

Minutes of OUSP Meeting
Tuesday 24th May 2022
 at
Bangkok Glass Training Ground



1	<p>Attendees: Paul Scaysbrook (Chair) (PS); Richard Jackson (Vice-Chair, via MS Teams) (RJ); Janine Bailey (Secretary) (JB); Grace Bailey (GB); Joe Nicholls (JN); Paul Peros(OxVox) (PP)</p> <p>By invitation: Andy Taylor (AT)</p>	Action
2	<p>Minutes of Last Meeting</p> <p>Minutes of meeting on 13th April had previously been agreed online.</p>	
3	<p>Matters Arising</p>	
3a	<p><u>(3a) Maintenance Plan</u></p> <p>AT has not yet forwarded a maintenance plan to OUSP for feedback on fan priorities. It is evolving still, and being re-evaluated based on shorter investment period for any work undertaken due to planned stadium move. In the light of this, more emphasis is being given to spending on areas which will improve matchday atmosphere (see below item 10). Bike racks no longer likely to be done as AT feels funding would be better spent elsewhere. AT will contact fan who raised the issue of bike racks to explain.</p>	AT
3b	<p><u>(3d) Mental Health/Joey Beauchamp</u></p> <p>Club has now offered some MH awareness sessions to fans during MH week and OUiTC also doing some. RJ reported that Sunderland has a fan-led matchday mental health hub at the stadium which he will look into and feedback to OUSP.</p> <p>AT explained that there would be difficulties arranging a Joey Beauchamp 5-a-side due to works taking place at Training Ground this year over close season. OUSP agreed that it would be a significant event that needs proper planning and cannot be put together in just a few weeks. It was agreed to plan for this to take place in 2023.</p>	RJ AT/OUSP
3c	<p><u>(4) Ticketing and Commercial</u></p> <p>Mixed feedback on having block for Fanatics at away matches. JN is meeting with Fanatics this week and will follow up with LB and talk though options.</p>	JN
3d	<p><u>(8) OUSP Terms of Reference and Elections</u></p> <p>All updated documents are now on the webpage. The Election timetable has slipped by two days purely due to dates of publicising elections. The Management Group is meeting on Friday 27th May to validate all nominations received and establish whether elections will be needed.</p>	
4	<p>Equality, Discrimination and Inclusion</p>	
4a	<p>Access Map on website still not improved - AT will work with media team to ensure this map is clearer and more functional.</p>	AT

4b	AT has applied for Access Card status and is awaiting response.	AT
4c	The Level Playing Field Audit (Part 1) has been booked for 16 th June. PS reiterated his offer to attend (Part 2 will be on a matchday). AT will let him know.	AT
4d	PS suggested the Blue Badge parking bays be re-painted. AT will look into this.	AT
4e	AT had shared link to Snowball app ahead of the meeting. PS had a look and at present does not feel it is something we get involved with, but we should monitor going forward.	
4f	The situation with regards to having sufficient space for PAs in the wheelchair area is not yet resolved. MW has confirmed that the marked bays are within guidelines, and meet SGSA criteria, yet there is insufficient space for all PAs to sit alongside wheelchair users. AT will raise with LPF when they visit for audit and see if they have advice/suggestions. PS will monitor going into the new season.	AT PS
4g	GB and PS proposed carrying out a more focused survey with our disabled fans, building on the information from the LPF survey last year, but also now taking into account significant changes in arrangements at the stadium. PS and GB will draw up a survey which could be circulated through both OUSP and Club channels.	PS/GB
4h	AT has completed EDI audit document for the EFL, which looks at policies, how complaints are dealt with etc. It flagged up some areas to improve on, these could be combined with feedback from LPF audit and discussed at future meeting. EFL survey on disabilities been submitted.	AT/PS
5	Safety, Stewarding and Site Update PS (MK Dons) and JB (Doncaster) had each observed a match from the control room. This had been a really useful exercise in understanding how the different elements of the safety team work together at matches, and to see some of the issues which affect fans. We would suggest that new panel members are given the opportunity to do this next season.	
6	Memorandum of Understanding JB explained that, following the change to the Terms of Reference agreed at the last meeting which amended the notice period for meeting dates from 21 days to 14 days, the same change should be made to the MoU. NMcW had agreed to this on behalf of the club by email. The change to the MoU was agreed unanimously. JB will forward amended version to CW for website.	JB
7	Review of OUSP first Season All of OUSP had contributed to a review. PS and JB then met with AT for end of season review. In addition a supporter survey is running over the close season (https://forms.gle/w5HDr17ZM25B7pfB7). JB will liaise with CW to share it via club channels in order to reach those fans we don't currently engage with to find out how we can better communicate with/work with them. Aim is to collate feedback for the first meeting of the new panel. Achievements: <ul style="list-style-type: none"> • Simply getting up and running • Having regular and transparent dialogue between fans and club in a way that has not happened before 	JB

