10-Step Ticketing Process

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Objective: To develop a COVID-19 secure protocol for the ticketing of sports events, creating a 'standard' that all clubs, teams and venues need to meet. The standard will be communicated by UK government and the ticketing platform and service providers will be in a position to delivers solutions and services to support the standard.

The steps below are to be delivered in partnership with the club / client, league / rights holder / governing body and any other communication, marketing or third party channels and services.

Consideration around where, how and when these steps are delivered as part of the various ticket purchase journeys is to be defined by the client, ticketing provider and any other relevant third parties, such as access control providers. The processes and tools must take into consideration both existing purchases (e.g. season tickets for the 20/21 football season) and new purchases.

The main requirement is that they are all delivered adhering to the minimum requirements outlined later in the document.

1. **Fan risk assessment.** The intention is to deter fans in higher risk groups from buying a ticket for the event, e.g.
   a. Confirm I am not in a "higher risk" group
   b. Confirm I am in a "higher risk" group but still wish to attend and understand that this may be against advice given for those considered to be at higher risk

2. **Know your fans:** Confirm and/ or Validate identity of each individual fan

3. Confirm acceptance of relevant code of conduct

4. Purchase ticket

5. Indicate mode of transport and onward destination

6. **Regular notifications** with public heath messaging, e.g. rule of six, tailored to the relevant local COVID alert level.

7. **Pre-event health questionnaire** [NB This might in future be supplemented by testing with activation of the ticket subject to a negative test result].

8. **Event day notifications/ pre-arrival**, e.g. code of conduct reminders, arrival times if staggered.

9. **Event day notifications/ post event**, e.g. reminders to observe social distancing on departure.

10. **Post-event health questionnaire**, with referral to NHS testing if appropriate.

Ticketing Process / requirements for safe return

Outlined below are the steps we believe to be predominantly or solely owned by the Ticketing process, flow and partner, along with the requirements and process for delivery. There are also areas of suggestion and consideration outlined throughout. There are some of the steps which are not further detailed on the basis that they are not strictly part of the ticketing journey, but which the ticketing companies will be positioned to either directly assist with, or provide advice on how they can be executed.

We have also proposed areas where 'gold standard' delivery could be considered. Please note, this may not be applicable across all clubs due to:

- Varying ticketing and / or technology providers

- Economic viability for the club/team/venue

- Requirement for third party suppliers to deliver the services

Fan risk assessment

Gold Standard: Customer to indicate whether they are in a low or a higher risk group within purchase flow.

Minimum requirement: customer accepts Terms & Conditions which include messaging around risk profiles as part of the purchase flow and check-out

Suggested comms support: messaging served to reinforce this at multiple stages: on-sale / promotion of game, ticketing site entry page, purchase flow, post-purchase message

Know your Fans: Confirm / Validate identity

Gold Standard: 3rd party validation of approved and recognised ID against each ticket purchase.

Option to require 'membership validation' against each purchase in the club.

Minimum requirement: Forced purchase of one ticket per individual with usual sign-up information requested. Terms and conditions to be served requiring photo ID at stadium and stating there will be random checks made to ensure ticket name and ID match.

Additional notes: Options for randomised identity checks at stadium by stewards

Suggested comms support: Reinforce terms and conditions as well as stadium / venue check mechanics

Confirm acceptance of relevant code of conduct

Minimum Requirement: Code of conduct served through purchase flow and included in Terms & Conditions with check box to accept code of conduct and terms and conditions

Suggested comms support: continue to serve code of conduct messaging in lead up to game / event

Purchase ticket

Minimum requirements:

- Purchase against known membership, individual or record held by the club

- Name and contact information required for each ticket purchased

- Digital tickets used wherever access control technology allows

- Social distancing methodology to be employed across stadium as per SGSA guidance and any government restrictions at that time.

  o Ticketing systems should deploy all their own COVID response / social distancing tools to support safe return, social distanced seating,

- Printed arrival times on ticket if staggered entry is required. To be used as a communication tool

  o If available, access control can scan on arrival time

  o If not available, arrival times used as a guide for fans. Potential for onsite steward checks here

Suggested communications support: purchase information and match day experience including staggered arrival / entry time according to ticket.

Mode of transport

Minimum requirement: Indication of proposed mode of transport both pre and post-match / event to be captured (where possible within the ticketing system), if not then via alternative methods e.g. questionnaire post purchase

Suggested communications support: Encourage avoidance of public transport and / or travelling at 'off peak' times to the stadium. Ask people to drive, walking, cycling etc.

Additional Sales for matchday

Encourage advanced sales of 'other items' for matchday inc. food & beverage, programme etc. online / ahead of matchday to avoid payment requirements at vendors and any associated queues in and around the venue.

Match / Event day

Gold standard: Delivery of digital tickets to known person / individual via wallet (Google or Apple) or via club app / 3rd party solution

Minimum requirement: Digital ticket delivery where possible. Timed delivery of digital tickets as close to arrival / game time as possible. Arrival time printed on ticket.

Suggested communications support: Reiterate all relevant previous messaging in the build-up to match day

Access control

Gold standard: Secondary perimeter and access control scan (with timed entry) to avoid turnstile queueing for entry to stadium. This would also allow housing of any onsite testing facilities if required for pre-match approval. Turnstile scans to allow for timed entry.

Minimum requirement: Gate scanning access control and swift entry to stadium. Stewarding to ensure that points of access are not getting overcrowded and allowing for entry at good flow rates. **Additional notes:** Access control providers will need to be engaged individually to discuss delivery

Stadium Egress

Managed through stadium announcements and stewarding in-bowl. Considerations for creating multiple / additional egress routes through stadium to allow social distancing.

Communications

Supporting communications to be developed with STIG and governing bodies / rights holders to be served throughout the club website and ticketing flow / purchase journey as available.