



**Why Bring Back Concessions?**

- Lack of concessions as well as the club’s correct name not being used are the two major factors for supporter dissatisfaction
- It will help to stop protests and bring back lost supporters which will help the team to improve results
- Nigel Adkins called for togetherness and positivity. Concessions will play a huge part in making that happen

**Potential Monthly Price Scheme**

- Assuming membership stays exactly as now, the club would lose £5,077 over the year
- If the change attracts just 17 new zone 1 members, the club would benefit from increased revenue

		Zone 1	Zone 2	Zone 3
Old Rate	Everyone	£21.00	£27.00	£39.00
New Rates	Adult	£25.00	£31.00	£43.00
	65+	£18.75	£23.25	£32.25
	13 to 18	£12.50	£15.50	£21.50
	12 and under	£6.25	£7.75	£10.75

**Disabled Supporters**

- Disabled supporters (and where appropriate their carers) should also be given a reasonable level of discount
- Information on the number and spread of disabled supporters is not available, but we are confident that any effect on revenue will be negligible

**Fraudulent Ticket Use**

- We understand that the club have concerns about adult supporters buying concession tickets
- We are adamant this can be easily and effectively prevented, as is the case at every other football ground
- HCST will be happy to assist the club in implementing any measures to combat this

**Hull City Supporters’ Trust** is the trading name of Tigers Co-operative Limited, a Community Benefit Society registration number 29021R.  
**The registered address is**  
 HCST, Suite 2, 117-119 Walkergate, Beverley, HU17 9BP.

**Elected Trust Board Members (10):** G Bielby (Chairman), R Richardson (Vice Chairman), P Fleming (Treasurer), G Cannon, S Dyson, P Walton, G Whitaker, S Pye, I Bunton (Co-opted), P Johnson (Co-opted)  
**Trust Secretary:** R Mathers

**The Hull City Supporters’ Trust Partners are:**

Angel Beauty, Aspecs Opticians, Brookes Menswear, Circle 87 Café, Co-op Energy, Cross Solutions, Dinostar, EasyPeasyPrint, Essence Holistics, Finesse Internet, Frying Farmer (Aldborough), Grange Driving School, Harpers Fish & Chips (Beverley), Hemingway Bailey Ltd, Hornsea Town Walking Football Club, Leasing for Business, Nudge Websites, Photo Express, Rob McFadyen ADI, Ska & Soul, TDN Automotive, William Gemmell Club, Wine On-Line, Victoria Dock Animal Services.

Full details can be found [here](#).



## 1 Seat Occupancy

The below table shows our manual count of total seats and available seats in each block which can be viewed online.

	Pass	Vacant	Total	%	Stand	Zone
E4	208	366	574	36%	E	3
E5	431	292	723	60%	E	3
E6	498	91	589	85%	E	3
E7	521	201	722	72%	E	3
E8	326	253	579	56%	E	3
E9	244	443	687	36%	E	3
E10	330	125	455	73%	E	2
E11	134	126	260	52%	E	2
N1	298	41	339	88%	N	1
N2	400	111	511	78%	N	1
N2A	44	16	60	73%	N	1
N3	538	201	739	73%	N	1
N4	627	185	812	77%	N	1
NW	180	74	254	71%	W	2
S1	242	51	293	83%	S	1
S2	415	125	540	77%	S	1
S2A	37	13	50	74%	S	1
S3	606	135	741	82%	S	1
S4	617	226	843	73%	S	1
S5	595	145	740	80%	S	1
S6	443	98	541	82%	S	1
S6A	41	9	50	82%	S	1
S7	375	74	449	84%	S	1
SE	109	96	205	53%	E	2
SE1	122	56	178	69%	E	2
SW	126	24	150	84%	W	2
W1	158	109	267	59%	W	2
W2	346	72	418	83%	W	2
W3	440	219	659	67%	W	3
W4	494	41	535	92%	W	3
W10	442	144	586	75%	W	3
W11	331	85	416	80%	W	2
W12	180	92	272	66%	W	2
	10898	4339	15237	72%		

**Source:** Hull City on-line booking service.

**Assumption:** Any seat not available for sale has been deemed as sold to a member. This will mean the number sold could potentially be less than we have calculated but not more.



