

SAB Meeting – Thursday 28th August 2025

Venue: Boardroom.

In attendance: Jane Dowson (Chair), Jordan Owens (JO), Mark Pitts (MP), Robbie Evans (RE), Katie Connor (KC), Jack Douglas (minute taker), Lliam Brocksom, Umair Meer, Paul McManus, Ken MacArthur, Josh Cawthorne, Nikki Allan, Maz Ferguson, Katie Watkin, Rachael Grimes.

Online attendees: Anders Palm, Jay Bhatt, Stephen Griffin.

1. Welcome, introduction and apologies

Stephen Griffin is stepping in for Dean Pearson. John Collard has resigned from the SAB. Apologies from Fanatics it was confirmed they will attend the next meeting.

2. Minutes from the previous meeting

One change requested in previous minutes; rest are accepted.

3. Club update – Robbie Evans

RE wishes to communicate that the club feels very positive about the summer and better than anticipated in terms of number of additions.

Josh asks if the club received any significant bid for any players. He also asks about whether recent injuries have affected transfer strategy.

RE says that if they club needed to sell any players, they could have done amid the interest but have managed to retain all key players.

RE says that due to injuries not being long term, club haven't panic bought. Says it is a fine line between being too light in terms of numbers and running an efficient squad.

RE then says how well the new players have settled into the squad and discusses the leadership qualities of certain new recruits.

Anders asks about building of the team away from the pitch, including the behind-the-scenes staff.

RE says on the football side, the club are hiring additional experienced staff to support the new football leadership. Discusses how coherent the top-level conversations are between coaching staff, board, recruitment team etc.

On the business side, RE says Morrie Eisenberg has done very well developing the workforce, including the addition of more mid-level staff. Says the club are trying to grow the organisation by developing in all aspects, gives the example of the hospitality lounges being developed at Elland Road and new canteen, pitch and hydrotherapy gym at TA over the summer.

Umair asks about the reasoning of letting Largie Ramazani go out on loan.

RE wishes to state initially there is no buy option in place. Says the squad numbers are maxed out in attacking options and Largie needed to go out and play.

RE confirmed club are investing in the stadium now with refurbishment of three lounges and other improvements already completed or being planned.

4. Ticketing – Katie Connor

KC starts by addressing a previous point from Anders with regards to 'My Leeds Priority' Memberships. Approximately, 40 My Leeds Priority members haven't renewed. We will analyse the existing membership data to identify any supporters who may now qualify to upgrade into this tier of membership; we will use a ballot system to allocate available My Leeds Priority spaces. The Club have received a small number of My Leeds Priority queries and enquiries that will be investigated as part of this process.

Anders asks whether the home allocation is the same in terms of general admission vs hospitality. KC advises that the allocations are a similar position to last season, the only change is the increase in number of away fans which means that unlike last season, we will very rarely be able to sell the West Stand lower away section to home fans.

Maz says people accuse Marching out Together of taking FA7 (block under scoreboard) for their flag. KC wishes to state for games where the away team take the full allocation, that block has to be empty for segregation and it acts as a sterile area. For games whereby teams don't take the full allocation and are just located in the West Stand away upper tier then the away accessible seats have to be in area FA7 (underneath the scoreboard) as there are no accessible facilities in the West Stand Upper away tier. No home fans can ever be located in area FA7 for home league games.

On the away balloting system:

The SAB members wanted some clarification on when they are being informed of a change and when they were being consulted.

Chair gives example of what the members considered good practice when the group were consulted about the change to the pre-match music. SAB members were told of the proposal then given time to go away to discuss with others and gather feedback for the next meeting. Chair requests clarification on what defines consultation, and the timeframes involved as the process can differ.

KC suggests that both the club and SAB should look to define the parameters for consultation and what this looks like.

Josh says if the group are consulted, the group should then have a specified time period to give feedback and then the club should show how the feedback was taken into account, before anything goes public. Group agrees. Josh says SAB are often accused of towing the party line, as the use of the term 'consultation' is often misused.

KC says the away ticket distribution policy is quite complicated, but the club prides itself on the different levels of priority for fans to reward loyalty whilst having an opportunity for those who haven't had the chance to accrue loyalty. The away ticket distribution policy for 2025/26 has not

changed; only the application method. The change in application method is our attempt to best support the entirety of the LUFC fanbase in a fair and equitable manner, with good intent behind this decision and the reasons for doing so. We appreciate and acknowledge that the announcement of the change to the application method from a first come first served basis to a ballot process was late and we will look to give more notice in the future for any such changes.

Stephen says the club should give a notification to fans who haven't been successful in the ballot, alongside those who have. KC says when the payments decline for successful applicants and payment is not corrected within 24 hours, the ballots are run again, this process can happen on several occasions so informing fans that they haven't been successful when they might be re-balloted would send an incorrect message and maybe confusing.

The ballot idea aims to be a fairer system and prevent people having multiple devices open and therefore increasing their chances over another user with just one device. It should be one chance per person, not one chance per device. This would mean supporters who work, have hospital appointment etc and cannot be on the computer when the ballot opens, would still have a good chance of a ticket.

Anders says it would be nice to know the number of ballot entries.

RE says looking at the data from Arsenal, those in the tracker group had over 65 per cent chance. The chances of attending a minimum 50 per cent of games for those applying to each game is 97 per cent.

RE maintains that this is a season-long decision. Chair requests a meeting to look at the data from this season before decisions are made for next season. Stephen suggested a meeting midway through the season to discuss the ballot and other away ticketing issues, as it is too early now to tell on how beneficial the ballot has been. Group agrees.

Anders asks if international supporters can be sent away tickets earlier.

KC advises that LUFC ticket office dispatch the away tickets as soon as possible, but we are reliant on when the home club provide the ticket allocation. Digital away tickets would greatly assist the concerns raised by Anders. LUFC will be trialling digital tickets for away matches during the 2025/26 season. As highlighted at previous SAB meeting, digital tickets will become a mandatory requirement for all Premier League clubs. We will be taking part in digital ticket trials for away games during the season in preparation for when this will be a Premier League mandatory requirement.

5. SAB Representative

- Meeting in London Thursday 16th October

Premier League SAB meeting. Chair asks the group to suggest one representative. All costs covered by the Premier League.

6. Feedback on previous matches and on upcoming matches

No feedback on previous matches

7. Chair's business

Chair asks Stephen to report back to Dean who had raised the charging for minibus parking. The West Yorkshire Combined Authority car park is seasonal and when purchased guarantees a spot. WYCA will be reinstating a minibus price at £400. Those who have already paid will be contacted to be given a partial refund. Stephen says the price is still extortionate and will be challenging WYCA.

Newcastle game will have the tribute for supporters who have passed over the past 12 months.

8. AOB

RE asks for SAB to ask members about ideas for improving safety and security of John Charles Stand car park whilst maintaining balance of positive supporter interaction pre and post-match.

Stephen requests a meeting discussing the transport strategy and how it will be impacted by the redevelopment.

Stephen says any decisions regarding the stadium redevelopment involving the South Stand need to be communicated as early as possible. The chair explained that at a previous meeting Leeds United had said that no decisions have been made on the seating for away fans, however they did confirm that whatever happens the majority of seats in the South Stand will be for Leeds United fans, especially behind the goal. Once any proposal is firmed up this will come back to supporters.

SAB wishes to place on record its thanks to Patrick Bamford who left the club after seven years, where he won the Sky Bet Championship twice.

9. Time and date of next meeting

Wednesday 24th September, 6pm.