

Notes from OUSP Ticketing Consultation
Thursday 22nd February 2024, 7pm

Via Teams



1	<p>Attendees: Pete Chilton (PC); Janine Bailey (JB); Grace Bailey (GB); Pete Green (PG); Matthew O’Donoghue (MO’D); Colin O’Toole (CO’T); Adam Slade (AS) Ali Wolfe (OxVox) (AW); Lee Barton (OUFC) (LB); Adam Benson (OUFC) (AB)</p> <p>Apologies: Paul Scaysbrook</p>	Action
2	<p>LB and AB had arranged the meeting to gather feedback on ticketing this season to feed into the plans for 2024-25 ticketing. Once plans have been drawn up there will be a further meeting to review before launch. The main points are summarised below</p>	
3	<p>Season Tickets</p> <ul style="list-style-type: none"> ● The welcome pack was well received and a positive addition ● The 18-24 pricing was a good initiative to encourage this age group. LB feedback that uptake had been good. ● The Direct Debit scheme was an important addition to payment options. The delays in its availability last season were a one off. ● The charge for plastic cards not popular. For next season the existing cards can be used again so there will only be a charge for new, replacement or amended cards ● The Open Day was good. Consider having events for other groups (Open Day Lite?) ● Could Blue Light discount be extended to STs ● ST holders’ retail discount only being available in-store was frustrating and would hope with new system this could become available online. ● Half Season Tickets – can club look at how they manage half STs for seats which have had tickets sold for individual matches. Can they be blocked out from half ST sale or at least notify the purchasers before they buy. 	
4	<p>Memberships</p> <ul style="list-style-type: none"> ● Felt the communications had been late and not so visible ● Could the membership window for away tickets open sooner? ● Some discussion of feasibility to have an away match membership ● Yellows Membership + does not include SSU – could an upgrade be made available? ● Junior membership is slightly different to the adult membership, it’s more like a club and can be held in addition to a ST. Suggested re-considering its presentation. 	
5	<p>General Admission</p> <ul style="list-style-type: none"> ● Several situations require multiple transactions and charges. E.g. buying away ticket and LRC coach for same match are two transactions and incur two transaction fees. Buying tickets for more than one away match have to be processed individually. Can all elements of a transaction be merged? ● Discounts e.g. blue light seem a good addition to encourage new fans, but has gone under the radar. AB explained it has been a deliberately soft launch this year, with 	

	<p>lots of ongoing work with Blue Light Card. There will be much more about this at Blue Light day in March.</p> <ul style="list-style-type: none"> ● Lots of potential with organisations e.g. University staff ● Generally buying individual tickets has been straightforward for existing account holders. Some known issues e.g. setting up new user accounts, should be resolved 	
6	<p>General Points</p> <ul style="list-style-type: none"> ● Could we do something for “First Time fans”? This is already in place and info on how to access it is included in the Family Guide on the website. This was not widely known, so visibility could be improved ● AS mentioned some clubs are doing multi-season season tickets. ● PG suggested having “ambassadors” at key employers to e.g. update staff noticeboards with upcoming match info 	