

TICKETING SYSTEM & BOX OFFICE REPORT



As a general consensus, the clubs online ticketing system has come under fire on a regular basis for various reasons, and we feel justifiably so. The following is a summation of the issues faced and the changes recommended by our members, and also those active on Fans Forum subcommittee on Atmosphere, regarding the ticketing system.

Ticketing System & Box Office Issues

The previous online system, despite all its faults, allowed you to pick the individual block you wanted to sit in. This is the main issue that arises time and again; having better choice of where you sit, both by buying members and the atmosphere committee.

Despite the current system being better in every other way, it's staggering that you can't pick the exact block / seat at the Bridge. As for the Wembley final, it is ridiculous that you can pay up to £80 for a ticket and not have a clue where you're sitting until the ticket arrives.

Is the Club's ticketing system designed to help the club or the fans? Would fans prefer the current system or one where you can pick your seat? Ask the fans, they'll all tell you they want the choice.

In terms of atmosphere, the latter would help massively. What we have now is a hindrance, in terms of atmosphere initiatives. What can be done to help. An atmosphere-friendly ticketing system would help with initiatives like Shed 100 and the relocation of Shed ST holders for domestic cup matches.

1. Any solution we attempt should enable fans to buy online, at the box office or via telesales using a simple method and using same terminology. We need familiarity to convey the message.
2. Ideally, a fan should be able to pick his (or her) EXACT seat within any block identified as a singing section. The publicity would do the rest.
3. Failing that, a fan should be able to pick his seat WITHIN a particular gate or identified block of seats (i.e. front of gate 4, middle of "Club East Upper section", "anywhere in Club West Lower")
4. Failing that, a fan should be able to pick an exact GATE when purchasing (i.e. gate 4, EU)
5. Failing that, a fan should be able to pick a portion of the STAND, as they do now (i.e. SU)
6. If we can't pick our exact seat, the blocks used for points 3 and 4 should be made easily identifiable and usable for our atmosphere initiatives. I.e. an available block of seats with row and seat numbers can be made identifiable into a "Club Shed section" or a "Club West section".

The ticketing software should therefore be able to identify these blocks of seats and perhaps assign a name to that block so that the ticket buyer only has to choose or ask for the "Club Shed Upper section" for example, regardless of whether it's online, over the phone or in person. The sections should be capable of being expanded, contracted or even disabled to suit the type of match and seats available. We could then use this model in different parts of the ground for new initiatives.

7. What constitutes a block? A rectangular-ish area of say 40 or more seats not allocated to ST holders, always fans or other reserved groups on a permanent basis.
8. These available blocks need to be identified and made known to the atmosphere committee to help plan future initiatives.