

## Minutes of ticketing committee meeting 04:04:2023, 6.30pm

	Action/ deadline
<p>1. Apologies were received from David Shaer, Kevin Hind Present were: Chris Wheal, Rachel McFetridge, Nick Drane, Mark Inskipp, Sue Watson</p>	
<p>2. Minutes amended to note that the planned meeting was postponed, and were then approved. Where minutes or details from ISC ticketing committee were included and the ISC has not published those minutes, these to be redacted. Publish on website</p>	CW/MI 7/4/23
<p>3. Matters arising There were no matters arising</p>	
<p>4. Ticketing Manifesto</p> <p>CW reported that Nicola Keye has mentioned at an ISC meeting that CW Had mentioned a number of ideas that sounded potentially useful, so he had sent her the updated Ticketing Manifesto with a cover email confirming that all individual WHUST board members would be prepared to sign a confidentiality agreement if the club did share the commercially sensitive contact centre performance data. NK had replied positively but nothing more had been heard since.</p> <p>It was agreed CW should contact her again and ask for a meeting. CW should explain that we have not published our manifesto but have raised it privately with the club in order to begin a conversation. But we would like to publish it, preferably in some joint way with the club or outlining that some areas have already been discussed. If we can say any parts of the manifesto are agreed or joint that would be better. Some it longer-term so even if we could agree on next steps that would be helpful.</p> <p>Club may say we must take this through the ISC. CW to mention the ISC in his email to NK offering share with the ISC if that is preferred but flagging that WHUST cannot guarantee the confidentiality of all ISC members but can only commit to the confidentiality of our board members. If club says they do want it shared with the ISC, CW to also contact the chair of the ISC ticketing subcommittee, Sara Page.</p>	CW
<p>5. Pricing bands</p> <p>These were the two motions sent to the club by the ISC on 25 January:</p> <p>The ISC believes that the prices for the knock-out rounds of the Europa Conference League games, which are inferior to the Europa League games, are too high. The ISC notes that there is too great a gap between ticketing categories C and B and the Club has already set a precedent for additional categories by adding a higher priced AA category in the past. The ISC believes the club should have a five-tier pricing structure with a new mid-level price range between the current B and C levels, or to consider a European C level that mirrors the Premier League C-match ticket pricing but</p>	

does not offer 'Kids for a Quid'. Moving forward the Club should consult with the ISC on future ticketing categories, and the match prices for each. The opposition competing in each competition are known by August each season, therefore it could be handled in 2 tranches. Firstly, for the PL season, consult in February, giving the club time to announce in April, followed by for Europe, consult in August and announce the same month. Accessibility discounts should apply to all ticketing tiers.

Furthermore, the ISC, calls on the Club to share renewal rates on season ticket sales, take up rates on cup fixtures, and specifically, using the next European game as a guinea pig, identify which groups of supporters have purchased a ticket order to help the club understand the key pricing points for tickets and allow the balance of the two elements of helping supporters in difficult times as well as the need to maximise club revenue. This will support the above from a fact based decision making process.

We would need to ensure we had access to data on these areas as a minimum:

- How many ASTH bought a ticket for the home European game?
- How many Bondholders
- How many STH
- How many by Claret members
- What was the ACTUAL attendance (not tickets sold) for this game and every other game

The club did meet the ISC on 21 Feb, the minutes state:

## 2.0 ISC Ticketing Motions

AP introduced the two motions which had been forwarded to the Club prior to the meeting in respect of the pricing of tickets for the ECL Round of 16, the sale window timing prior to the draw and proposals for revised ticket categories going forward (for further details see attachment below for a copy of the two motions).

NK outlined the rationale for the sale window for season ticket holders to provide 2 months prior to the draw and the category B pricing, including a discount for accessibility supporters and that waiting for the draw would be only 2 weeks before the tie would be played. Opening sales in December provided supporters with more opportunity to budget and the option to purchase before or after the outcome of the draw. NK continued that only two Premier League clubs had previously played in this competition and that one named club were one and a half and two times more expensive for adults and juniors respectively and for another named club the comparison was one and a half and three times more expensive for adults and juniors respectively in terms of the overall customer cost journey for season ticket holders.

