

Minutes of OUSP Meeting
 Wednesday 15th November 2023
 Bangkok Glass Training Ground
 7:05pm



1	<p>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). Michelle Young (OxVox) (MY)</p> <p>Invited: Adam Benson, (Chief Commercial and Marketing Officer) (AB); Andy Taylor (SLO) (AT)</p>	Action
2	<p>Minutes of last meeting</p> <p>Were agreed online and are available on OUFC website</p>	
3	<p>Commercial Update – (item discussed out of agenda order)</p> <p>3.1 GENERAL</p> <p>AB provided a brief commercial summary, with positive updates in many areas including increased season ticket sales, and record home shirt sales. The club recently shared that average attendances to date are highest since the 1980s for the same stage of the season. Lots of work is underway to improve the commercial side of the club, such as the season ticket pack. All agreed this pack had been very well received by supporters.</p> <p>3.2 FA CUP</p> <p>JB gave feedback on the meeting earlier in the week between PS, JB, AB and Lee Barton regarding arrangements for FA Cup tickets.</p> <p>We agreed that, whilst OUSP did not expect to be consulted on arrangements for every match, this was the first time a partial closure strategy had been employed for an FA Cup tie. OUSP felt that, as this was a change in this competition, consultation should have taken place to discuss the protocols for low attendance competitive matches.</p> <p>All recognised that early rounds of the FA cup attract far lower crowds than league matches. For last season's second round match v. Exeter, even with the whole ground open, attendance was only 3599. This is a national trend. OUSP understands the commercial and operational reasons for restricting the ground opening, which is the club's decision, but emphasised that in doing so care should be taken to minimise inconvenience to fans and to provide clear and thorough information.</p> <p>OUSP asked whether it would be possible to close a different section to enable the wheelchair platform and family area to remain open. For operational reasons this is not possible.</p> <p>OUSP provided a proforma for information to cover the details that supporters need to use as a way forward.</p> <p>We were pleased to see that the additional detail was included in the club's communication for the next round.</p> <p>3.3 TICKETING/YELLOWS ACCOUNTS</p> <p>AB provided an update on the current situation in respect of account issues. There have been several issues arising from the integration between different systems. This has affected things such as setting up new Yellows Accounts, (which has now been rectified), and access to online discounts for season ticket holders. Steps have now been agreed for</p>	

	<p>resolving this, which will enable effective integration across account, ticketing and retail interfaces. It is expected to take 3-6 months to deliver this.</p> <p>AB stated that although these issues do not relate to Ticketmaster, they have been working really well and closely with the club to address issues where they can.</p>	
<p>4.</p> <p>4.1</p> <p>4.2</p>	<p>Fan Engagement Strategy (item discussed out of agenda order)</p> <p>AB has reviewed current Fan Engagement processes and is developing a formalised strategy for engagement to meet and exceed recommendations set out in the government white paper and fan-led review.</p> <p>The strategy will establish a Club Advisory Board (CAB). The CAB will have 6 members including one each from OxVox and OUSP, plus four others. The CAB will consider strategic and governance issues as well as matchday issues. It will be important that CAB members have appropriate skills. Appointments process will follow FSA recommendations and be by nomination and selection board. Meetings would always have SLO + CCMO attending, plus relevant senior staff e.g. CEO/Chair.</p> <p>OUSP will continue in its remit for matchday issues and supporter experience. This structure will give OxVox a defined route of engagement with the club, which they do not currently have.</p> <p>Other Elements of Fan Engagement will include:</p> <ul style="list-style-type: none"> • Fan Forums – 2 per season run by OUSP and OxVox, endorsed by club. Likely format one early in season with head coach, one Feb/Mar with CEO • 2 surveys per season to all supporters • Matchday surveys (sample groups) • 2 fan events annually e.g. open day • Quarterly Board/shareholder updates <p>There followed discussion and questions:</p> <p>Q. What will be the provision for ad-hoc discussion at strategic level e.g. in the case of unexpected external circumstances?</p> <p>A. There will be a minimum of four meetings, however if something significant arose then there is provision for that within the CAB Terms of Reference.</p> <p>Q. Would the expectation be that the OxVox/OUSP seat was allocated to one person or could any member of these groups attend in the light of availability?</p> <p>A. It would be a post for a specific person. Meeting dates will be set for the whole season. Both groups will always have a reserved seat. It would be possible to change the nominated member if necessary, but one point of contact is envisaged. Meetings are likely to be hybrid to make it easier to attend.</p> <p>Q. How does the Engagement Plan encourage individual fans to engage directly with the club if they wish?</p> <p>A. Current lines of communication via SLO, ticketing etc. will remain and be publicised under a “contacts” section.</p> <p>Q. How does this tie-in with earlier FSA recommendations for Fan-Elected Directors (FED) on the Board?</p> <p>A. The FSA network has identified that the role of FEDs in clubs that have them has not</p>	

