

## West Ham United Supporters Trust

### Minutes of ticketing committee meeting 08:11:2022, 6.30pm

	Action
<p>1. Apologies were received from Nick Drane and Sue Watson. Present were: Chris Wheal, Rachel McFetridge, David Shaer, Kevin Hind</p>	
<p>2. Minutes amended and approved. Publish on website</p>	CW
<p>3. Matters arising</p> <p>Away Fans crib sheet – Rachel detailed club’s and police involvement for away fans. When collecting tickets all the necessary support is there. They are accessible and ready to help. Sue and Chris to update. CW to send Rachel a draft first before circulating an edited version.</p> <p>4. Away ticketing. The following questions were sent to Steve Applebee</p> <ul style="list-style-type: none"> <li>• How many bondholders are there?</li> <li>• How many bondholders attend away matches - every away match, more than half away matches, only London away matches?</li> <li>• How many Club London members are there?</li> <li>• How many Club London members attend away matches - every away match, more than half away matches, only London away matches?</li> <li>• How many Corporate away tickets are allocated - for every away match, for more than half away matches, for only London away matches?</li> <li>• How many away tickets are allocated to each category and how is that decided?</li> <li>• Can we see the allocation for each of these groups for all of last season's away matches and each of the away games this season?</li> <li>• Do tickets get allocated to these groups without them having to build up a points balance by attending the unpopular away games?</li> <li>• How many away games did the club sell 100% of its allocation, 95%, 90%, 80%, 75% or less?</li> <li>• How soon before an away match are tickets on sale to those with points? Can we see the number of days in advance of KO they were available to this with 40, 35, 30, 25, 20, 15, 10, 5 and zero points?</li> <li>• Is it possible to have a countdown system showing how many tickets for a match are still available and how the ones sold have been allocated?</li> </ul> <p>5.Feedback from Dulwich Hamlet via ND: We're probably at the wrong end of the scale but at Dulwich STs get 20% off a range of local retailers on match day (from bars and tap rooms to curry houses, pizza etc.) and 10% on non match day. STs also get 50p off a pint in the club bar. (Surrey Cricket/the Oval do a similar cheap beer for members rate).</p>	SW/CW
<p>PL and EFL answers? Noted that Dulwich Hamlets is a different business model. But also noted that if a small business like this can offer a discount to ST holders, so can West Ham. CW reported that MI had confirmed the club’s technology provider Fortress can put discounts on NFC season tickets and Delaware can integrate that</p>	SW

<p>into their Point-of-sale systems. Discussion that only discount is in the shop, but with no notification or welcome pack how do season-ticket holders know there is a discount. How do you get it at the till? Are the club trying to keep it secret?</p>	
<p>4. ISC meeting – minutes</p> <p>The ISC ticketing minutes were shared. Only Bondholders, disabled members and WHUST attended. Positive feedback that the other members and WHUST agree on the issues with the club’s ticketing issues. ISC did not know the answers to many of our questions so will ask the club. If ISC ticketing sub-committee unable to get a response to our questions, WHUST will ask them of the club direct. Due to some ISC members publishing confidential material the club is reluctant to share sensitive information with the ISC. WHUST would be happy to sign a confidentiality agreement.</p> <p>Slight concern that the ‘vanilla’ nature of ISC minutes mean is it not clear what action will happen. There is a responsibility allocated but not clear action points.</p>	<p>CW</p>
<p>5. Ticketing manifesto</p> <p>A revised draft of the ticketing manifesto was circulated.</p> <p>Discussion about what timescales we should include – in the absence of any answers from the club. Also questions about how to define urgent and standard and less urgent coms. If you ask people to indicate whether their communication is urgent or non-urgent they will always say urgent. Can we instead have questions that indicate the urgency? A game in the next 24 hours requires a different response to one in two week or a general enquiry about when season tickets will be available next year. But an away match ticketing questions for three weeks’ time may be as urgent as a home game in 24 hours, as people need to book accommodation and transport. Agreed this was not possible to iron out in this discussion. Suggestion was that most urgent needed to be two hours target and four hours max with an 85%/15% split between those two targets. Standard needs to be 24 hours target and 48 hours max and general enquiries should be five working days. And TO staff must be available evenings and weekends if they send out communications late on a Friday. CW to draft some suggestions and circulate before the next meeting for a more structured debate.</p> <p>Where is the ticket office? Is there a ticket office? There is a kiosk on matchday – a booth – but it’s a not a ticket office. Is it entirely outsourced and how does that work with GDPR? Presumably Monday to Friday there is somewhere you can go at the ground. CW to ask SA (ISC). But presumably there is a small and dwindling number of people who want to engage in person in that way. It does not matter if there is a physical ticket office or not, as long as it works smoothly – but the fact is that it currently does not work well.</p> <p>Reports of recent positive experiences of calling the ticket office and having problems resolved quickly and efficiently within minutes. But this was at a time when the TO was not busy.</p> <p>There was a brief discussion about whether to call it a manifesto or a blueprint or some other term, as it was not a manifesto we could force</p>	<p>CW</p> <p>CW</p>

<p>through. But there was agreement it clearly indicated what we wanted to happen and therefore manifesto was the right term. It expresses what we want to achieve. It contains our policy proposals.</p>	
<p>6. AOB          What happens if the system goes down at the game? If the NFC system goes down and nobody can get in. Or a power cut? Or a bomb goes off? What is Plan B? Is it LS185 that has the plan and West Ham has to follow that? CW to ask about?</p>	<p>CW</p>
<p>7. Date of next meeting          13/12/22, 6.30pm</p>	

The meeting ended at 7.35pm