NK outlined the reasons why ticket sale data is commercially sensitive, never provided prior to the fixture in question and that the Club will not provide a more detailed breakdown of ticket sales.

There was further discussion around affordability with contributions from AP and PC to which NK and TW responded that the points raised on ticket price

<p>tiering have been noted and will be taken into consideration for future. The Club will consult with the ISC their proposed tiering and pricing strategy for 23/24 season tickets at the appropriate time. PC added that the ECL group matches were attended by 35,000 to 40,000 and in his opinion lower ticket prices would have generated sell-out attendances. TW said the importance of getting the biggest crowd for these fixtures was fully appreciated and the Club will consider the ISC proposals including a more accessible entry level price without the Kids For a Quid and NK added that there are no standard categories allocated for European games.</p> <p>Responsibility NK</p> <p>It was agreed that we should push this forward, even if the ISC isn't. The club must know well in advance what pricing it plans for most games and we ought to be able to work out an agreed way to price other matches based on the potential quality and size of the opposition and nature of the competition.</p> <p>We need to know attendance. The Larnaca game price cut was not due to ISC pressure but due to lack of sales. Lots of games seem to have many empty seats.</p> <p>We should ask how many kids-for-a-quad games are there and how many come. Should these be prioritised over selling tickets to tourists?</p> <p>The club must know what it would price. We should negotiate over that. We need an opportunity to express concern or make suggestions about individual matches we believe are either over- or under-priced. And the club should publish the outcome. If we draw Gillingham, this will be the price band; if we draw Barcelona, this will be the price band. This will enable fans to work out how much they might need to save to buy cup tickets.</p>	<p>CW 7/3/23</p>
<p>6. Season ticket renewals</p> <p>Rumours suggest club plans a price rise if we avoid relegation. Club should publish what they plan for the prices to be based on relegation or not. We should make clear that if we remain a Premier League club the current cost of living crisis means prices should not rise. We have been paying over the odds for beer and will never get that money back.</p> <p>CW to send that message to the club direct. SW to raise our view with the ISC.</p> <p>CW has raised question about how fans buy an extra season ticket near them or move to another part of the ground to get an extra seat. No answer received. SW suggested sending that to a ticketing manager rather than the director. CW to try that.</p> <p>RM suggested it was the sooner you renew your season ticket the sooner you can move seats. But concern that restricts you to the band you are in so you can only move further back. Whatever the process is, it should be made clear and published.</p> <p>RM, also mentioned that seats are often sold to away fans and not occupied by the season ticket holder. We should ask how many season ticket holders never go, or only go rarely. Should there be a mechanism for spotting those not properly used and reclaim those seats and make them available. Other clubs remove season tickets from people who do not attend 10 games. CW to raise this too with NK.</p>	<p>CW 7/3/23</p> <p>SW 7/3/23</p> <p>CW 7/3/23</p> <p>CW</p>

	7/3/23
<p>7. AOB</p> <p>Tickets for Gent and away season tickets done by points only. Feedback received was that it was the fairest way to do it. Some were surprised and some did not get tickets but the comments seemed to suggest most people accepted that if there were a limited number that was the fairest way to do it. Agreed to pass on that positive feedback to the club.</p> <p>UEFA investigating overcharging for Gent game. Maximum price is €35 but Gent has bundled in €5 for transport. West Ham accepted this, but not every fan will want that transport as they may travel independently.</p> <p>No ISC ticketing subcommittee meeting date scheduled. CW to write to the chair suggesting there be one before our next meeting.</p>	<p>CW</p> <p>7/3/23</p>
<p>8. Date of next meeting</p> <p>02/05/23, 6.30pm RM warned she might not be able to attend.</p>	

The meeting ended at 7.35pm