	<ul style="list-style-type: none"> • Giving fans a route to contribute • Gaining trust of club, fans and external bodies (FSA, LPF, #HerGameToo) <p>There were still things to work on including response from SLO and OUSP raising profile with the fanbase to broaden representation.</p> <p>AT raised the importance of scheduling meeting topics at the appropriate time, so that fans are consulted in the planning stage, e.g. discussions over ticketing should have begun earlier even though options were not final until we knew we were not in playoffs. AT had assumed staff would have read the MoU which commits club to timely consultation. AT agreed that he should ensure staff are aware of the content of the MoU.</p> <p>Looking forward, OUSP is now in a position to build on relationships, and to improve our interaction with fans, with priorities likely to be:</p> <ul style="list-style-type: none"> • Improving matchday experience/atmosphere • Improving response and communication from Club • Raising OUSP profile/awareness amongst fans (more matchday and media presence) 	AT
8	<p>Season Ticket Feedback</p> <p>8a OUSP was briefed by Ticketing and Commercial teams ahead of the launch. It was an oversight that the charge for a physical ticket was not included in the briefing, and in hindsight this was more than unfortunate as OUSP's input to this change could have contributed to making the communications more helpful. OUSP had made several observations in the meeting, and subsequently were contacted by a number of fans, making similar points. JB and TL (OxVox) combined the feedback into a joint OUSP/OxVox response on behalf of fans. This collaborative approach was productive. OUSP feedback was sent to fans in mailing (https://mailchi.mp/1738253371a7/ousp-may-news).</p> <p>Key points:</p> <ul style="list-style-type: none"> • Most fans reasonably happy with pricing • Charge for physical ticket generally disliked • Concerns over move to digital ticketing could have been alleviated by publishing "how to" guide at the same time • Marketing/messaging to fans could have been clearer, e.g. reason for moving towards digital; hospitality (former 1893) <p>8b A number of former 1893 club members had been in contact with OUSP as they had heard nothing specific from the Club regarding the package they had previously purchased. OUSP feels that this lack of direct communication with premium-ticket customers could damage that relationship.</p> <p>Details of the hospitality packages were released just ahead of the meeting. Initial thoughts on the Britannia package, which is closest to the 1893 were</p> <ul style="list-style-type: none"> • it is a significant increase in price (from £205 extra to £450 extra) • access to VIP parking and half time tea and coffee no longer featured • pie included, but how many will really want this? <p>May appeal to a wider audience, but many in this group of fans will feel aggrieved at having paid up over Covid years, and now are being asked for more money for what does not seem much more product.</p> <p>OUSP notes that the 1893 had run at a loss, and so some change was anticipated. Going forward the club needs to build revenue from what is a small range of possible streams.</p>	

