webinar. MO'D asked if presentation or slides could be made available. JB will follow up.</p> <p>Fortnightly Oxford Mail column – PG has written piece for this week. Suggestions requested for next item (due 27th July)</p>	<p>JB</p> <p>ALL</p>
6	<p>Season 23-24 Preparations</p> <p>LB has assured OUSP that the wheelchair platform will be made available for PSFs. AT and MW are dealing with logistics.</p> <p>Potholes and parking bay marking: AT is waiting key people to return from holiday to chase up pothole repairs before marking up bays. This will be raised at the SAG meeting this week.</p> <p>Heatwave arrangements: recalling some of the matches last season, and how hot it can get in the North Stand (including wheelchair platform and family areas) AT agreed the club could be proactive in letting fans know that they can take in water/suncream.</p> <p>Family Area and Family welcome: Feedback from the EFL family excellence assessment highlighted that we would benefit from a dedicated ambassador for the family area, and</p>	<p>SH</p> <p>AT</p>

	<p>a family fanzone. AT has appointed an ambassador (Darryl) for this area who will work to identify first time fans and make sure they have a special day. He is exploring the possibility of having a family fanzone in the downstairs bar area.</p> <p>Susan will join SLO ambassador team with specific remit for disabled supporters.</p> <p>Recruiting again for Ollie and Olivia Ox, and more turnstile operators.</p>	
7	<p>SLO Items</p> <p>Notes from SLO meeting with JB were circulated ahead of the meeting. Key points not covered elsewhere:</p> <ul style="list-style-type: none"> • AT has today received feedback from Level Playing Field (LPF) visit which took place in February. He will review and discuss with OUSP/Disabled fans group. • Catering team is not yet back on site, when they are AT will raise possibility of a trial in North Stand of ordering half time refreshments (using wheelchair platform for initial trial). -AT will also check access to low-level counters in all stands, to see whether location of condiments impedes service to wheelchair users. • JB had given AT details of a company that has partnered with some other clubs for free-to-fans sanitary product dispensing (Citron Hygiene). • AT to check whether concourse rubbish bags still labelled as “recycling” points <p>Other Points</p> <ul style="list-style-type: none"> • Fan Groups OUSP and AT are in contact with ProudYellows and both happy to help formalise setup with FSA and promote activities. Next meeting of Disabled fans to be scheduled for August. 	<p>AT</p> <p>AT</p> <p>AT</p> <p>AT</p>
8	<p>Young Supporters</p> <p>New price band 18-24 should help with expanding this section of fanbase. Specific points:</p> <p>OUSP and AT have reached out to Fanatics but had no response. They have done good work with flags but communication with club and with other fans needs to improve. For example with ensuring plans for displays are sent to safety team in time to get approval, and feedback to fans who donated to fundraisers. OUSP continues to offer to assist with such communication.</p> <p>JB and a small group of league 1 FSA reps have been looking at how to engage constructively with younger fans/atmosphere groups, acknowledging that any role is supportive, not directive. We recognise that young atmosphere groups need to be organic and drive themselves, but can benefit from arms-length support from other fans/fan groups. JB with BWFC proposed a motion at FSA AGM to provide some direction on this, and we hope to see some outcome from this over the next season.</p> <p>MO'D will attend Zoom chat tomorrow with Newcastle Flag group.</p> <p>HL and MO'D will look at how OUSP can support Fanatics. AT emphasised the club is really supportive of anything on this. SH suggested talking to Matt Organ.</p>	<p>MO'D</p> <p>MO'D / HL</p>

9	<p>OUSP Representative nominations 2023 and 2024</p> <p>Due to a problem with our emails, one qualifying nomination for the Panel was not received until after the closing date (despite being submitted well within the deadline) by which time all other nominees had been contacted and offered a place. Had the nomination been received on time there would have been an election, and one of the applicants would not have been appointed. OUSP took and followed advice from the FSA as follows:</p> <p>All applicants were appointed, so OUSP has one additional representative this year. All reps appointed this year will re-stand next year, along with any others due to re-stand at that point alongside any new nominations.</p>	
10	<p>Any Other Business</p> <p>We had raised a number of retail and ticketing queries and received the feedback below (reponses in italics). OUSP agreed to follow up on certain points as indicated in bold.</p> <p><u>Tickets:</u></p> <ol style="list-style-type: none"> 1. Many fans did not get their emailed season tickets until contacting the TO this week. What is causing so many emails to fail? What steps are being taken to rectify this? <i>We had been made aware of a system wide issue with Ticketmaster the day we began distributing digital season tickets. A small number of supporters have been impacted (roughly 250/4,500 to date). Our communications were clear, any supporter who didn't receive their tickets by 5pm Monday should contact the Ticket Office. Since then, the team have been working through those supporters who've contacted us, ensuring the resent ticket is received.</i> <i>A Ticketmaster investigation is underway to understand how/why this happened and what steps will be taken to alleviate this in the future.</i> REMIND club that not all fans are on social media, and many have contacted OUSP reps about not receiving the STs. Suggest the information be sent out in an email. 2. Any feedback from you on our response to transaction charges? <i>We'll cover this issue in a separate email.</i> 3. Any update on hospitality packages and memberships? <i>Hospitality packages will be confirmed in due course. Memberships are scheduled for release alongside our Match Tickets.</i> Hospitality has not yet been discussed with OUSP. <p><u>Kit/Shop</u></p> <ol style="list-style-type: none"> 4. When we discussed STs and benefits you mentioned that initially the technology for the 10% discount would only be available in store (with the assumption that as ST holders go to games they can purchase in store). Since the release of the shirts, several have wanted to use discount online. Can this be introduced asap? <i>As discussed, the 10% off in the Club Shop will be available in store only. This will be reviewed in due course but will not be available online this campaign.</i> 	JB/PS

