

SAB Meeting – Thursday 3rd April, 2025

Venue: Boardroom

In attendance: Jane Dowson (Chair), Angus Kinnear (AK), Katie Holmes (KH), Jordan Owens (JO), Mark Pitts (MP), Robbie Evans (RE), Morrie Eisenberg (ME), Jack Douglas (minute taker), Katie Watkin, Lliam Brocksom, Josh Cawthorne, Nikki Allan, John Callard, Rachael Grimes, Umair Meer, Maz Ferguson.

Online attendees: Anders Palm, Jay Bhatt.

1. Welcome, introduction and apologies

Apologies from Ken McCarthur.

2. Minutes from the previous meeting

All accepted.

3. Matters arising

N/A.

4. Angus Kinnear

AK says club are doing everything to shut out outside noise and remain calm. Belief amongst Daniel Farke and everyone at the club still remains very high.

AK thanks the SAB for their commitment and passion throughout his time at the club and for everything the group has achieved in recent years. Places on record his thanks to the Chair. Chair and SAB likewise pass on their thank you to AK. Maz Ferguson says thank you on behalf of Marching Out Together for AK's support throughout the years.

Lliam Brocksom asks how potential takeover of Rangers will impact LUFC. AK maintains that any proposed takeover will not affect the club.

5. Ticketing

KH delighted with the uptake in Season Ticket (ST) renewals, with 3,000 renewing on the first day alone. 95% of ST holders met the 80% threshold at this point.

Katie Watkin says a small number of fans have highlighted issues with threshold. KH says some fans have been in touch and where appropriate, the club are investigating certain cases (including exceptional circumstances). 80% rule allowed fans to miss five games and most queries so far have not impacted renewals.

Maz Ferguson says it would be helpful for club to send messaging/comms around emails tracking PA's attendance as well, as this can impact PA renewals. KH agrees this could be beneficial.

Recent match against Swansea City was the lowest ever amount of non-attendees (under 900, down from highest of over 3,000), which proves the 80% rule is making a positive difference to ensuring Elland Road is full.

Anders Palm says ST holders should be able to track how many matches they have attended, KH says the club are already on with this and have discussed with the ticketing company, which will be available soon.

Maz Ferguson and Chair asks if certain ST holders are not attending at all and forwarding tickets on every match. KH and majority of SAB agree as long as the ticket is forwarded, there is no breach of policy and therefore no issue. Anything the club could do to combat this would be very hard to implement due to different circumstances, e.g. illness, serving in the military etc.

KH reiterates intention is to ensure seats are filled, not to penalise fans.

A few queries are related to the single sign-on process, but KH says Scott Hobro (Head of Digital and Marketing) would be better placed to answer this specific issues.

Katie Watkin asks about price increases. KH says tickets were frozen for 11 years in a row and club are committed to levelling prices for all supporters. ME agrees on this approach, saying the club are 2/3s of the way through this process, but acknowledges that this is happening in a time of financial uncertainty for a lot of fans.

Anders Palm says that the communication regarding different pricing categories was not transparent enough. Josh Cawthorne asks next season if each fan could receive a breakdown of their cost increases. KH and ME says they will look into this.

KH shows comparison between main stand LUFC ST prices against main stands at Premier League clubs. Highest price at Elland Road is among the lowest in comparison Premier League, which is where we all want to be next season.

Lliam asks whether there will be any loyalty thresholds for the final remaining home games. KH says no plans in place for this.

KH happy to return to discuss Memberships.

6. Feedback on last month's matches and any issues to note ahead of next month's matches

Nikki Allan says supporters were dropped out of busses onto the road at QPR far from the ground. Says she is working alongside her MP to bring new legislation in allowing busses that have blue badge holders on to be able to bypass road closures. MP (SLO) does question whether this would be viable though, as busses would only require one blue badge holder, which could be easily organised by fans looking to exploit this loophole.

7. Chair's business

Revisiting a point from previous meeting, members of the SAB will receive invites to a British Library event on 8th May at 5:30pm, celebrating fanzines and fan culture in sport, amongst other things.

8. AOB

Nikki Allan says ambulant seating has been allocated to Row 12 at Middlesbrough. MP to discuss with counterparts at Boro.

Maz Ferguson questions the timing of the Bristol City game, given some supporters may be drinking all day if promotion could be achieved that day. KH says police have to agree to all Sky selections.

Katie Watkin asks about the possibility of beam backs. JO says as the games are on Sky TV, this is likely to not happen. KH says club taking into consideration different options regarding the final match against Plymouth.

Katie Watkin says sustainability policy is still not on the website. JO says Mark Broadley (Head of Facilities and IT) is working towards the EFL Green Club Assessment. New environmental policy will go on the website hopefully by the next meeting.

Katie Watkin asks about psychological safety in the workplace for club employees. ME says surveys have gone out amongst full-time employees regarding welfare. Club dedicated to taking action on any feedback. The club have a proactive management approach, so employees are given regular and constructive feedback. ME adds HR department has expanded and quarterly staff newsletters are now available, keeping employees at all levels in the loop.

Umair Meer raises Islamophobia training he requested 18 months ago, JO to look into.

9: Time and date of next meeting

TBC.