

SAB Meeting – Wednesday 24th September 2025

Venue: Boardroom.

In attendance: Jane Dowson (Chair), Jordan Owens (JO), Mark Pitts (MP), Robbie Evans (RE), Sam Smart (SS), Chris Smith (CS Fanatics), Jack Douglas (minute taker), Lliam Brocksom, Paul McManus, Ken MacArthur, Josh Cawthorne, Nikki Allan, Maz Ferguson, Rachael Grimes, Dean Pearson.

Online attendees: Anders Palm, Katie Watkin.

1. Attendance and apologies

- Jay Bhatt and Umair Meer send their apologies.

2. Minutes of last meeting

- Approved with one change

3. Matters arising not on the agenda

- Away ticket ballot (NA), as agreed at last meeting to be discussed after approximately 10 games where data can be reviewed
- Ideas around John Charles Car Park on ingress & egress, whilst maintaining supporter interaction. RE asks for SAB to consult their members and feedback
- Anders says club aren't sending the tickets out as a priority (not first class) both domestically and internationally and asks club to look into

4. Fanatics

- Sam Smart firstly presents a slide outlining some of the club's stakeholders and partners, notably adidas, JD and Fanatics
- Fanatics are the club's Official Retail Operator – everything fans see in store/ online is ran by Fanatics. They will produce wider range of LUFC products and merchandise that aren't produced by adidas
- Chris Smith (CS) then presents his slide show, outlining how Fanatics represent over 900 brands globally, bringing in over £8bn in revenue last year. Leeds are alongside PSG and Chelsea on their VIP list of clubs that sit on their new advanced system
- Discusses the strategy behind designing products for certain fans of certain clubs. Uses trading cards as an example as an avenue they are looking to explore for LUFC

- Over the first three months, e-commerce has increased both locally and internationally, matchday and non-matchday revenue has also increased at Elland Road store
- Almost £500,000 was spent by Fanatics on renovating the store at the start of the summer
- Fanatics also sponsored the Our City Awards run by the Leeds United Foundation at Elland Road, which were a success
- Discusses bringing in Pennies initiative, offering fans option to round up transaction fees by a small amount, with proceeds to then be donated to charity
- Maz asks about the future of gift cards, plan is for new gift cards to be introduced into circulation in the first week of October
- When asked about data collection, only Fanatics and the club have access to the data and no third parties are ever involved
- Ken asks about whether Fanatics are exploring Click & Collect, CS says they are in the testing phase and hoping to implement this before the end of the year
- Katie asks about how Fanatics are dealing with complaints and what options customers have. CS says customers can complain via telephone, email and live web chat or in store
- Rachael asks about system recognising membership/ season ticket account numbers for discounts to be automatically taken off. CS and SS say this is something Fanatics and the club are working on.
- Katie asks about having digital receipts as opposed to paper receipts. CS says on a matchday this wouldn't be feasible given how long this process takes but can look into this on a non-matchday
- Katie gives an example of supporters receiving wrong items and how this has been rectified
- Anders asks whether flags will be available. CS says caps currently in development and Fanatics are open to feedback on more products, such as flags
- Maz asks whether Fanatics are developing a new Pride range and whether Marching out Together patches will be available. CS to look into.
- Ken asks for a larger range of sizes. CS says as Fanatics are still in a transition period, this is something they will be able to evaluate in time.

5. Fan Tokens

- Fan tokens are discussed. RE says club understand fan frustrations and concerns regarding fan tokens and feedback is taken on board

6. Fan Engagement Plan & Terms of Reference

- Waiting on authorisation from Premier League before this can be published
- Terms of reference are being updated
- Update at next meeting

7. Issues from last games and any future matches issues

- 300 fans had to collect tickets at Sheffield Wednesday due to short turnaround
- JO asks SAB to gather feedback as for fans collecting away tickets, these are often by the home supporters at other grounds so can lead to issues, which was flagged at an individual meeting with LUSN
- Burnley – away fans have now moved position, this information will be communicated in due course
- Maz raises upcoming Brighton & Hove Albion game to put out as much information as possible regarding homophobic chanting and it being a criminal offence, highlighting club's previous punishment

8. Robbie Evans Report

- Not many updates since previous meeting, pleased with the team's form and stadium application planning to be decided over next weeks
- Dean wishes to inform RE about the Howard Wilkinson statue campaign, JO meeting Wilko92 group on 30th September

9. Chair's Business

- Chair asks RE to give information on FIFA Women's World Cup 2025 bid. Forms have been submitted, now waiting for outcome
- Chair suggests a future meeting to be at TA to see football operation

9. AOB

- Maz asks for representative from the Foundation at a future meeting.
- Ahead of joint Premier League SAB which Katie will be attending, Chair asks SAB for any topics they would like discussing. RE says previous issue raised about collecting away tickets near home fans should be an issue to raise. Katie to share agenda for that meeting once she receives it

10. Date and time of next meeting

- TBC