
Supporters Consultation Committee – 14th September 2017

Attendees:

From the Club:

Lee Hoos (LH) - CEO

Andy Rees - Supporter Relations Manager

Ed Barber - Marketing and Supporter Relations Assistant

Supporters Consultation Committee (SCC):

Supporters (Committee)

Dan Bowyer - Ellerslie Road

Dan Norris - Ellerslie Road

Steve Hodgkiss - Lower Loft

Steve Sayce - Fan Site Representative - Independent Rs

Bill Cox (LSA) - Loft Upper

Robbie Bennett (LSA) - Loft Upper

Tania Hillman - W12

Stephen Dedridge - (QPR1st) Ellerslie Road

Emma - Rainbow Rangers

Karen Hampshire - QPRDSA

Jeremy Gardner - (QPR1st)

Marc Butterlin - South Africa Road

Apologies

Gobi Ranganathan - X block

Joanna Bates - South Africa Road

Duane Harvey - Corporate Box Holder

Minutes:

Ed Barber

ACTION POINTS - from last meeting:

Fanzone- LH was hoping to meet with the council this week but the meeting had to be postponed.

Disabled supporters- Looking at a new ticketing system to help supporters with registration but is dependent on what paperwork they need to submit and when.

Ticketmaster issue- should be resolved within a week.

Start of season re-cap

LH: The Stan Bowles match has raised £106,000 at the moment. He was also proud of the staff, fans, club and community for working on and supporting the #Game4Grenfell which was for a great cause.

SCC: The SCC and fansites wanted to put on record on behalf of many fans their thanks to the club for everything they did for the Grenfell match and are continuing to do for the community.

Fan communications

LH: What communication channels could the club use in the local area?

SCC: Suggestions made included promoting upcoming fixtures in the local papers and leaving flyers at shops for customers to pick up when making purchases. Also mentioned was the use of advertisements on local billboards, buses and bus stops. The greater use of advertisements in schools should be explored such as in newsletters in return for raffle prizes. Community Trust staff should have face to face conversations with parents at the end of the school day for a greater impact.

Further points

SCC:

- The launch and update of the Single Sign On (SSO) had been successful for many but further information is required for those that are having issues.
- Further communication is required about the latest on the Linford Christie Stadium as many supporters are unaware.

Flexi-Ticket

The New and Revised 2017-18 Flexi Ticket Offer was handed out to the committee.

LH: The club is again offering a Flexi Ticket offer to fans. Last year only 49 fans took up the offer so it is now open to everyone not just members. What are the opinions on the offer?

SCC: There were some suggested improvements including:

- Offering a 3 or 4 game package at less than £100 which could be more appealing to supporters to purchase for Christmas
- The press release mentioned Disability Living Allowance which is becoming PIP
- The press release should emphasis the benefit of being able to purchase outside general sale and being eligible for early bird season tickets next year
- Making the offer available in the Club Shop to make further sales
- Making the press release more simplified including bullet points and a list of games

- Allowing all the tickets to be used for one game rather than individual games

LH: Allowing the tickets to be used for one game could lead to touting issues, but group sales are encouraged for supporters wanting to attend a specific game.

Mystery shops

LH: The club are looking for mystery shoppers both new and old fans to create a balanced opinion of the club. Anyone willing to volunteer or knows anyone who would be interested should contact Andy Rees.

Website update

LH: What is the opinion of the new website? Any feedback?

SCC: The general feedback was positive with many people pleased with the new website. There were some improvements and queries.

- The accuracy of the website needs to be improved and the information updated. The website states the superstore opens at 9am but fans were waiting outside until 10am for it to open.
- The 'hamburger' button at the bottom is not clear and should say 'Menu' to make the bar clearer for fans.
- The arrow button on to view further tabs needs to be made clearer suggested was naming it 'More'.
- The quote at the bottom of the homepage 'Sweat and blood as well as technique and tactics' should be credited to Alec Stock.
- There needs to be more content on the U18's team and ladies team.

SCC: The Community Trust website needs to be updated

LH: There is an update which should be made live in the next couple of weeks.

Stadium and training ground

LH: The decision regarding the footpath at the training ground is expected in the next 6 weeks. A judicial review about the new training ground will take place in November and is expected to take around 4 months. No architects will be employed until all questions from residents and local groups are answered.

SCC: Is there any issue about the lease at Harlington?

LH: There is a 5 year lease which has break clauses.

Supporter issues

SCC: Issues raised in the meeting by the committee included:

Season Ticket Holders

- Season ticket holders not showing for midweek games leaving empty seats.
- Lower Loft Block P was empty for the match last Saturday. It used to be full but now there are many empty seats despite it being a prime location for the game. If there are season ticket holders not showing is it possible for tickets to be recycled at a cheaper price for fans?
- Do season ticket holders get discounts at Westfield and if so is it publicised on the website?

PA System

- Supporters sitting in the Loft upper and lower are struggling to hear the PA system so do not hear any announcements made

Catering

- The food kiosk in the Lower Loft by the stairs has been closed this season and fans are unsure why as it had previously offered another option for food.
- Bottled water had run out by half-time of the Grenfell game.
- The service at the Blue and White bar was described as ‘appalling’. There is no queue system in place and not enough staff serving customers meaning that supporters are waiting a long time. Fans also raised the idea of pre-pouring and pre-ordering drinks at the bar to improve efficiency.
- Previously there were staff walking round with backpacks with beer making it easier for fans to get a drink. This hasn’t been available this season.

Travelling coaches

- Supporters are wanting to go on the coach but there is not space.

LH: He would like the names of those wanting to go on coach when it is not full so he can contact them directly to enquire.

- Is there a waiting list for away coaches? How many people were on it this year and is it advertised anywhere rather than just hidden away on the e-ticketing website?

LH: There were only five games that had a waiting list, which were Huddersfield (2 who got on the coach), Cardiff (1), Bristol City (2), Norwich (4) and Birmingham (3). As soon as the coach is sold out, we advertise that there is a waiting list on the main website, e-ticketing site, social, matchday programme and stadium posters, so various channels.

Betting kiosks

- The committee suggested having more William Hill kiosks or staff walking around the stadium to take bets.

Midweek games

- There are very few children attending midweek matches, is this due the price of children tickets or can the kick off time be moved earlier?

LH: The difficulty of earlier kick offs midweek would be many people’s inability to get there on time from work.

QPR Shareholders

- QPR shareholders received a letter recently which was not well understood by many fans. It was recommended that the dialogue was softened.

LH: He will get some clarity on the letter and then update those supporters who want further information.

Safe Standing

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AOB

LH/AR: The committee were asked to consider how to change and add new members within the group. This will be decided at the next meeting.

NEXT MEETING: TBC