## 2 Estimated Seat Counts

For some areas of the ground, seats cannot all be viewed on the website, so we have estimated their capacity as below.

	Total	Stand
N5 -7	1600	N
W5-9	2500	W
WU	5000	WU
E3	1000	E
	10100	
Seat occupancy (section 1)	15237	
	25337	

## 3 Verification of Seat Count per Stand

The below table shows verification that our seat counts and estimates give us a total which closely matches the total stadium capacity.

Stand	Count	Website
E	5,972	6,000
N	4,061	4,000
W	6,057	6,000
S	4,247	4,000
WU	5,000	5,000
	25,337	25,000

Source: KCOM Stadium website.

## 4 Estimated Membership Income for Areas where Data is Available

Zone	Count	Annual	Monthly
1	5,278	£ 1,330,056	£ 21
2	2,016	£ 653,184	£ 27
3	3,604	£ 1,686,672	£ 39
	10,898	£ 3,669,912	

Source: zone prices from Hull City website; member occupancy from Seat Occupancy exercise in section 1.



**5 Demographic split of fans per stand**

	North	South	East	West	Zone 1	Zone 2/3	Average
Adult	76.3%	56.5%	79.2%	57.4%	66.4%	68.3%	67.4%
65+	4.9%	20.6%	15.3%	33.2%	12.8%	24.3%	18.5%
13 to 18	10.6%	12.9%	3.1%	5.3%	11.8%	4.2%	8.0%
12>	8.2%	10.0%	2.4%	4.1%	9.1%	3.3%	6.2%

**Source:** Club management data provided at earlier Supporters' Committee meeting.

**Assumptions:** North and South stand data has been averaged to approximate split for zone 1. East and West stand data has been averaged to approximate split for zones 2 and 3.

	Zone 1	Zone 2	Zone 3
	%	%	%
Adult	66.40	68.30	68.30
65+	12.75	24.25	24.25
13 to 18	11.75	4.20	4.20
12>	9.10	3.25	3.25
	100.00	100.00	100.00

When these proportions are applied to the seats counted the split becomes:

Count	Zone 1	Zone 2	Zone 3	Total
Adult	3,505	1,377	2,462	7,344
65+	673	489	874	2,036
13 to 18	620	85	151	856
12>	480	66	117	663
	5,278	2,017	3,604	10,899

## 6 Alternative Pricing Model

For the purposes of this model the following percentage discounts are used:

	%
Adult	100
65+	75
13 to 18	50
12>	25

If these percentages are applied to the demographic split by zone we can then calculate a full adult equivalent price:

Adult equivalents	Zone 1	Zone 2	Zone 3
Adult	3,504.6	1,376.9	2,461.5
65+	504.7	366.7	655.5
13 to 18	310.1	42.3	75.7
12>	120.1	16.4	29.3
	4,439.5	1,802.3	3,222.0

If these are then applied to the existing zone rates then the income will be:

Annual income with no price increases				
	Zone 1	Zone 2	Zone 3	Total
Per annum	£ 252	£ 324	£ 468	
Income	£ 1,118,745	£ 583,947	£ 1,507,884	£ 3,210,576
Existing	£ 1,330,056	£ 653,184	£ 1,686,672	£ 3,669,912
Cost	£ 211,311	£ 69,237	£ 178,788	£ 459,336

We accept that this cost would be unacceptable to the club owners. This would be mitigated by an increase in attendance numbers but we accept that some increase in the (currently very cheap) adult prices may be necessary.

If the adult prices are increased by £4 per month the annual income is calculated as follows:

Increase prices by £4				
	Zone 1	Zone 2	Zone 3	Total
Adult	£25	£31	£43	
Per annum	£300	£372	£516	
New	£ 1,331,839	£ 670,457	£ 1,662,539	£ 3,664,835
Existing	£ 1,330,056	£ 653,184	£ 1,686,672	£ 3,669,912
Cost	-£ 1,783	-£ 17,273	£ 24,133	£ 5,077

As can be seen the overall cost to the club would be only £5,000 and we believe that this will be more than off-set by supporters returning in response to the goodwill of branding reversal and concessionary prices being introduced.