	<p>OUSP is disappointed at this, especially as last season the discounts were available online. It creates two-tier access to discounts with those living at distance losing their benefit. It seems counter-productive and potentially turns away or delays sales.</p> <p>5. Training kit - our prices seem very high for a training top. £40 vs £32 and £34 at other league 1 clubs supplied by Macron. <i>The margin made in this area of the football club is modest, Training kit is priced comparative to cost. The product other League One clubs have isn't a like for like comparison and we feel the range is priced fairly in the current market. 2023/24 Training Kit has already been selling well since release earlier this week.</i></p> <p>6. Auctions for Shirts – it has been suggested that one shirt be offered in a raffle to allow more people to be able to bid at say £5 a go rather than many going for £100+ which prices lots of fans out of getting one. What is your experience of this? Would this actually earn more for the club with a lot of people buying tickets? <i>We continue to explore the option of a raffle integration alongside our Epos providers RSS. The auction model has delivered almost £30k in new revenue since its inception in July 2021. They will continue throughout the 2023/24 campaign.</i></p> <p>PG asked whether an auction could be done for OUiTC or similar charity a couple of times a year to enable fans more fans to have a chance of a shirt. OUSP does not include fundraising in its remit so anything like this would need to be done through OxVox or OUiTC. There was some discussion as to whether this already happens. PG agreed to contact Chris Lowes at OUiTC and/or OxVox to explore further.</p> <p>AT confirmed that revised pigeon management is well in hand this season. Cleaning has been underway for the last two weeks.</p> <p>AT clarified that away fans are not allowed in hospitality.</p>	PG
10	<p>Date and Invitees for Next Meeting</p> <p>To be confirmed by doodle poll</p>	

Appendix: Summary of End of Season Review meeting May 2023

- There is now better awareness of commitments agreed in MOU, with the club more actively consulting OUSP e.g. over Arsenal and Season Tickets.
- OUSP has established good communications channels with those responsible for matchdays, and can get speedier responses, e.g. initiating travel discount to Morecambe for Manning's first match.
- Club continues to host minutes and OUSP info on the club website, OUSP writes all documents and maintains editorial control over content.
- Away match rating feature coordinated by OUSP in each matchday programme.
- OUSP reviewed and updated information for supporters on the club website, with particular focus on info for disabled fans. This included correcting and updating the map with CW.
- All members of OUSP feedback that communications and follow up from SLO remain frustratingly inconsistent.
- OUSP pointed out that external ratings (e.g. Fan Engagement, Family Excellence) would improve if OUFC involved OUSP and/or wider fan groups more throughout the season, and responded more quickly to improve the fan focus offered.
- AT agreed to update OUSP at least monthly, and will set up regular Teams meeting with OUSP officers.
- Discussed conflict between SLO role and Matchday Ops. role, which means the SLO is not easily able to liaise with supporters at the time they are most likely to need that liaison.
- Communication from higher levels in club to fanbase need to improve. Fans Forum has been promised since January. OUSP acknowledged that Chairman's and manager's notes are regularly published, but suggested that a more regular update from CEO would be a positive move. Perhaps a monthly email to supporters.
- Diversity in OUSP membership - OUSP to consider ways to improve diversity
- More matchday visibility of OUSP with all representatives participating at some point. Most fans are really supportive of what we try to do.
- Consider having a feature in programme early 23-24 season as "Getting to know your new Panel".
- All agreed to look at ways to improve matchday atmosphere – not helped by on pitch performance 22-23. OUSP has had contact with Fanatics and supported their work, but they do run as a completely separate group. They have struggled with elements of organisation which are essential e.g. with safety certification.
- Family Open Training Day – despite earlier assurances that this would happen, AT felt issues of parking at Training Ground and date availability at stadium were making it unlikely. OUSP emphasised that this event should be prioritised. Suggestions included using stadium parking and running a shuttle bus. JB would follow up with TW, AB. AT would look into travel options