

SAB Meeting – Thursday 13th February, 2025

Venue: Boardroom

In attendance: Jane Dowson (Chair), Angus Kinnear (AK), Katie Holmes (KH), Jordan Owens (JO), Mark Pitts (MP) Jack Douglas (minute taker), Paul McManus, Katie Watkin, Lliam Brocksom, Josh Cawthorne, Ken McCarthur, Nikki Allan, John Callard, Rachael Grimes.

Online attendees: Anders Palm.

1. Welcome, introduction and apologies

Umair Meer, Maz Ferguson and Jay Bhatt unable to attend and send their apologies.

2. Minutes from the previous meeting

All accepted.

3. Matters arising

The leak in North Stand roof was reported to groundskeeping following previous SAB and has been fixed.

Issue about the marketing on the East Stand concourse still being outdated. JO to feedback again.

Katie says she is pleased the Leeds United Foundation are looking at ways to support Josuha Guilavogui Foundation. She mentions idea of a warehouse sale in the Pavilion to raise funds, including donations.

Josh Cawthorne says LUST are looking into potential new mural ideas as a response to feedback about giving the club a presence around Leeds Train Station.

4. Angus Kinnear

AK starts by saying strategy was to build a team good enough for promotion over the summer. Daniel Farke very happy with the squad and how the team are playing at the moment.

Club were monitoring targets in January window, but clubs reluctant to do business. DF did not want a player who had explored all other options and Leeds were their last option.

AK says club need to keep going and can't afford to be complacent towards the end of the season.

Anders asked AK about the team making 10 changes for the Millwall cup tie. AK says the line-up that started was still very strong. DF felt the team put out was strong enough to

win, but also allowed game time to fringe members of the squad who may be called upon down the line. Also referenced having three games in six days and winning both league matches against Coventry City and Watford.

AK says club have proposed a £30 max cap on away tickets to the EFL, which the Championship clubs will vote on.

5. Anti-Palestine Chant

AK says Anti-Palestine chant was very loud from the South Stand at Elland Road against Millwall and in the away end against Watford.

JO shows the SAB a statement that would be put out shortly after the meeting, in which the club condemns the chant.

Efforts being made to stop the chant include further CCTV monitoring and body cameras.

SAB Members given short deadline to provide any feedback regarding the statement and plans, overnight.

AK explains the need for education to help eradicate such chanting. Club want to be proactive and clear with statements, before further action is taken down the line if necessary.

Away from this matter and just in general, the Chair asks about when players sign, whether they sign anything agreeing to not post anything controversial on social media. AK says all employees have an agreement to not bring the club into disrepute.

The Jimmy Saville chants are discussed and AK explains the club are still lobbying for this to be classed as tragedy chanting, so it can be eradicated in the future. SAB hoping they and their members can try and push for this to change through supporter campaigns. Josh Cawthorne to speak to contacts at FSA and KH/MP to also share relevant contacts.

6. Ticketing – KH

KH starts by asking for feedback/ suggestions with Season Ticket renewals.

KH discusses the 80 per cent attendance rule brought in at the start of the season. On average, there were nearly 3,000 non-attendees per match on average last season and this number has been reduced this season following the new rule. Club doing further analysis to look into the demographics of this, especially to track amount of season ticket holders not attending.

Anders asks KH about My Leeds + Members' and whether new fans will be allowed to enrol. KH explains the cyclical nature of this and further information will be communicated in due course.

Chair asks SAB for suggestions on what the club do to communicate with fans who miss matches. Rachael Grimes asks if the club could send automated emails/ reminders to

non-attendees, checking in and then reminding them about the 80 per cent rule. SAB agrees this is a good idea to encourage fans to forward tickets/sell back to club. Putting these unused tickets back into the system so other supporters can get to matches is the best thing to do and a full stadium will add to the great atmosphere.

Chair asks KH about whether the club are happy with current pricing. AK and KH say yes, and as explained last year are working towards equalising price brackets and converging on one price.

United 20 Years scheme has now expired, so members of this scheme will now be paying going forward.

KH says six- and 10-month payment plans to remain in place.

Josh Cawthorne asks about possibility of being able to use PayPal. KH says club explored this recently, but will not be possible in near future.

KH says club, on average, have ~9000 general admission seats to sell per match, as well as Season Ticket resales. After My Leeds Priority, half goes to the ballot and half to first come first served. Rachael Grimes asks whether some information about the number of tickets can be somewhere on the website. KH says she can look into this.

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

Nikki mentions away matches, Burnley given as an example, where busses drop too far away and often just 'dumped in the middle of the road'. MP says a lot of clubs are not corresponding, despite multiple attempts.

KH says in the Premier League, SLO and DLO have to attend all away matches. Leeds replicate this but other clubs in the Championship do not.

Rachael Grimes raises issue that a lot of men were using the female toilets at Burnley away, which has been noted.

Paul mentioned issues some fans are having problems with ticketing because they are digitally excluded, chair said would bring back as an agenda item at a future meeting.

No notes ahead of upcoming matches.

8. Chair's business

The Community Iftar will be held on Saturday 22nd March. Tickets can be purchased on the Leeds Rhinos website and Leeds United fully supportive.

Chair asks JO about historic club memorabilia that is currently unseen. Asks whether heritage items be on display in the new stands. JO to feedback as part of the consultancy.

Chair says libraries are looking to showcase LUFC related memorabilia for a permanent exhibition at the City Museum. Voice of the Fans is a collaborative exhibition between

Leeds Libraries and the British Library. It will be in Leeds Central Library, 8 May – 10 August 2025 and will tour community libraries and venues after this date. Leeds Libraries have put a call out to fans for zines to add to their local history collection, this will be a tangible legacy from the project. This exhibition is created with fans for fans and they want everyone to enjoy it. Anyone who can help with the information or zines the library are looking for can contact: localandfamilyhistory@leeds.gov.uk

9. AOB

Nikki asks about refunding away tickets. KH explains protocols and procedures.

Josh Cawthorne wants to put on record LUST's annoyance at upcoming fixture changes. Especially the fixture change on 'Green Weekend' where, as a result, no trains are running. KH asked about whether more coaches can be put on, which they can if the demand is there. Discusses the idea of creating a waiting list for away coaches which SAB agree could be beneficial.

10: Time and date of next meeting

TBC.