

Minutes of ticketing committee meeting 04:10:2022, 6.30pm

	Action
<p>1. Apologies were received from David Shaer and Kevin Hind. Present were: Chris Wheal, Sue Watson, Rachel McFetridge, Nick Drane</p>	
<p>2. Minutes as amended and approved. Publish on website</p>	CW
<p>3. Matters arising</p> <p>3. Introduction to Steve Applebee of the ISC ticketing sub-committee made. Currently no date for ISC ticketing sub-committee, which has not met since NFCs were made compulsory or the Europa ticketing delays. Sue reported that the ISC would meet on 12 October and a ticketing sub-committee meeting would be scheduled after that.</p> <p>4. Questions sent to Steve Applebee, who has promised to respond. CW to chase</p> <p>5. Technology document sent to Nicola Keye on 13 September with message: "I attach a document that one of our members drafted as a thorough explainer for NFC ticketing. If there are any additions or amendments you'd propose please do let me know. We'll put this on our website once you've had a chance to check it over." No reply received. Committee agreed we publish anyway</p> <p>8. CW and SW had not produced the away fans crib sheet. They will do.</p>	<p>SW/CW</p> <p>CW</p> <p>CW</p> <p>CW/SW</p>
<p>4. Away ticketing</p> <p>RM had sent a Google doc as a starting point to discuss. It includes how the points work and gives examples. It includes what the club claims it offers in terms of service standards for away fans, but it never achieves them. People have to buy transport and accommodation without being sure they will get a ticket. Tickets have not been received prior to games. There is a process for getting them sent to the away ground for collection if they have not arrived by Thursday – and it happens a lot.</p> <p>Different types of ticket buyers get tickets in different ways. Bondholders, Club London members and Corporates etc.</p> <p>Away season ticket holder category no longer available but numbers are dwindling as once you leave you cannot re-join. If that ends it will be down to points only. People who already get their away tickets based on points feel it is reward for attending the less popular games and that should not be undermined. But the system needs to work better and be more transparent. Not sure if those who buy tickets but do not attend still get the points – are the points from buying or attending? There are some people who buy tickets with no intention of going, or buy them and pass them on but still get the points. Or do they? On the flip side of that an example was given of someone whose father died so they could not attend an away game and the club threatened to pull their away season ticket as a result of non-attendance.</p> <p>SW would circulate the Premier League loop info on the survey about PL aways tickets.</p> <p>SW would circulate emails from Steve Applebee and the club about Club London and others being treated differently for the Anderlecht away game.</p>	<p>CW</p> <p>SW</p> <p>SW</p>

<p>Belgium police communicated on Wednesday that they would not accept WHU fans collecting tickets in one place – as is the usual format. Club contested and appealed to UEFA but police refused. Friday was final announcement. Fewer than 100 had not collected tickets from the club by Monday so there will be a single pick-up point for those fans and the Belgium police has agreed to that. Most clubs send their fans tickets. Only UK clubs insist on collection from the away ground. SW would circulate relevant emails.</p> <p>Bondholders (700-800, with 250 active for away matches) plus Club London plus corporates take up a lot of tickets. You can still buy bonds off bondholders – there is a waiting list. 200 to 300 depending on the match go away and get priority. Need clarity on how many tickets are allocated to each category and how is that decided. We should ask for the allocation for each of these groups for all of last season and each of the games this season. These groups are getting priority without having to attend the unpopular away games so the people amassing points doing that then find they remain further down the pecking order. Why should corporates get tickets to the popular London games if they have not been to all the away games (if that is happening)?</p> <p>Agreed to add questions to RM’s document and CW will then add those to the questions we ask Steve Applebee and the ISC ticketing sub-committee. Can we have a countdown system showing how many tickets are still available and how they have been allocated?</p>	<p>SW</p> <p>ALL RW/CW</p>
<p>5. Ticketing manifesto</p> <p>CW had sent a draft.</p> <p>SW reported the Baroness Brady had agreed to the idea of welcome pack for new season ticket holders. This was something we had discussed so we should include more detail in our manifesto, even explaining how a season ticket works. A mix of useful information and some goodies.</p> <p>SW said MI had been looking at whether the NFC ticket could be linked to getting a discounted price at the bars. CW to check with him. Or could we have a membership card? Could credit be added to it only for season ticket holders? Could members choose to top that up so they get discounts by spending on the club card/NFC? There is the club cash already so couldn’t that be used? There could be a ‘pie and a pint’ member or a ‘real ale’ member and only they are allowed to certain kiosks and must use their membership card/NFC to secure their discount. But members must get cheaper deals than non-members and tourists. This must be in fiat currency GBP£ and not a cryptocurrency. Could there be members’ merchandise? Or merchandise that showed you’d been a member for X number of years or had attended every match in a tournament or in a season? SW reported that those who signed up the first year of the move got a founding member pin badge. If the club did this, they would get goodwill from the members – and goodwill open members’ pockets.</p> <p>Ask FSA if other clubs have membership scheme or offer discounts. SW to ask the Premier League Loop.</p> <p>SW to ask the person who runs the EFL loop too.</p> <p>ND to ask the FSA group he attends, which include Dulwich Hamlets.</p> <p>This could be something we lead within the FSA asking or all football fans to</p>	<p>CW</p> <p>CW</p> <p>SW SW ND</p>

<p>get a better deal from their clubs.</p> <p>No strategic level communication from the club to anyone. Operational is more important to most fans. But fans' groups need the strategic coms.</p> <p>We need to be clear that if GDPR is scrapped or reduced privacy must be retained and our data must not be shared with any third-parties without prior consent. It must be that a fan opts in to receiving other communications. Fans are not automatically opted in, with the option to unsubscribe. We should ask the club where they sell our data currently.</p> <p>CW to add these points into the ticketing manifesto</p>	<p>CW</p>
<p>6. AOB</p> <p>There was no other business</p>	
<p>7. Date of next meeting</p> <p>01/11/22, 6.30pm (ND sent apologies in advance). This was subsequently put back one week to 08/11/22 to allow for the ISC ticketing sub-committee.</p>	

The meeting ended at 7.27pm