

Minutes of OUSP Meeting
 Tuesday 8th November 2022
 at
 Bangkok Glass Training Ground



1	<p>Attendees: Paul Scaysbrook (Chair) (PS); Pete Chilton(PC); Janine Bailey (Secretary) (JB); Grace Bailey (via Teams) (GB); Ian Coleman (OxVox) (IC)</p> <p>By invitation: Adam Harris (AH), Peter Rhoades Brown (PRB) (both present for items 1, 2, 4)</p> <p>Apologies: Tim Williams (TW) Dean Worrall (DW) Andy Taylor (OUFC SLO) (AT),</p>	Action
2	<p>Minutes of last meeting Had been agreed online and are available on OUFC website</p>	
3	<p>Matters arising from minutes of last meeting (13th October): NB. This item was taken after item 4 at the meeting. A number of follow up items were deferred as AT was unable to attend. These will be forwarded to AT for updates.</p> <p><u>4b ST Holders Promotions</u> The first ST holder promotion ran for 2 days after Exeter win. OUSP flagged up an issue with many ST holders not receiving the promotion email. This turned out to be because they had not opted in to retail / merchandising promotions. JB has been in contact with Lee Barton (LB) over this, and can feedback on the following discussion points:</p> <ul style="list-style-type: none"> • The migration to the new supporter management database (CRM) which should take place later this month will provide a natural opportunity for supporters to update their communications preferences in time for the next promotion. • OUSP suggested that, being time limited, the offers should be scheduled for the end of the month (around payday for most people). We note that the most recent promo ran for a week from 31/10 – 7/11, offering 20% off Christmas Jumpers. LB clarified that ST offers will generally be a 7 day offer around the end of each month, with some reactive offers outside this time frame. <p><u>4d) Junior membership</u> There is some confusion among some fans as to what the Junior Membership offers vs the Junior Season Ticket. The fact that the two products were launched at different times in the summer with no direct comparison made between the two probably contributed to this.</p> <p>LB pointed out that many junior ST holders had also purchased the junior membership so they understood how they worked. He agreed nonetheless that it could be clarified, and will work with the marketing team to use the opportunity of the upcoming Christmas party to arrange a mailing to fans with Junior STs to highlight the differences and offer the upgrade in time for these fans to access the party if they wish.</p> <p>4l) <u>Merchandise range for female fans</u> – GB has forwarded some suggestions from the HGT network and is currently canvassing ideas from OUFC fans.</p>	JB

	<p>9c) Promoting women’s matches – GB contacted AT to suggest that ST discounts for women’s games are included in the matchday script</p> <p>9d) London Rd Club – DW is now adding in departure times to away match PDF. Times have been included in recent away ticket info pages</p>	
<p>4</p> <p>4a</p> <p>4b</p>	<p>Commercial and Hospitality</p> <p>AH and PRB were welcomed to the meeting.</p> <p>They provided some background to their roles – they have been working together for seven years now, and have grown revenue every year in that time, to be competitive within the division we are in. Funds they generate all go in to the club we support.</p> <p><u>Advertising/Sponsorship</u></p> <p>There are limited areas where the club can make money because of stadium ownership situation, so they need to be creative with how they find revenue sources. They believe the packages they offer are competitive and good value for their content. OUSP suggested that a video of a day as a sponsor, showing the quality of the package content, would be a good promotional tool.</p> <p>Personal relationships are important and the new CEO brings a fresh set of contacts in different businesses, providing new options. Much of their work is looking to the medium term, for example shirt sponsorships for 2024 onwards. The prospect of a new stadium provides leverage to establish our value as a partner ahead of any move.</p> <p>The LED advertising boards and scoreboard represent a massive and long-term investment for the owners, (they can be taken to the new stadium). The spec purchased is of the type seen in the Championship and will be leading quality for the current division. This investment provides opportunities for both generating revenue and for better fan engagement to enhance the matchday experience. There are some issues in respect of the scoreboard installation which the stadium owner has raised and which have slightly delayed the installation, but all anticipate it will be in place before Christmas.</p> <p><u>Supporter Hospitality - Britannia Club</u></p> <p>OUSP asked what plans the team has for enhancing matchday hospitality for supporters, especially in the light of changes made this season with the introduction of the Britannia Club.</p> <p>PRB explained that they are always looking to improve and are planning to send out feedback requests to Britannia Club members around Christmas time. They have endeavoured to respond quickly to early feedback e.g. getting team sheets, having tea and coffee available at the bar. Members may bring guests on a match-by-match basis. The club recognises that the loss of reserved parking was a factor for many previous club members, and hope that the opening time of the club ensures that members can arrive early enough to find parking and access the bar pre-match. OUSP has fed back to StadCo the high pricing for drinks, but the club’s hands are tied.</p> <p>Currently admission to the Britannia Club is not available on a match-by-match basis (other than for members’ guests), OUSP suggested this might be attractive over the colder months and suggested it be trialled.</p>	<p>PRB/AH</p> <p>PRB/AH</p>

4c	<p><u>Restaurant</u></p> <p>The restaurant is now back in the main room with good uptake and anticipation of even better uptake with the “big” fixtures which have been scheduled for later in the season. Britannia members access MOTM presentation. Former players often there.</p>	
4d	<p><u>Downstairs Bar</u></p> <p>There is no timeframe available on regaining access to the downstairs bar. When that does happen it offers the scope for developing it as a social club type of venue and then amending the other packages to offer a wider range.</p>	
4e	<p><u>ST Holder benefits</u></p> <p>We discussed whether there might be opportunities to use gaps in commercial take up of less attractive matches (e.g. PJT, Tuesday nights) to offer added value to ST holders e.g. occasional draw to be mascot/12th man. Last season some of this was offered as part of the Golden Ticket. There are a number of factors to consider if this is done again, as there are risks of devaluing one of the club’s few revenue generating streams. The commercial team would be happy to discuss it with ticketing manager. OUSP will also raise.</p> <p>Mascot packages are now being managed by OUiTC.</p>	OUSP
5	<p>Equality, Diversity and Inclusion</p> <p>Deferred</p>	
6	<p>Matchday Points and SLO Items</p> <p>Deferred</p>	
7	<p>Cherwell Collective</p> <p>PC met Emily at Cherwell Larder in Kidlington. With Cost of Living issues there is a huge need for support. Barnsley match (10th Dec) is currently scheduled as Cherwell Activation, so could be collection day with collection points around the ground staffed by OxVox/OUSP and subsequently OUSP / OxVox and club can arrange packing and delivery. PC will contact Emily and copy in OxVox.</p>	PC
8	<p>Any Other Business</p>	
8a	<p>The meeting clarified the role of club employees at meetings, noting that any club employee who attends OUSP meetings does so at the invitation of OUSP, based on the agenda content.</p>	
8b	<p>Will there be a Toy Collection date pre-Christmas, and if so when? JB will follow up</p>	JB
8c	<p>PC is attending a Pyro Training and Awareness session on Thursday.</p>	
8d	<p>GB suggested that some of the pre-match announcements such as about anti-social behaviour, discrimination etc could be recorded by players and/or fans (a child was used for one at Portsmouth). This would give a variety of voices and so have more impact, and could be tied in with video on the new scoreboard. Members of women’s team/management could do promotions for their matches. All agreed this would be a good idea. GB will follow up with AT.</p>	GB
9	<p>Dates of Next Meeting</p> <p>8th December</p>	