

Ticketing Subcommittee News (April 2022)

The ISC Ticketing Subcommittee meets monthly to review the progress of ticketing related issues and liaises directly with Nicola Keye the Director of Ticketing.

Understandably the majority this season's activity has focused on digital ticketing, why it was introduced, the technology challenges and following progress during the implementation phase. For information the key reasons for the introduction of digital ticketing were as follows.

- a) driven by industry wide ticketing technology
- b) protected for the introduction Covid certification protocols in the PL
- c) eliminates the reliance on the traditional postal system
- d) increases the opportunity to return and resale tickets
- e) reduces ticket touting
- f) it is NOT being introduced to restrict the ticketing practices currently enjoyed by fans

If you have a ticketing issue you should always first speak to someone in the Ticket Office, but if it remains unresolved please contact the ISC and it will be investigated further on your behalf.

On Tuesday March 29th, the Ticketing Sub Committee met with the Club management team and discussed the following topics.

The 22/23 season ticket pricing was being finalised and will be focused on the continuation of providing affordable family football. 0% APR payment schemes will be made available (with a fixed administrative fee) to supplement affordability for supporters. The ISC has made clear our position on any potential price increase in view of the financial challenges facing supporters in the current fiscal climate.

Subsequent to the meeting on Wednesday April 6th the Club announced the season ticket pricing for the 22/33 season.

The Club recognised that the season ticket demand for the **home Europa League tie with Lyon** far exceeded both the Sevilla game and therefore expectations and was further exacerbated by the tight timeline and many supporters using the e-ticketing network function for the first time. The Club currently communicates help guides on how to use My West Ham Account and linking supporters within your network. This will continue to be communicated during peak ticket sales periods. Opportunities to improve the ticket purchasing experience have been identified including a review of ticket office help desk support and recorded telephone messaging etc.

The issue of Lyon tickets being advertised on **secondary ticket exchange sites** was discussed. and The Club responded that they investigate every incidence of tickets being offered from resale that they are made aware of and can be contacted via supporterservices@westhamunited.co.uk

An overview of the **Lower West Stand Reconfiguration** was presented raising the current capacity by 1500 seats to 7000. As a small minority of fans will be required (or may choose) to relocate and similar process and protocols applied to the reconfiguration of the Bobby Moore and Trevor Brooking lower tiers will be applied.

The Club reported that NFC technology trials continue and are confident that a **single digital season ticket will be introduced for the 22/23 season.**

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