

## **SAB Meeting – Tuesday 5<sup>th</sup> November**

**Venue:** Elland Road

**In attendance:** Jane Dowson (Chair), Angus Kinnear (chief executive), Jordan Owens (head of football communications), Frances Milner (Foundation chief executive), Mark Pitts (SLO), Jack Douglas (minute taker), Lucina Yeadon, Paul McManus, Katie Watkin, Lliam Brocksom, Lucinda Yeadon, Nikki Allan, Umair Meer, Josh Cawthorne.

**Online attendees:** Jay Bhatt, Anders Palm.

### **1. Attendance and Apologies**

Introductions from those in attendance and apologies from Ken McCarthur and Maz Ferguson.

### **2. Lucinda Yeadon Introduction**

LY working alongside the club in the proposed expansion. Role will be speaking with the community regarding plans, listening to feedback and working with consultants managing the project. Want to return in the future with more in-depth plans and is keen to engage with the group.

AK says LY is important for fan engagement during the development. LY to bridge between club, consultant and supporters etc. AK says there is scope to facilitate specific meetings.

SAB to go away and agree on a structure of dialogue with LY in the future. AK stresses importance of ensuring the stadium still feels like Elland Road.

### **3. Minutes**

All agreed and accepted.

### **4. Matters Arising**

#### *Charities*

JO says everything will be dedicated to the Leeds United Foundation this season, some previous charity partnerships haven't necessarily worked as the club would have liked. This will also allow club to work with different charities throughout the year too. FM stresses the importance of having a Foundation that collaborates with a number of different organisations. Chair suggests it would be beneficial to see a process for how charities can work alongside the club.

Josh Cawthorne asks about the upcoming foodbank campaign ahead of Christmas. JO says club will support as it always has done.

#### *Burnley missile incident*

JO says club avoided punishment on this occasion, helped by transparent messaging that went out beforehand and steps taken afterwards, including the incident being highlighted at last SAB meeting and reminders being sent to relevant groups. This behaviour is unacceptable and any repeat is likely to land the club in hot water.

#### *Podcast future*

LUTV hope to relaunch in the new year. Talks are currently underway with new host.

### **5. Angus Kinnear**

AK initially thanks SAB for the recent meeting with Paraag Marathe and says how beneficial the event was. SAB also place on record their thanks to Paraag for taking the time to meet with them.

AK says there is a real confidence and togetherness in the squad at the minute. Game against Plymouth was a good example of how the team wants to dominate, whilst also able to rotate and bring youth through.

On stadium development, having LY on board and with surveys going out, hopefully will streamline approach going forward.

AK says supporters will receive an email of where they are on the season ticket waiting list shortly, to aid transparency.

Katie asks about Lucas Radebe's relationship with the club going forward. AK says club is working on a proposal for ambassadorial agreements.

Companies involved in stadium development require a separate meeting with the SAB for supporter feedback and a date needs to be arranged.

Anders asks AK who will replace Aaron Duckmanton as Head of Retail. Details on retail to be announced the following week.

### **6. Frances Milner**

Before FM starts, AK addresses the Foundation's rise from past eras, where it was essentially reduced to nothing. The club and its trustees etc wanted the Foundation to strive to be one of the best in the country, hence appointing FM as new CEO.

FM gives introduction about her career. She says the Foundation gets great support from the club and its fanbase, which is somewhat unusual at this level.

Foundation works with around 70,000 people across Leeds and the following region promoting football participation. Women's pathway for instance, that leads into the first team, works with around 1,000 girls across the city. Second focus is on education and life choices in primary and secondary schools. Final focus is on Health and Wellbeing – Corner Flag Dementia Café, Veterans Combat Café, Fit Fans etc.

FM says strategies will be worked on in the coming months, particularly listening to supporters, stakeholders and those in the city to develop a Foundation that represents the city it wants to serve.

Chair asks about funding. FM says Foundation is reliant on Premier League and EFL funding, grants and some fundraising. Foundation lacks partners and this is something they are keen to explore, for growth and sustainability. Working on producing a funding portfolio but gives examples on which existing partners currently support what – for instance Unibet support Veterans work, Arla support Primary School work.

The three-step plan is to initially build its profile in the club and the city, tell the story of what they are doing and work on the fundraising.

Nikki provides feedback on her experience attending an Over-50s Social Group but says a lack of accessibility made her not want to return. Everything was visual so Nikki was unable to interact. FM to look into this matter on how this programme can be more inclusive.

Chair asks SAB to think of areas the Foundation might not represent and report back.

## **7. Feedback on last month's matches and issues to note looking ahead**

### *Sunderland*

Club communicated list of what was allowed and not allowed well and supporters didn't have as many similar issues as last season.

### *Bristol City – Ambulant disabled issues*

MP says it took a number of emails to get a response and was disappointed with the response. DLO is aware of issues. SAB agrees issues need raising formally. SAB would like to be notified of the outcome. Josh says it might be something to discuss with the FSA. DLO to attend more away games going forward due to increased issues.

### *QPR – Remembrance Game, Mark Prince and Jack Johnson 12<sup>th</sup> minute*

Armed forces to be in attendance, with Last Post and silence before the game. JO acknowledged incident at QPR away last season. Mark Prince attended Foundation session at Corpus Christi School. Prince to speak at half time and video to then be played on the big screen.

Young supporter Jack Johnson recently passed away from cancer aged 12. Following large fan generated campaign online, his photo will be on the screen in the 12<sup>th</sup> minute with supporters to join in a minute's applause.

## **8. Chair's Business**

None.

## **9. AOB**

### *PA system*

MP says club get a lot of emails regarding the PA system. This has been improved in some areas already but not all. Cheese wedge currently undergoing updates.

### *Betting outlets in the stadiums*

Paul McManus says one of the betting companies have gone bust and supporters were unable to claim winnings. JO to look into.

### *Interviews on the big screen and other screens*

JO says the club would like to do this, but currently unable to facilitate, partly due to the age of the screen. It is suggested that the time is put on the bottom of the screen to help visibility. Certain screens on the concourse have out of date information on, including team news etc. JO to look into.

### *New SAB applications*

JO to says these will be addressed over the international break.

### *Kop bottlenecks*

Signage not adequate, Mark Broadley looking further into this.

### *Fighting with Pride – a standard to apply for*

Chair proposes idea of club looking into this standard. JO to look into.

### *Display of former Leeds players that served in the military*

Chair proposes idea of the veterans who were part of the club in the past. June is a month that celebrates this.

### *Nikki brings up cases of people having issues with walking sticks and moving seats*

MP says club are reviewing policies.

## **10. Date and time of next meeting**

TBC.