# Consultation Committee – 10th September 2015

## Attendees:

From Club:
Lee Hoos CEO (LH)
Andy Rees Supporter Liaison Officer / Customer Services Manager

Supporters (Committee)
Duane Harvey – Corporate Box Holder
Gobi Ranganathan – X block
Kish Parmar – Ellerslie Road
Dan Bowyer - South Africa Road
Steve Hodgkiss - Lower Loft
Hud Saunders – Fan Site Representative - We Are The Rangers Boys
Jordan Hillman – W12 (representing Tania Hillman)
Bill Cox (LSA) - Loft Upper
Robbie Bennett (LSA) - Loft Upper
Stephen Dedridge - (QPR1st) Ellerslie Road
Neil Jackson - (QPR1st)
Marc Butterlin - South Africa Road
Joanna Bates - South Africa Road

Apologies
Andy Cook – South Africa Road
Tania Hillman – W12
Stephen Clark – Lower Loft

## Minutes:

Andy Rees (AR)

Terms of Reference were discussed and adopted subject to addition that additional voices/expertise would be brought in as required.

Club Vision and Mission Statement was discussed. LH explained that he had spoken to a number of people – fans, staff, football management and Board members and that there were easily identifiable common themes that everyone seemed to share. Discussion took place about document and attendees agreed it was broadly in line with their thoughts subject to some modifications. LH invited all to feed back to him during the week if they had any other observations. Next steps would be to incorporate suggestions and formally adopt the mission statement and values. Then roll out to QPR staff and immediately thereafter disseminate for general publication.

| ACTION POINT |
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| **ACTION POINT**<br>**Ticketing**<br>**LH**<br>LH wanted to look at Half-season tickets to be launched before the Huddersfield match on Dec 28th. In past we have always capped season tickets around 10,500 but believe this is a low number compared to capacity.<br>We are looking at an early launch for season tickets for 2016/17, possibly December. Supporters will have the option of monthly payments. Don't have to buy early, can pay in one lump sum. Makes us commit to a price now.<br>Potentially look at two-tiered pricing system based on renewals v "new" season tickets. Additionally we are looking |

at the idea of flexible ticket bundles for supporters who can't make 20-23 matches per season. Could pick and choose 6 matches over the season. Would be initially for members. Still working on prices. Prices must not devalue season ticket holders.

**Committee**
Season ticket announcement is a great idea, very positive. Usually slow on 'early' bird prices and have historically waited to see where we were before we launched. Felt this would be a good way to reward those who make the commitment to coming and are rewarded for doing so – not just here for the Premier League. Flexi ticket been done before and group felt it was an initiative that should be tried again. Committee also brought up the following:

Can we help overseas fans guarantee a seat?
Why do away season ticket holders pay £3.50 booking fee every time for every match. Rewards should be equally distributed for all supporters that travel to away matches. Belief that there should be more coaches put on for away matches.
Why are away season ticket holders put in worse part of away end?

**LH**
We are instructed on the selling order by the club we are visiting. Have tried to speak to the league about this issue as this is an issue away fans at all clubs share.
We will look into supply and demand for official travel and look at options to make the two are matched more efficiently.
Will also look at booking fees.

**ACTION POINT**
**Communication**

**LH**
A Fans Forum with Lee Hoos, Les Ferdinand and Chris Ramsey was planned for 8th September but unfortunately it had to be cancelled before it was even announced due to a possible re-arranged tube strike. Currently looking at new dates, but LH keen to have a general fans forum asap.

**Committee**
Felt this was a good idea and that it had been some time since the something like this was done.

**ACTION POINT**
**Retail Unit in individual stands**
**LH**
These units are losing money or operating at break-even at best. Will look at different product mix to see if we can make it worthwhile and give it until Christmas. If we can't make it work they will be pulled unless they are providing a genuine service to the fans. Units use up space which could be replaced with more useful services for fans.

**ACTION POINT**
**Concourse TV's**

**LH**
Issue have been identified and we have finished a survey of them. Currently being converted to digital. Aiming for MK Dons match on Oct 24th, if not Preston on November 7th.
Committee expressed surprise that TV's were still analog.

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**ACTION POINT**

**Themed matches**

**LH**

Planning retro days, celebrating 75/76 team, and Remembrance Day amongst others. Aim is to make the match even more of an experience. Get people involved. Received fantastic feedback from Stan Bowles day which was a great day for a great cause.

