

SAB Meeting – Thursday 10th July, 2025

Venue: Boardroom.

In attendance: Jane Dowson (Chair), Jordan Owens (JO), Mark Pitts (MP), Robbie Evans (RE), Katie Holmes (KH), Jack Douglas (minute taker), Lliam Brocksom, John Callard, Umair Meer, Paul McManus, Dean Pearson, Ken MacArthur, Josh Cawthorne, Nikki Allan.

Online attendees: Anders Palm.

1. Welcome, introduction and apologies

Apologies from Jay Bhatt and Rachael Grimes.

2. Minutes from the previous meeting

All accepted.

3. Matters arising

- Podcast: LUTV plan to do a mini-series of eight to 10 episodes starting from September.
- Change to playlist order on a matchday, with Marching on Together to be played after Premier League anthem. Group all on board with proposed changes.

4. Club update – Robbie Evans

RE says the club are doing things they want to be doing at the pace expected. Stadium planning application has now been submitted.

Outlines approach to transfer market and says club are pleased with business so far, notably Gabriel Gudmundsson and Jaka Bijol were the club's top targets for those positions. Maintains club will spend as much money as PSR limits will allow.

Umair asks about relegation release clauses. RE says loan clauses are no longer used, as this makes promotion more difficult and reduces asset value.

5. Ticketing

- Digital tickets: Paul says someone he knows is digitally excluded. KH asks for the Paul to contact MP to look into this. KH explains the limit on print at home for GA tickets was introduced as this option was leading to a lot of fraudulent tickets and therefore safety issues. KH says new Premier League rules are looking to introduce digital tickets for all supporters, which the club are working towards.

- Away season tickets: will continue next season. Price cap is in place in the Premier League for £30. Clubs have to give an allocation of 3,000. If the stadium capacity is less than 30,000, the club has to give a 10 per cent allocation.

On away match protocol, KH says LUFC's safety officer contacts the home team's safety officer before the match and then feeds back information to MP and herself, which then where applicable is communicated by the comms team and on emails.

KH says 80 per cent rule was successful last season, leading to a significant effect on attendances. The rule will continue next season. A new feature on the website will allow fans to check how many games they have attended. Less than 200 season tickets weren't renewed and certain exceptional circumstances for fans less than 80 per cent rule were investigated.

Anders says some fans that were priority members missed the email to renew and could only purchase normal memberships. KH asks Anders to email him more details on these individual cases. KH says if they were on autorenewal, this wouldn't have happened. Fans are automatically down to auto renew, unless they opt out.

KH says club are reviewing ticketing distribution policies, looking at a ballot system for the application stage for away tickets. Group believes this could be a positive idea.

MP working on an Elland Road fan guide for away supporters which will be a printable PDF.

6. Germany pre-season tour

- JO says the club were given assurances in writing by the German FA and tour organiser that fans would be allowed to travel. The police and local authorities then revoked this a couple of days before the announcement. The club offered to send our stewards and safety team but to no avail.

- RE reiterates the club's frustrations and says next summer the tour will be elsewhere. Chair asks to revisit this topic in May, regarding how the club can communicate pre-season plans.

7. Retail switch to Fanatics

- Switch took place online on 1st July, with stores opening 4th July.

- Maz asks for communication whether Marching Out Together sleeve patches are still available. JO to look into.

- Anders says overseas fans are having issues because Fanatics don't have the right customs agreements in place. He then says Fanatics should be selling shirts in Stockholm and Dublin ahead of pre-season matches.

- Further feedback as Katie says there is issues with returns policy on the website.

- MP wishes to state the new retail store is cashless and to encourage SAB members to communicate this to their members.

- Chair requests Fanatics representative can be at a future meeting. She wants to ask about what training staff are given – for instance training on how to help customers with dementia.

8. Feedback on upcoming pre-season and Premier League campaign

- TV switch dates: Premier League have put on their website estimated dates for when TV announcements will be made. Estimated five to six weeks before each match round. Notes that teams playing in Europe may affect fixture changes.

- Travel to away matches: For later kick offs/ matches on bank holidays, Chair asks will the club look at putting more coaches on. Dean says his supporters' club sees an influx in numbers of people using their coaches.

KH says MP and Nicolla Connolly (DLO) will be at all away games next season, outside the turnstiles 90 minutes before kick-off.

9: Chair's business

Chair asks for SAB to discuss future topics and relevant attendees they for future SAB meetings, gives an example she would like to speak to someone regarding stewarding at a future meeting.

10: AOB

- Thanks to Maz for laying flowers at Anfield for Diogo Jota, club also sent flowers and condolences and will wear black armbands in Stockholm.

- Marching Out Together shortlisted at National Diversity Awards amongst 45,000 nominees, which Maz and her team are delighted with. Congratulations passed on by the SAB.

- Katie thanks the club for their involvement in the Square Ball charity walk which raised over £55,000.

- Nikki asks whether supporter handbooks can return. KH to look into.

- JO says SAB members need to sign terms of reference for PL rules. One member of the SAB will have to meet twice with the Premier League and asks for a nomination.

11: Time and date of next meeting

Thursday 28th August, 6pm.