





- *KT – to feedback regarding player interactions:  
Player interactions on matchday have increased, fan feeling was shared at relevant meetings*
- *PB – Will come back with update regarding STH discount:  
ST discount has been extended to full time on main outlets*

**Mike S** – Brief overview on Saints Voice meetings outside of the stadium and the rise in profile for Saints Voice.

### **Ticketing Focus Group Follow Up**

**DT** – Ticketing subgroup has provided positive and constructive feedback around an emotive issue, as well as there being a lot still being in development. The club has learnt a lot and a key challenge for us is how we can address loyalty and the best way to do that. Whilst this is difficult we are looking into how we can achieve this, which includes: Season Ticket duration, how many matches attended, pricing and ages groups.

How do we create value for Season Ticket Holders? We are looking at surprise and delight as well as the financial commitment.

This process has led to us rethinking and developing our marketing strategy, whilst we cannot elaborate on this currently, this is in progress and we will update you at the earliest opportunity. One of the challenges is what we can do in the short term.

**TD** – Stated that the West Ham drinks voucher was well received by supporters and thanked the club for this.

**ME** – Raised the point of the difficulty to attend due to the cost of tickets as well as the multiple fixture movements, and therefore not always able to build loyalty.

**DT** – We are always looking to reward and treat our supporters. Football Clubs are behind some industries in terms of rewarding supporters. We should all work hard to compete for supporter attention.

**TD** – What is the reasoning behind the allocations we take for away games? Why is this always different? For example, Chelsea allocation, Virgin's £20 offer and the small allocation at Leicester.



**MS** – In an ideal world, we would love to take the full allocation available to us and sell them all. We do however have to decide what allocation we should take at least a month before the fixture commences. Before deciding on the allocation we have to take into account the date of the fixture, previous take up of tickets for the specific game as well as previous take up for similar away games.

We have shifted on sale dates for away games slightly earlier, so that we can evaluate how sales are going to assist in our decision making. For example, Arsenal went on sale earlier than usual and as this match sold well, we increased the allocation and the number of tickets requested.

When we decided on the allocation for Chelsea the form of the team was poor and the take up of tickets was very slow - similar Tottenham away, another London fixture. The difference is, we have no choice but to take 3000 tickets for Tottenham due to the size of the stadium. Other Clubs have more options in terms of numbers and more flexibility on decisions.

The allocation we took for Leicester was 1400 tickets and with the sales being slow, we felt the jump to 2300 tickets was too much. The risk with most away matches is that any seats that we do not sell must be paid for by us.

**JW** – The ticket bundles were welcome and a very good idea. There however could be a slight improvement as it wasn't clear that the discount would go up to 20%. In addition to this, it would be nice to have an increased range of games within the offer.

On the flipside, does this not make Season Tickets less value? Could you give Season Ticket Holders a small rebate due to the fluctuation in ticket prices?

**MS** – We ensure when making these offers that Season Tickets still work out better value for money. The bundles have sold well and been popular, although we take on board your feedback around the communication piece.

**JW** – Would it be possible to have a loyalty accumulator where the discount increases over a number of years? Would there be room for Virgin Media to subsidise tickets for a 3<sup>rd</sup> away match?

**DT** – The budget from Virgin Media has been put towards a wider scheme to reward our supporters. As part of this scheme, we introduced Super Saints on a matchday, and we are looking to include other activities. There will however not be a 3<sup>rd</sup> subsidised away match.

**YW** – Why do all of my friends and family go into my basket when I would like to purchase for cup games and friendlies?



**MS** – This is because they are linked with the purchase of your Season Tickets being at the same time.

**YS** – Once the ticket has been purchased, would it be possible to have a status that updates once the tickets have been dispatched and received? This will save stop us from worrying and questioning where our tickets are.

**MS** – At this current time our system does not have this capability, although it is certainly something we can look at when moving towards an upgraded system.

**TD** – Lots of supporters did not receive their drinks voucher, is it possible to add these onto Season Ticket Cards?

**DT** – This is difficult to achieve currently, due to the connectivity in the stadium. We are exploring connectivity that will incorporate many aspects of the matchday experience, including what we can do with season ticket cards.

**TD** – Do you monitor forums and watch supporters trying to sell their tickets for more than face value or to increase their purchase history? We see it happen a lot.

**KP** – We find this frustrating also! Whilst we will always seek to address illegal ticket touting wherever possible we will never have the capacity or resources to monitor and identify every supporter attempting to sell their seats.

**OB** – This needs to be taken into consideration when a loyalty scheme is proposed, as this would be unfair on the supporters that don't do this.

