

## **SAB Meeting – Tuesday 10<sup>th</sup> June, 2025**

**Venue:** Legends

**In attendance:** Jane Dowson (Chair), Robbie Evans (RE), Jordan Owens (JO), Mark Pitts (MP), Mark Broadley (MB), Jack Douglas (minute taker), Lliam Brocksom, John Callard, Rachael Grimes, Umair Meer, Paul McManus, Dean Pearson, Ken MacArthur.

**Online attendees:** Anders Palm, Josh Cawthorne.

### **1. Welcome, introduction and apologies**

Apologies from Katie Watkin, Nikki Allan, Jay Bhatt & Maz Ferguson.

Introductions from new SAB member Dean Pearson, representing Leeds United Supporters Network (LUSN).

Introduction in new role from Robbie Evans, who outlines his work as Managing Director and slight changes in terms of structure at the club since last SAB meeting.

### **2. Minutes from the previous meeting**

All accepted.

### **3. Matters arising**

JO to chase Callum Williams, Head of Player Care at the Academy, regarding Islamophobia training.

### **4. Club update – Robbie Evans**

RE says recruitment is going well so far, with club pitching the project to a number of targets.

RE explains that the club are happy with the reaction to the stadium proposals and how well the project is advancing. Work to commence following the end of the 2025/26 season.

On pre-season, matches in Stockholm and Dublin have seen great ticket sales which the club are delighted with.

RE explains how the purchase of Rangers will not affect the running of Leeds United. Reiterates that no club shall be deemed as a feeder club to the other.

*Umair asks what the intention is for the upcoming season?*

RE says the club has no intention of going up, banking money and coming straight back down. The intention is to survive and thrive and finances will be there to aim to achieve this.

*Anders asks about the switch to Fanatics for retail/ merchandising?*

RE says the retail will be outsourced, though supporters will not witness any major changes. Fanatics has a track record in the US of producing larger range of products for supporters. Chair asks whether a Fanatics representative will be available for a future meeting, which RE will discuss with Morrie Eisenberg.

*Ken asks whether a click and collect option will be available?*

RE says this is something the club may look into.

*Chair asks for an update on the club's podcast?*

JO to get update and feedback at next meeting.

*SAB wishes to place on record their thanks to the club, council and authorities for the success of the title parade.*

## **5. Ticketing**

Head of ticketing Katie Holmes will be in attendance at the next meeting. She provides answers to questions sent in advance from the SAB.

*Could we please have the 'overseas ticket allocation' system in place right after the fixtures are released? We should also have an evaluation of the system.*

The scheme will be reviewed, the ticketing team will shortly be in the process of contacting the groups who utilised the scheme last season for their feedback.

*Could we please have some more precise info on how many ST tickets were offered to the waiting list?*

The renewal rate for the 2025/26 season is even higher than it was a year ago, meaning that only a small number of Season Tickets will be made available to those on the Season Ticket Waiting List. Under 200 season tickets were not renewed and have been offered to the waiting list. The successful applicants have been notified and have until 16<sup>th</sup> June to purchase a Season Ticket.

*Will more Members be taken in as Priority members?*

This will depend if any of the existing Priority Members do not renew. If any do not renew, then we will look to see if any existing members can upgrade into this Membership bracket.

*Approx how many tickets in each Priority, members and ballot allocations?*

It's difficult to say as there are a number of variables on a game by game basis, for example, hospitality seats may be re-allocated and sold as GA, the visitors allocation, camera position requirements, but we can advise an approximate guide in the summer when we review and update our ticketing policies.

*Dean asks about announcement of away season tickets?*

JO will follow up and feedback at next meeting.

## **6. Environmental policy – Mark Broadley**

Club brought in experienced Thom Rawson (Founder, Sustainable Football) to help achieve environmental goals in the EFL. Announcement due at the end of the month on compliance with EFL regulations. Club will then rejoin the Premier League's regulations after promotion.

MB explains that a new Building Management System implemented at Elland Road will help with energy efficiency.

Adds that around £150,000 has been spent on replacing boilers at Thorp Arch, leading to 25 per cent less kWh usage.

Water usage has reduced drastically. Examples are waterless toilets at Thorp Arch and Elland Road, and drainage on the pitches at TA recycles water.

