Digital Ticketing Feedback – Aston Villa – Saturday 12th August 2023

Further to our request from supporters who visited St James' Park for the Aston Villa game, we would like to share the following feedback:

87% encountered no issues in entering the ground. 8% had iPhone issues and 5% Android issues

Emails to our inbox, with mixed messages as below:

- Those who arrived very early encountered some queues, but they moved quite quickly
- Some user issues which should be ironed out in time (where to scan, how to scan)
- The Strawberry Corner and East Stand encountered the highest levels of queues. – With many comments that more stewards might work to filter people better
- A need for more clarity on where to queue, with increased stewards to help facilitate this – The queues for the East Stand were longer due to a council van parking in the middle of the street
- A number of messages on a gate being opened in the Gallowgate Strawberry corner, which resulted in many fans entering without scanning their tickets
- Some turnstiles seemingly only accepting Android / IOS. But not both
- Some requests for actual videos of how to scan (real time examples)
- Some issues where people's tickets wouldn't scan, being sent to the box office for a paper ticket, which also didn't scan
- Some felt that the queues were long because the scanners took a little longer than the original season ticket cards to scan and accept
- Lack of understanding of the systems by some stewards and turnstile operators
- Some excellent feedback on other stewards
- Lots of requests to enable attendees to use any nearby turnstiles to gain access
- A number of emails suggesting that the point of scan was positioned too high, and it was a struggle to reach
- The club should consider reviewing the listed ticket turnstile points on their devices for each ticket holder to ensure correct distribution of people across multiple entry points.