**MS** – Every football team has the same issues and we all find it very difficult to monitor, however if you have any suggestions you are more than welcome to bring these to our attention.

**Mike S** – When will pricing be announced for next season, and will there be an opportunity for us to put in some suggestions?

**MS** – Whilst we do not have the full details at this moment in time, it is likely to be announced around April time, similar to previous seasons and dependent on league position. You are more than welcome to get some suggestions together and pass them our way.



## **Away Fan Relocation**

**Mike S** – Where are we with the away supporters relocation conversations?

**TS** - Thank you for providing us with the feedback, we found this very helpful and encouraging. Moving supporters is a very complicated process. The current proposal considers moving the away supporters to the Kingsland North area.

A big consideration is moving the Season Ticket Holders that are currently in that area, as well as supporters sat near where the proposed new away area could be. Some fans have been in their seats since St Mary's was opened and would be reluctant to move and we need to ensure anything we do is in the right way. We also need to focus on the safety aspects and this would include the structure of the stand, implementing new shutters into the concourse and evaluating the flow of fans. Once we have considered the proposal internally, it will be put to the Safety Advisory Group (SAG). If this is approved, the club will be in a better position to make a decision. Communication with our fans is key here.

**TD** – Would safe standing be considered with this change?

**TS** – If we did relocate the away fans, this wouldn't happen immediately due to the logistical issues involved. We would look to tie this in with any other work that is appropriate, and would always make decisions based on what is right for our Club and our fans.

## **Catering**

**Mike S** – The Season Ticket food and drink discount has been great now that the offer is extended until kick-off, however this is still slightly inconsistent around the stadium.

**PB** – This offer was extended after the last meeting and the figures have shown that this has driven sales in the last 30 minutes before kick-off which indicates success for us and for fans. We are looking to continue this and see how we can improve this further in future seasons.

**ME** – Is the discount only available at the main kiosks? Some of the staff seem unsure on what the Season Ticket discount is.

**PB** – We put carts out to help the speed of service on the concourse, as they supplement the main outlets. Giving the Season Ticket Holder discount slows down service considerably at the carts/hawkers due to the method by which the discount is applied at the carts. We will raise your points with the relevant staff members to ensure everyone is fully aware of all details of the discount.



**LB** – The discount is brilliant however there are some improvements need surrounding the communication, as well as queue times.

**PB** – This is an ongoing challenge, which we are always looking to improve upon. In September we had a big turnover of staff as well as some infrastructure issues. We are tackling this the best we can and are investigating different ways for this to improve. We are incentivising staff to serve quickly and clear queues before the second half begins. In addition to this we are working with partners and technology in the market to find out what is affordable and practical for speed of service. We are very limited in terms of the facilities we have in this stadium, so maximising performance with what we have is key.

**LB** – Can we change the queuing style? For example a snake queue like I have seen elsewhere?

**PB** – A Disney style queue will slow things down at the front and the multiple queue set up is far quicker, however we are looking at ways to channel lines with the flow of people. We have introduced beer tokens and we are now looking at beer carts. We are also looking into drink only queues, but for these to work we need to focus also on the logistics and set up behind the counters.

### **Five Year Plan Update**

**Mike S** – What has happened with the five year plan?

**TS** – It is difficult to have a five year plan within the Premier League which is fast changing. A one to three year plan is more realistic. Right now we are focusing a little more short term. It is very difficult with the pace and challenges of the Premier League to say where we want to be in five years, although we will be going out to fans with more details of our updated Club strategy once this has been shared with our staff.

### **Bricks and Pavers**

**MC** – What is the situations with bricks and pavers?

**KP** – As you are aware there are a number that have faded due to weathering and footfall. The challenge we have is that we have no records of who owns them and their content. The company that sold these are no longer in existence and did not share records, which makes it difficult to engage with supporters that already have one. The practicality of taking all of



these out and having them replaced or repaired is a huge challenge, although we are looking at more sustainable options for current owners and new requests for memorials and similar. It is a far bigger project than a decision on what to offer due to the sensitivities of the fans that may have a faded paver versus those that are unaffected, versus those that would like a new tribute. We will be seeking further feedback from you all in the near future.

### **Gasworks Bar & Kitchen and Fanzone**

**MM** – What is happening with the gasworks? The atmosphere doesn't feel right and neither does the pricing.

**PB** – We have stopped the pre-booking for £22. We were getting good numbers for the first few months, however these started to tail off towards December. The feedback we received was that supporters would like this more like a sports bar. From the Manchester City game and onwards, we do not require a pre-paid booking and there are more options in terms of meals and single courses.

**MM** – Table service is very slow and the prices are too high. The lighting is also very difficult, and it feels that this being aimed at higher class supporters. Our fans want a burger and chips like they used to have.