<p>9</p> <p>9a</p> <p>9b</p> <p>9c</p> <p>9d</p> <p>9e</p>	<p>Matchday Atmosphere and Experience</p> <p>A general discussion considered ways in which matchday experience could be improved within the constraints of the current stadium and the limited time we hope to be there. In addition to ongoing individual conversations with supporters (including the Fanatics), OUSP is running a feedback form to gather further suggestions.</p> <p>It was felt that a Forum at which a wider group of supporters can contribute to the discussion would be helpful to consider both what fans want to do and how the club can support that. It was agreed that the Forum would be best facilitated by OUSP rather than the club, as much of the atmosphere is fan-driven, but that the club and specific fan groups (Fanatics, OxVox) should be encouraged to participate. Such a gathering will help to get fans geared up for the new season. OUSP will liaise with AT to set this up.</p> <p><u>Site</u></p> <p>The physical approach to the stadium is disheartening, the food offering outside lacks variety when it should be possible to get a range of street food vans (although any change needs revision of safety certificate). Even one different choice would be welcome. OUSP agreed to invite Bailey (Farr’s catering) to the next meeting to explore ways to enhance matchday catering.</p> <p>AT is arranging more branding around the site, including feather banners at turnstiles and as a walkway, and large OX crests inside each turnstile. AT had followed up OUSP’s suggestion that the fan wall of season ticket holders should feature in each concourse with the ST holders’ names in the concourse they use. This will be in place for this season.</p> <p><u>Family Area</u></p> <p>AT is arranging for the family area concourse to be painted yellow and blue, and new Ollie and Olivia Ox graphics going in. Toilets will be labelled with Ollie/Olivia, so it looks more like a family area. Clappers – will consider sourcing for family stand. At review meeting AT had agreed to look into provision of a changing area.</p> <p><u>Sound</u></p> <p>Pre-match playlist could have a collaborative input that changes week by week, or is familiarity more important? Current playlist is not inspiring, but everybody has a different view on music. Sweet Caroline is now played everywhere, and no longer really feels like our own celebration song – should we look at changing it? Maybe pull together a shortlist for fans to vote on? These points can be explored further at Forum</p> <p><u>Fanatics</u></p> <p>We need to start looking now at seat allocations for 2023 if we are to get a singing area.</p>	<p>OUSP/AT</p> <p>OUSP/AT</p> <p>AT</p> <p>AT</p> <p>OUSP</p> <p></p>
<p>10</p> <p>10a</p>	<p>SLO Items</p> <p>Update on SLO actions had already been circulated</p> <p><u>Volunteer Supporter Liaison</u></p> <p>AT wants a small team of matchday ambassadors, ideally 6 volunteers who will get season ticket paid for, to be on hand to assist and orientate fans. OUSP reiterated their willingness to promote this and encourage applications, requesting that AT provide very brief role/person spec. that can be shared and used to help recruit.</p>	<p></p> <p>AT/OUSP</p>

10b	<p><u>Charities</u></p> <p>Suggestions were requested for charities the club could work with over next season. All to gather ideas and feedback to AT. Currently OxVox supports Cherwell Larder.</p>	All OUSP
12	<p>Any Other Business</p> <p>JB shared some recent mentions:</p> <p>1. The Government Response to the Fan Led Review of Football Governance, published April states:</p> <p><i>Football authorities and several clubs have recognised the benefits that come from genuine fan engagement in improving their decision making processes and we recognise that some steps are already being taken to improve this engagement. These include ongoing improvements to the existing Structured Dialogue process between supporter groups such as the Football Supporters’ Association and the leagues. ... We have also noted improvements being made to the processes at clubs such as Liverpool, Manchester United and Oxford United, amongst others.</i></p> <p>2. Birmingham City’s Engagement and Communication Manager has contacted us as they are looking to do something similar to OUSP, and want to talk to us about how we are set up as “seems to be the best one out there from discussions we’ve had.” JB and AT to meet with him on Teams.</p> <p><u>Richard Jackson</u></p> <p>PS thanked RJ for his contribution to the Panel this year. RJ commented that the Panel had achieved a lot from a standing start and that he had found the year very interesting.</p>	
13	<p>Date of Next Meeting</p> <p>The next meeting will include any new panel members, and take place before the season starts. Date will be confirmed dependent on whether or not an election period is needed. We will invite Bailey.</p>	