	<p>been without difficulty. They can be mistrusted by both Board and Supporter groups and therefore be unable to fulfil an effective role. The CAB should provide an effective check and challenge at this level.</p> <p>Next Steps:</p> <p>AB to meet with OxVox officers and to have final review with FSA. Publication is anticipated in the next few weeks.</p> <p><i>AB left the meeting.</i></p>	
<p>5.</p> <p>5.1</p> <p>5.2</p> <p>5.3</p> <p>5.4</p> <p>5.6</p> <p>5.7</p>	<p>Matters Arising From Minutes of 7th September.</p> <p>3.2 The ticket office has agreed to use the template we proposed for away match information. There has been positive feedback that details for recent matches has been much clearer (e.g. including information on where to collect tickets).</p> <p>4.3 Mick Brown continues to actively monitor football special buses, additional buses now run on routes OX2 and OX3 routes. Setting up additional buses requires a lot of logistics, not only whether it is commercially viable, but also sourcing and staffing the routes. OUSP noted that it is good to demonstrate that fans are using more public transport, especially ahead of stadium move.</p> <p>7.3 GB reported on the Men’s #HerGameToo dedicated match held on 23rd Sept. GB was involved with a range of activities with the marketing team, including giving out 200 free tickets to the women’s game against Ipswich and providing a replica shirt for a competition. GB promoted the event on Radio Oxford, Fence End pod. There was lots of good social media coverage with great interaction.</p> <p>The women’s team dedicated #HGT match, scheduled for 5th November, was postponed due to Billericay having to reschedule the fixture, and will be rescheduled (expected in December).</p> <p>8.2 Cleaning in toilet areas had generally improved. At the last match it was noted that some areas had deteriorated. AT has followed this up and it has been addressed</p> <p>11 Fans Forum: PS had been in discussion with AW (OxVox) regarding plans for OUSP and OxVox to take forward a “Meet the Manager” evening. Following the recent change in manager this can now be revisited.</p> <p>12 Some fans in disabled bays, particularly in SE corner, are driving away before stewards have released the area. This causes a hazard to pedestrians especially those heading to the OX bus stops. OUSP suggested that stewards remind fans when they drive in that there will be a delay on leaving, OUSP will remind in newsletters</p>	<p>GB</p> <p>PS</p> <p>JB</p>
<p>6</p>	<p>Actions since last meeting</p> <p>13/9 JB attended Parliamentary reception on behalf of OUSP</p> <p>14/9 PS and GB attended DSA meeting with stadium planning team, and raised a number of points relating to EDI and accessibility. It is important for the DSA and OUSP to keep pushing for appropriate facilities and flexibility with seats to provide excellent facilities above the minimum standard and to give choice for disabled fans.</p> <p>19/9 JB spoke at OCC Cabinet meeting in support of the stadium.</p> <p>10/10 PS, PG, MO’D and CO’T attended new stadium plans launch.</p> <p>14/10 PS, JB, GB, CO’T, PG attended workshop with stadium project team. The project team presented their initial plans, followed by a lengthy discussion around facilities. At the</p>	<p>PS, GB, AT</p>