**Committee.**

Could we use TV studio in Ellerslie Road when not In use? Could use it for a 'QPR Fan Zone'. Prize draw for a home and away fan. Also looking at experiences for first time fans. Some other clubs have areas for fans before match. Could we do something?

**LH**

We have looked at using the TV studio but the council have concerns regarding supporters walking up and down the steep stair case. Needs licensing but we are still trying to push something through. "Fan Zone" concept is something would be great to do, but space is proving challenging.

**ACTION PONT**

**Atmosphere**

LH looking for ideas to enhance the atmosphere

**Committee**

Atmosphere not as good as it was.
Family Stand change has affected the atmosphere.
Liverpool wouldn't make the Kop a family stand. The Loft should be for the most vocal supporters.
As kids get older more fans are being kicked out of lower loft. Not really family stand it is a young persons stand.
In the 60's the loft had a school boys area. Always had something but now it has killed the atmosphere.
Do we have a big enough stadium to house a whole family stand?
Dangerous to sit young supporters behind the goal as the Man City incident highlighted last year. Can the family stand be halved?
Is W12 area always full?
Other areas need to be explored? Move family stand to the lower school?
Can we change acoustics of ground? Huddersfield used a drum.
Encourage large groups to make a day of it. Bring a friend to a match offer.
Make it easier to switch a seat for a game.
Fans should be appreciated by players especially at away matches.
Need a stronger bond between players and fans. Get fans closer to players especially young kids.
Need more open days/ Xmas parties, end of season dinner.

**LH**

Family Stand sounds like it was a good idea but appears like people weren't properly consulted about it.
What is the ethos of a Family stand? Should be about attracting and retaining new young supporters.
If there is an alternative option to using the Lower Loft as the Family Stand we will look into it. Away supporters can't be moved from Upper School as they need to be given 10% of the away end and need a separate entrance and exit to home supporters. Wouldn't want to put a Family Stand under away supporters. Received complaints from supporters when local schools/community groups were sat in the lower school last time we were in the Championship. LH happy to receive suggestions on this and will see what can be done. Idea of improving acoustics he felt was a very interesting idea.

**ACTION POINT**

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**Crest update**

**LH**

Survey completed. Some clear preferences came up. Hoops, Round not shield, and 1882. Mixed response on crown but independent research indicates it does resonate with overseas fans. Font preference seems to depend on what you grew up with – pretty evenly split between the '70s style (Avant Garde) and the '80's style (Palatino). Other fonts really didn't come into it.
Samples, consultation to continue. Time frames key, will take time after launch.

**Committee**

Focus should not just be on crest but sub-branding. Focus on Hoops and R's. Keep it simple.

**ACTION POINT**

**Warren Farm**

**LH**

The plans have not been 'binned'. Talk is unhelpful ahead of council meeting. Improving training ground facilities is crucial.

**ACTION POINT**

**Stadium**

**LH**

Long-term picture Loftus Road foot-print too small. Still working on land acquisition for new stadium.

**Committee**

Should be hub for community. Needs to be community focussed. Need to do more than legal requirement for disabled supporters. We need to set the standard.

**ACTION PONT**

**Committee Issues**

Can you enter the Blue and White Bar from Ellerslie Road stand? Different messages from different stewards.

In-house stewards much better. Our agency stewards are sub-standard.

Can the entrance rules to Loft Upper/Lower be looked at as it currently creates a large bottleneck at the Loft Upper entrance 10 minutes before kick-off.

Catering

Service at half-time is very slow in the Blue and White bar. Drinks need to be ready.
Access to catering areas almost impossible in some parts of the ground. Fans give up going at half-time, especially in Ellerslie Road.
Vendors/hawkers needed. Mobile Access kiosks. Pre-poured drinks/tokens.
Could Pie and Mash be introduced?

**LH**

In-house stewards will be looked into but will take longer than a season to introduce
We are looking into various catering possibilities. Want to create and enhance the experience. Will look at how we can improve catering provisions.
Will get answer on Blue and White Bar.

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**AOB**

Bill Cox – Who do we speak to about LSA mascot places.

Stephen Dedridge – Need to have the hoops all the way around shirt.

Kish Parmar – The last QPR committee broke down after 6 months but I am encouraged by this consultation group. Looking forward to more productive meetings.

Gobi Ranganathan - Inconsistencies in disabled toilets facilities near X block compared to paddocks. Only one is working properly. Have raised this issue before.

**NEXT MEETING: 19th November 2015.**