

QPR Supporter Advisory Board Meeting: Thursday 19th March 2026

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Location: MATRADE Loftus Road

Attendees:

Queens Park Rangers FC	Chloe Tong (CT), Christian Nourry (CN), Euan Ingles (EI), Christian Willis (CW)
Supporter Advisory Board	Dave Thomas representing the Media Seat – Online (DT) Steve Sayce representing QPR 1st – Online (SS) Sarah Pringle representing QPR DSA – Online (SP) Charlie Oakley – Online (CO) Florence Lloyd-Hughes representing Rainbow Rangers (FLH) Spencer Schwartz representing LSA (S.S) Ruby Polatin (RP) Declan Finnegan (DF) Jack Jones (JJ)
Apologies	Gobi Ranganathan (GR) George Bradley – (GB)

1. Season Ticket Proposal for 2026/27 Season

EI presented a proposal for a 5% increase in season ticket pricing for the 2026/27 season. This is driven by rising costs across supplier contracts, stewarding, Ticketmaster services, the National Living Wage, and CPI increases.

SS queried the proportion of revenue derived from gate receipts. EI confirmed that gate receipts account for approximately 18% of total revenue.

Ticket Category Changes:

- Abolishing the 23-25 upper young-adult category. The category is misused by both home and visiting supporters, and we are one of a handful of Championship Clubs that use this category.

- Redefine free concession for ages 2–7 into a new 2-7 age category that will now be charged. No under twos are permitted at Loftus Road (this is due to safeguarding requirements), so redefining this category to 2-8 also aids with clarity on this.
 - A number of SAB members expressed their concerns around this change.

The SAB discussed the potential pushback from families; suggestions to consider sub-bands (e.g., 2–4 vs 5–7), phased approaches, lower introductory charge, or retail incentives to offset the value. Post meeting, the DSA also expressed pushback to implementing this.

EI and the club take on board on all feedback offered and will look to see how the 2-7 category can have some additional benefits for the junior alongside the upcoming charge.

2. Rail seating consultation

Findings: Consultation across QU, PU and Y Block showed strong support for the implementation.

Outcome: Rail Seating will be implemented in Y block for 26/27. No progress planned in Q and PU blocks at this time, as whilst equally as positive, the cost of doing all areas outlined in the original consultation isn't possible at this stage due to the large upfront cost.

3. Ticket Exchange System:

- SAB feedback was generally positive, but concerns were raised about accessibility barriers for older supporters, and the current short timeframe for listing and reselling tickets.

Club to look into extending the period in which you can upload your tickets on the ticket exchange.

4. Digital Ticketing/FAQs

- SAB mentioned how the FAQs, T&C's and digital ticket confirmation emails could include some additional helpful information around other topics.

Since the meeting, the below suggestions raised by the SAB are now to be included in the 2026/27 season ticket communication:

- Information around your Network and how to add, remove and update.
- Information/a clear link on how to use the Ticket Exchange
- Clear information on when the supporter receives their Ticket Exchange money

5. West Ham United – FA Cup Visiting Allocation

- Confusion surrounding 'Priority General Sale' category

Queries around 20% holdback v general sale.

EI and CN explain high-demand sales often sell out during loyalty-point windows.

Action: Following ongoing conversations on this topic during the meeting, it was decided that communications need clearer wording of timings, a post explaining loyalty/priority mechanics, per-person/per-transaction rules. The SAB and the club are going to get together in the close season before the start of the 2026/27 season to discuss and 'reboot/rebrand' General Sale/Priority General Sale

5. **Loyalty Points Mechanics**

- Discussion took place on the subject of loyalty points, with proposals put forward for a more equitable system and further discussions to take place.

6. **SAB-Club Communication, Confidentiality and Engagement**

- SAB members want more dialogue and regular contact, alongside some 'heads up' moments, citing the Academy announcement as an example of where SAB would've benefited from knowing beforehand.
- The club shared a proposed 'tiers of confidentiality' and received great feedback from the SAB on how to make amendments that work for both sides. This will be shared amongst the Club and SAB for approval and implementation.

Proposed increased SAB visibility:

The SAB mentioned how they could grow and increase their publicity. The club suggested the following as ideas:

- Promotion via section on the club website
- Collaboration with FSA - reach out the FSA for advice on how to promote the SAB, taking guidance and the ideas of fellow league SABs.
 - Two SAB members attending a recent FSA meeting in January of 2025, and again in April of 2025. The SAB are increasing their social media presence, with members also joining networks to share ideas and experiences with other Advisory Boards.
- Advertisement in the programme and across club channels if they wish.

RP attended recent FSA call, inviting Advisory Board Members to connect with different clubs' advisory board, recommended SAB members attend at next session on 7th April.

8. **Further Points raised**

- CT plans to run Teams call to review 2025/26 season and draft next season's Fan Engagement Plan, which will then be taken to CN and EI for submission around June/July.

- DF raised issue around kit selection, specifically mentioning the away fixture against Southampton. The club clarified that the EFL ultimately decide the kits that teams wear on a match-by-match basis.

9. **Conclusions:**

- Plans for the club and SAB to discuss General Sale and Priority General Sale messaging ahead of the 2026/27 season.
- Plans for the club and SAB to review the 2025/26 season and co-create the 2026/27 Fan Engagement plan