	<p>time we were told we would have another meeting. No date has been set for this. JB to follow up.</p> <p>Ongoing – PS, PC and JB meeting with JBP (stadium PR team) fortnightly. We have requested a review of the purpose and effectiveness of these meetings. Lack of regular updates and information is leading to fans are filling the gaps in the narrative. The website not updated regularly. It was agreed that a regular drip feed would be helpful even just reminding fans that there is info on website. Agreed to raise with Jon Clarke.</p> <p>13/11 – JB and PS met with Adam B and Lee B to discuss a number of points around FA Cup matches see item 3.2 above</p>	<p>JB</p> <p>PS/JB</p>
7	<p>EDI</p> <p>7.1 Level Playing Field (LPF) has circulated club-specific feedback from their annual supporter survey. Very few responses from OUFC supporters. AT will circulate summary to OUSP.</p> <p>7.2 AT gave verbal summary of points from LPF club audit visit last season. Most of the areas for improvement relate to stadium conditions/infrastructure</p> <p>7.3 AT attended LPF Southern Forum this week.</p> <p>The meeting’s focus was on sight impairment: a specialist charity will be coming in for colour blindness audit, especially around kits, AT will also put them in touch with new stadium team.</p> <p>The Forum also looked at information available to disabled supporters and how LPF can improve awareness of the info available and ensure it is kept up to date.</p> <p>AT felt it would have been good to have one of the OUSP disability reps there, and will inform OUSP of next forum.</p> <p>7.3 Discussed merits of setting up a separate DSA. PS feels that there is not the will amongst disabled fans to set up another body, and that the informal forums currently being run work well alongside OUSP as the formal route.</p>	<p>AT</p> <p>AT</p>
8	<p>SLO Items</p> <p>8.1 Notes from monthly SLO catch up previously circulated and attached.</p> <p>8.2 OUSP discussed LRC experience on away trips including personal examples of not being told the pickup location. MY, JB and GB are using LRC to travel to Cheltenham and will feedback positive points and areas needing clarification.</p>	<p>GB, JB, MY</p>
9	<p>Any Other Business</p> <p>Tim Williams forwarded the email below from LOFC’s CEO Mark Devlin, in respect of the remembrance commemorations last Saturday. Tim added his personal thanks to fans: “Could you please pass on to your travelling supporters, our thanks for the way they observed the silence and for their appreciation of the Battalion Band at half time. It was noted by everyone and appreciated.”</p> <p>Thanks to Matthew for OxMail article.</p>	
	The meeting closed at 8:55	

Appendix: Notes from SLO/OUSP monthly interim meeting 6th November 2023

Present: PS, JB, AT

1. FA Cup match

OUSP shared some of the fan feedback we received.

Of those not attending, the reasons given were split between

- cost (mostly relating to travel)
- prior commitments,
- they don't attend cup games
- having to relocate seat/no suitable seat available.

Some fans who relocated to SSL felt they had a worse view of the pitch. Those who located to SSU generally reported a better view and good experience. Some East Stand supporters reported a worse view of the pitch. This seems to have been partly due to the density of fans in the area, but also to fans getting seats in the back rows where fans usually stand, so there was a clash of expectation.

The lack of outside catering vans, and sell-out of most food in the concourses, as well as long queues, alongside the closure of the east Stand Car park (due to traveller encampment) affected match-day experience.

JB and PS are meeting with Adam Benson next week to discuss arrangements more fully.

Catering

AT will follow up with Bailey previously discussed points including range of vegan options inside and outside of concourses

Cleaning

AT continues to monitor areas affected by pigeons. The condition of the toilets is deteriorating after a good clean a few weeks ago. AT will follow up.

East Stand TVs

These remain out of use. One has faulty power supply, the other has faulty signal. This is not a StadCo issue but down to OUFC, engineers continue to try to identify cause.

Car Parks: Parts have been replaced in the lights, so lighting levels should improve.

AT/OUSP to monitor.

Stewards are manning the SE corner disabled bays to provide access through the barriers. For safety reasons cars in these bays will be held back after the match to allow pedestrians to leave safely (this is the main access to the OX special bus-stops). Some drivers are not respecting these instructions. JB suggested that when they arrive to park they are reminded that they will have to wait at the end of the match. This usually happens but AT will reiterate to safety team.

Re-marking of the parking bays has not yet taken place. AT explained that the work has to go through a sign off process and he is waiting for it to be authorised,

Olly and Olivia Ox - AT has looked into whether we can alternate the mascots. As Olly is our official mascot he will always be the first one in attendance (except on special circumstances e.g. #HGT fixture). Olivia will join Olly where staffing allows.