



From: Ryan Hildred
To: Geoff.Bielby@hullcityST.com
Subject: Text for FSA campaign
Date: Wed, Jul 31, 2019 21:27

Hi Geoff

The text is below.

Kind regards

Ryan

Living in Lincoln, Hull is my closest away game. When the fixtures were released, I was pleased to see that, although an evening game, it was in the school holidays. My 7 year old really enjoys coming with me to some of the away games. It's also great to give him the experience of a night game, not usually possible for me with school/work. Hull away has the added bonus of going over the Humber Bridge!

When Rovers released the ticket details this week, I was absolutely horrified. For a game on Sky, you could argue that £30 is steep for adults (although not the most expensive I do appreciate).

£18 for a 7 year old (actually as young as TWO years old) is scandalous. I am now seriously considering not going to a game less than an hour from my front door. Furthermore, how do I tell my son we aren't going?! Hull's owners now have me in the same position as the majority of Tigers fans and that is extremely disappointing. Adult prices is one battle; the concession prices are a disgrace.

I will likely end up being the mug who pays the money not wanting to disappoint my son. You can't beat being at the stadium, no matter how many fans. Hopefully I can find some well worded reasons not to support these shambolic ticket pricing and watch on Sky instead.

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Only this week we have seen a Fornite competition pay millions in prize money. With Fifa and others waiting in the wings, eSports are only on the rise and it's only going one way. Children of my son's generation may soon prefer to go and watch competitors play Fornite or Fifa, ironically in a stadium.

Football League clubs already suffer from the pull of the Premier League big 6 so surely clubs should be doing all they can to get kids through the gates and hooked for life, especially during the school holidays.

Rovers on the whole are great with their ticket prices for youngsters. Me and my lad had a season ticket each for both of us for £300 during our League One campaign in 17/18. That campaign hooked my son and now he is a lifelong fan (I hope)! My son's ticket for our opening game against Charlton cost me £3.

The owners at Hull City are missing a massive opportunity here. Not just with this game during the school holidays against Rovers but long term for kids in Hull - the next generation of fans in the city. Had the tickets been cheaper for the Rovers game, I likely would have taken my niece or one of of my son's friends. I'm sure the same is true for families in Hull who are weekly put off by the prices.

After tweeting my annoyance at the prices, I've seen a number of fans involved with campaigns to sort out the ticket prices at Hull City. As part of the wider football family of fans, I wish you all the very best in your endeavours to get the action you need to solve this problem once and for all.