Herb garden at TA grows enough herbs for first team use throughout the season, meaning no herbs have to be brought in. Similar facilities in use in the Eddie Gray suite.

Environmental Sustainability Policy is now on the website, actioning a previous target from the SAB.

*Chair asks what the club is weak on in terms of sustainability?*

MB says solar energy is something the club lacks, however panels on the East Stand roof would only provide four per cent of energy usage needs. Initial outlay means this is not viable but could be after stadium development.

*Group asks about sustainable travel plans and Ken asks about whether subsidies for Park & Ride will return after promotion back to the Premier League? Then says the city needs more Park & Ride facilities.*

RE says the club are doing lots of work behind the scenes and working to add incremental amount of parking spaces per year until the stadium development has finished.

MB adds that six EV chargers are being installed in the Stadium Way car park, which will be available on non-matchdays, as well as four additional chargers at the front of the East Stand. On a matchday, however, these spots are taken by the Premier League due to regulations.

## **7. Stadium update – Lucinda Yeadon**

LY presents the presentation that was shown to the Leeds City Council pre-application planning panel in May. This shows detailed plans of the West Stand will be submitted alongside initial outlines for the North Stand. Presentation will be circulated for those not in attendance/ online and unable to view.

Plans to be submitted officially in early July. This will be live on the Council's planning portal, so LY requests fans to give feedback directly to the Council.

LY explains the number of consultations both online and in person in the community, aiming to be as inclusive as possible to engage with as many people as possible. This has seen over 1,500 people engaged with so far.

640 paper questionnaires have been collated, as well as online surveys. People from as young as nine up to 87 have completed questionnaires. 22 per cent of those engaged that disclosed their postcode lived in LS11, so LY is happy with large amounts of feedback from Elland Road's closest residents.

Initial analysis shows between 97-98 per cent are in favour of the redevelopment, which the club are delighted about.

LY says some fans have raised concerns that people will be displaced during/ after the stadium development in the West Stand and North Stand.

LY says a common theme has been around places for fans to meet, socialise and have food and drinks before and after the match.

The chair had been asked by a Season Ticket Holder at an event to raise the issue of potential displacement from a seat he had held for years adjacent to the dugout. The issue was not just his seat but the friendship group he now had of supporters close to that seat.' LY confirmed that this had been fed into the feedback from the event.

Statues is another thing high on fans' wish list, including showcasing historic memorabilia items. Plans are in place in the coming weeks for a fan group to launch a campaign for Howard Wilkinson to have a statue.

MP uses an example from Bristol City, which has murals along the walk from the city centre to Ashton Gate. SAB say this is an idea to possibly explore.

LY finishes by explaining the process for looking for procurement and contractors is well underway.

## **8. Japan Whites – Ken MacArthur**

Ken presented an item, including film, of his recent trip to the Japan during which he visited the home of the Japan Whites fan club. He was impressed with the club and the growing fanbase in the country.

## **9: Feedback on previous matches and on upcoming pre-season and Premier League campaign**

MP pleased with positive feedback on fan behaviour at Plymouth, especially given that a large number of fans travelled to the South Coast without tickets.

Chair says the yellow scarves on seats at the Bristol City game was fantastic, as well as the post-match presentation/ celebrations. On scarves, Anders requests this for the Stockholm friendly. RE to look into and evaluate.

RE says that next season, a lot of matches will be subject to change, given nine teams have qualified for Europe.

#### **10: Chair's business**

N/A.

#### **11: AOB**

JO says as the Premier League anthem has to be played during players' handshakes next season, would fans support a different song other than *Marching on Together* as the players leave the tunnel and enter the pitch (in past was *Eye of the tiger- Survivor*). This would then be followed by the PL anthem, which would then allow MOT to be played in full ahead of kick-off. Last time in the Premier League, MOT had to be cut halfway through to play the PL anthem. Uses examples of Liverpool with *You'll never walk alone* and Nottingham Forest *Mull of Kintyre* who also use this proposed approach to play their club anthems in full, after PL anthem has taken place. SAB members to consult their groups and report back.

Dean also wished to place on record his thanks to the club, for helping to organise a football tournament in memory of Christopher Loftus & Kevin Speight at Thorp Arch, which was a great success.

#### **12: Time and date of next meeting**

6pm, Thursday 10<sup>th</sup> July.