

SAB Meeting – Thursday 5th March, 2026

Venue: Boardroom.

In attendance: Jane Dowson (Chair), Robbie Evans (RE), Jordan Owens (JO), Mark Pitts (MP), Katie Connor (KC), Scott Hobro (SH), Jade Brown (JB), Lliam Brocksom, Paul McManus, Ken MacArthur, Nikki Allan, Rachael Grimes, Dean Pearson, Jane Store, (MOT cover).

Online attendees: Nicola Connolly (NC), Anders Palm, Jay Bhatt, Umair Meer, Josh Cawthorne, Dean, Rebecca

Welcome, Introductions and apologies

Apologies from Maz & Katie.

Minutes of last meeting

Accepted.

Matters arising

N/A.

Scott Hobro- Leeds United Head of Digital, Marketing & Content

Scott introduces himself and discusses changes around digital platforms planned for the summer: Single sign on (SSO) across every club service.

Ken: Will old system no longer work? You can't avoid it?

- Scott: Correct, you'll be prompted to make an account.

Rebecca: What happens with PA for disabled supporters:

- Scott: Could use alias, or create a separate email.

Rachael: Would it apply ST holder discount automatically?

- Scott: Very good question. Fanatics are working on that, can't promise a timeline but has been raised.

Rachael: What's benefits for the club?

- Scott: Quite a few! It improves fan experience and customer communication. Helps us with data and we can contact you with more relevant areas of the club. We can tailor experience to the fans wants/needs, more personal.

Rachael: Will it show purchase history?

- Scott: Yes, would live on your records.

Anders: Question on fanatics, is it Chris Smith who is the contact? I sent him some questions and didn't get a reply.

- Scott: Yes.
- Jordan: I will chase him and find out why.

Jane D: Will old accounts turn off?

- Scott: Correct. Once SSO is switched on, you won't use your old login. None of the previous history is lost, they're all just brought into one.

Jane D: Will there be a dedicated comms phone number to help people?

- Scott: We're working on a plan around that. We're developing our inhouse club support on this.

Rebecca: You say it will save info, will it include friends and family?

- Scott: That will be retained in there.

Ken: The app doesn't reflect the website, will it be integrated? Stuff comes on the app late.

- Scott: Yes there is a delay, we're working with our provider to try speed that up. The content should be similar as everything on website and LUTV goes onto it.

Jade Brown- Equality, Diversity & Inclusion Lead

Jade goes through EDI policy & Focuses at the club.

- Achieved Premier League EDI intermediate level.
- We're now working towards advance level for PLEDIS.
- New EDI video was introduced at the Nottingham Forest game.
- Disability video was introduced against Norwich City, on Unite For Access and Level Playing Field (embed click here to see videos).
- EDI survey coming up, will be sent out on email.
- Club is trying to become white ribbon employers.

Jane D: Themes of women and mental health, the fan reps want to get involved in this, can we work with you on this?

- Jade: Yes, that would be brilliant.

Mick: The videos need work to be on the front page for a while, if they can be left on there.

- Jade: Nicola is developing the disabled section of the website, I'm working on EDI side so they are easy to access.
- Jane D: I'd like this to sit on fan engagement tab.

Ken: Is this a PL initiative or across all leagues, EFL etc?

- Jade: When we were in the Championship we were still under Premier League EDI standards. You can opt out if in the EFL but we wouldn't do that. It is a requirement for us to do it in PL.
- Robbie: We care and we are investing time and effort in this.

Jane D: What are you doing around training staff?

- Jade: There are plans to work with staff and train internally on this, yes.

Jane D: Can I ask that you train people on defibs?

- Jade: I'll look into that.

Katie Connor- Head of Ticketing & Matchday Operations

Katie presents some figures, stats & facts that were requested from the last meeting.

- Katie: We have analysed the away tracker ballot data to identify success rates. Supporters who qualify to apply in the tracker ballot are advised that they have a 50% chance of success. The success rate solely for the tracker ballot is currently tracking at an average 61.48% success rate. However, the overall average success rate for tracker fans across all phases of sale (Tracker, STH & Member Ballots) is 70.54%.
- Home game ballots – unlike away games, there is no tracker for home fixtures. More ways in which to purchase home match tickets via various on sale phases.
- Anders: What is the success rate for home ballots?
- Katie: I can look to present the number of home ballot applications Vs success rate for the next meeting.
- Rebecca: Could you bring disabled ballot figures too please?
- Katie: Yes of course.
- Nicola: I have those figures. 83% success rate for the last home game.

Anders: People from Norway at Everton game couldn't download their tickets unless they were on English IP address, so couldn't be done in advance. We had to be on UK wifi to do this.

- Katie: We've had no reports of that but will look into it.

Ken: Do the majority of PL teams use a ballot system?

- Katie: It's very varied.

Jane D: How can Leeds United reward loyalty? With the club removing the loyalty pricing structure for season ticket holders, how can the club recognise the loyalty from supporters and develop a loyalty scheme to show the club's appreciation for their long-term support.

- Katie: We can look into this suggestion.
- Ken: Feedback I have had, is that they want financial benefit.
- Katie: If any such scheme is implemented, it would not include financial discounts for season tickets as we have moved away from this pricing model.

Jay: I sent an email of what we could look at for away games, have you had a look?

- Katie: You sent it to Jane. We can start reviewing things you sent though, yes. All ticketing policies will be reviewed during the closed season.

Robbie Evans- Club update

Robbie gives an update on club matters.

Any issues/feedback from matches from previous/upcoming matches

Mark P: Most away games gone well. Usual issues, coach parking (horrendous at Villa), supporter behaviour towards stewards (Everton), gangways full, sitting in incorrect seating, turnstiles broke (Birmingham), people attempting to use wrong tickets (upper or lower tier etc).

Jane: Anything to be aware of next few games?

- Mark P: Nothing unusual.

Jordan shares a statement with the SAB prepared to go out before the Norwich game, discussing Ramadan and the break in play.

- SAB discusses and gives their feedback.

9- Chairs business

- Terms of reference will go on the website. Sign and bring back for next meeting.
- Discussion over position of vice-chair.
- PL have a meeting on 12th May, Jane asks for volunteers to go to meeting in Birmingham.
- Transport meeting can't happen on 24th so will need to be moved. New date TBC.

10- AOB

Nikki: Thorp Arch, every time we go to Academy games we feel unwelcome as we are not allowed in early, we feel disabled supporters should be allowed in earlier for games.

Jordan: All people are restricted to times. We can look into it regarding disabled supporters.

11- Date & time of next meeting

TBC