**PB** – Feedback is very good and we take all of the comments on board. The food is not the same as the concourse, and this is a different and relaxed environment. It is also open to all supporters and is not a hospitality options. The set £22 has disappeared and now everything is individually priced, and if supporters are looking for concourse food that is still available to them nearby. We will look to get the message more out there in terms of the changes that have happened.

**MM** – What is the update with the Fanzone?

**PB** – We have gone through the planning stages and we are now in the process of submitting the proposal. We are waiting on a response from the council and will hopefully hear back soon, so that we can get it up and running for the new season.

**JW** – What would this look like?

**PB** – This would be a fan park that would include food units, entertainment with TV screens showing other matches. There will also be a stage for bands as well as having Q&A's. We will also include undercover seating, as well as family friendly games.



**LB** – Who would this be for and how would you get in?

**PB** – We haven't got that far in the planning yet, however we will keep you updated.

**Mike S** – Does left over food go to the homeless?

**PB** – This is not something that happens every match, however we are working with our Foundation on initiatives. Food wastage is volatile and we need to manage this the best we can.

#### **Transport e.g. Park & Ride, Stadium Parking for Away Travel and Free Bus Travel**

**ME** – What is the current take on Park & Ride after the restrictions? Why on the website does it state it is for blue badges holders or 'anyone that feels they might need it'

**KP** – The take up is fairly low, with around 10 cars in one car park and 20 in the other for many matches. Not everyone that uses this is a Blue Badge Holder, some of these are elderly supporters, some that struggle with mobility or someone who has a temporary disability. Not everyone would consider themselves to be disabled, although we try to be inclusive and provide a helpful service to all that may need it.

**ME** – Could we improve the advertising? Could you put on an actual Park & Ride for all fans with and charge?

**MH** – There was one when the stadium first opened, however the areas that were used now have houses built on them and sites will not always be available. The sites that are in use currently are suitable for low numbers. We do offer parking offsite, which isn't completely sold out. Restrictions around the stadium also stop loading and stopping too. We do also offer a shuttle bus from both the train station and Red Funnel, which drops off at Chapel Road. We have looked at other options but there would be a significant cost for what we expect the take up to be and how close they will get to the stadium.

**TD** – What about parking at the stadium for away games if you do not use official travel?

**KP** – We have a limited amount of parking at our stadium and away matches are on a variety of days and times. Due to staff parking, events, and other commitments we can only guarantee a certain number of spaces available. The only away travel we can quantify is our official travel, and therefore we can predict and meet that need. What we can't do is allow



parking for any and all visitors claiming to be travelling away as this could create a huge issue. The parking we do offer fans travelling with us is free.

### **Merchandise (Women's Clothing)**

**YW** – With your merchandise, there is a lack of women sizes, products and colours. We have had some feedback via social media and there is a theme with lots wanting to share their thoughts.

**KP** – We have spoken to the Head of Retail and other retail staff, and there is a great appetite for further dialogue around this. They would find these conversations really helpful and are keen to arrange a session with members of the panel and additional fans. We will get in touch to arrange, and thank you for bringing this to us.

### **Development of an App?**

**MC** – Are there any plans to introduce an App?

**DT** – This is a priority for us and is being developed as part of the connectivity plan. The technology we are looking at is about to be launched in another stadium, so we will monitor these trials.

### **Competition Winners**

**Mike S** – Where do we announce the predict the score winners? We can never find it anywhere!

**KP** – We believe this goes out on post-match emails, although we will follow this up with our marketing team and confirm back to you.

### **Can supporters watch games at Staplewood?**

**TS** – we recognise there is demand for U23 matches at Staplewood to be watched by the public, which currently is not possible for site licencing reasons. However this is included in the plans for the next phase of site development, albeit we do not have a timescale on this at present. Academy matches at the stadium have very low attendance when entry is free, is there a way Saints Voice could help spread the word around these matches?



**Sea City Museum – can this be moved to the stadium?**

**DT** – We are currently developing a plan for this and will look to update you at the earliest opportunity.

**Can we find out earlier about pre-season?**

**MS** – Thank you for your suggestion, we will discuss this with our colleagues. At this time, we cannot provide you any more details.

**Action Points:**

Merchandise focus group – we will look to create a focus group specific to merchandise and retail.

U23 games at St Mary's – the club to give advanced warning of matches to Saints Voice

Sea City Museum – in the stages of developing a plan, will update you at the earliest opportunity.

Predict the Score – we have now ensured that these are announced via post match emails.

Next meeting (end of May, after end of season)

Bricks and Pavers – we will provide Saints Voice an update when possible.

**Finished**