

## **SAB Meeting – Thursday 22nd January, 2026**

**Venue:** Boardroom.

**In attendance:** Jane Dowson (Chair), Jordan Owens (JO), Mark Pitts (MP), Katie Connor (KC), Lliam Brocksom, Paul McManus, Ken MacArthur, Nikki Allan, Rachael Grimes, Dean Pearson, Jane Store, Lucinda Yeadon, Josh Cawthorne.

**Online attendees:** Robbie Evans (RE), Nicola Connolly (NC), Anders Palm, Jay Bhatt

### **Minutes of last meeting**

- Query from Rachael on sign posting, other than that, all accepted.

### **Matters arising**

- Women's league table on website

OPTA working on fixing this for ourselves and other clubs, all our information and statistical data on website is from them.

- Tragedy chanting

Pleased that there was no incident at either Man Utd (H) or Liverpool (A) on this (JO).

Three months of planning went into these games, best executed operational plan we've had (KC). Got really good feedback from Premier League observer on this.

Jane Dowson impressed with programme and clear messaging.

### **Tony Dorigo- Marching on Forever**

Tony Dorigo introduces the 'Marching on Forever' association that has been recently introduced, looking after former players at Leeds United.

Tony speaks about importance of looking after former players and praises the tremendous work the club has done on this, as a collective together. The Premier League have an allocated person to bring everyone together as well, and help with best practice.

Lots of initiatives are being planned to help bring players together and raise money.

Tony asks the SAB for feedback and ideas, as fans, to say what they would like to see from the group. Legacy numbers are discussed, for fans to know what player was what number upon their debut.

Tony tells the group he's working on there being a support network for former players within the group, too, should they need help. Speaks about the health and wellbeing team already in the club/foundation and leaning on them for expertise/support. Suggestion about using Andy's Man Club as a collaboration.

## **Robbie Evans- Club update**

Robbie: Club update light – trying to avoid talking about trading. On pitch performance been phenomenal last few months. Real updates are on stadium. Facundo was top January target and we got it done early.

Ken: SAB want to congratulate the club on the successful planning application.

Jordan: Club also thank SAB and club supporter groups for support towards the application.

Questions to Robbie:

- Jane: Can you talk to us about PSR and changes to it? Squad cost ratio I believe it is called.

Robbie gives an update on this and a brief overview of how the rules work.

- Anders: Is anyone else coming in this window?

Robbie explains as Daniel has said, we will remain active and try to take advantage of any market opportunities, but January is notoriously difficult.

## **Lucinda Yeadon- Stadium**

Lucinda: Thanks again everyone for your support on the planning application. Been a rollercoaster few months to get here, the key issue was the highways, which was crux of getting it over the line. Everyone was happy with design and community support, fans, businesses, people of Leeds, but the main area for work was highways. Considerable package put together to help aid us get to where we need to be.

- What happens now?

Lucinda: It wouldn't be fair to give timelines on how long the build will take. Stadium Liaison group to be established, to ensure connection with club and community whilst build is on.

Ken: When is your aspiration to break ground? When will fans see progress?

Robbie: Hope to get started as soon as possible. Fans will have already seen some changes since October.

JO: We're planning bi-weekly communications with work updates which will begin as soon as possible.

Anders: Can you make a segment on the website specific to stadium updates?

JO: I am sure we can add an updates page.

## **Katie Connor- Ticketing**

Jane notes the club listens to feedback, but it is impossible to please everyone.

The SAB members requested ticketing statistics, Katie advised the group of the current numbers:

Approx 24,600 season ticket holders (including hospitality)

Approx 61,400 Members (includes 2500 My Leeds Priority Members)\*

31,230 fans are currently registered on the season ticket waiting list

*\* Of the 2500 My Leeds Priority Members; 2259 are UK Members, 218 EU Members and 23 ROW.*

How many general admission tickets are available to sell for each game and how are they split between the various phases of sale?

KC advised that there are approximately 8,000 GA tickets available to sell for each game (this does not include any seats that are returned by Season Ticket Holders via the Ticket Exchange) The number can fluctuate slightly depending on the visitors ticket allocation and segregation requirements. Of the 8,000 tickets, 800 tickets are allocated to Phase 1 which is the sale period for 'My Leeds Priority Members', the balance of tickets is then split equally between Phase 2 (online first come first served basis) and Phase 3 (home ballot).

LUFC Website ticketing section to be updated with this information for transparency.

Question on people logging on using multiple devices therefore affecting the size of the online queues – Katie: It's something that we have looked at, software is available, we can explore further but not a quick fix.

Question on release days of away tickets, ballot date from Weds to Thurs, sufficient to just do it on one day? – Katie: Interesting point. It was a new system and we don't want

to change a policy halfway through a season, we're producing some analysis on it so it might change for next season. All policies will be reviewed at the end of the current campaign.

Update on trial of digital away tickets v Newcastle:

Our first digital away ticket trial took place at the Newcastle United game on 7<sup>th</sup> Jan.

When we sent out the emails containing the links, there was an initial issue with an underlying placeholder with the google wallet icon that corrupt. It was frustrating as we had done a lot of testing before the emails were sent out to supporters and all tested fine. It only corrupt when we sent the actual live emails. We quickly rectified the issue and sent a follow up email to all supporters.

Moving forward, it will be just one download button within the email for both android and apple. We felt that it was a successful trial and a step forward in preparation for when digital tickets become mandatory in line with Premier League rules.

The ticketing team sent several email reminders and called supporters reminding them to download their ticket before arriving at St James Park. Download stats were monitored throughout the day.

Two of the ticketing team were working on the night in the away ticket office.

Digital stats – 250 tickets not scanned, of this, 210 were not downloaded at all. Every game that is digital, we can obtain more data and monitor attendance/non attendance.

Always back up and contingency options in place for reissuing tickets should they not download/be received.

Can there be an official open for forwarding tickets on? Katie: I have been looking into this functionality. For home games we have a ticket forwarding option, for away games we don't. We're exploring options but it is a little more complicated for away games especially if the tickets are digital. It is the away club who generate the away digital ticket links and not LUFC. Also, if we implemented ticket forwarding for away games, the ticket ownership would transfer to the Member/Season ticket holder receiving the ticket, so this would affect tracker attendance of the original ticket holder. It's a good idea, but it needs to be thoroughly investigated.

Question on ballot data/success rates? Katie: Will discuss at the next meeting. Lots of analytical work to do yet.

Question on entering ballots as a group? Katie: If you apply for a family of four, if you win all four win. It is ballot application only, not four individual chances. We're looking at new functionality, possibly for next season. Hoping to give fans more options when applying in a ballot.

Question on presenting yourself in person at away games for checks? Katie: In line with our ticket touting policy, we reserve right to do spot checks. When we do these checks, the majority of tickets aren't usually collected on the day. If we suspect suspicious activity, we will also do a spot check.

Overseas fans should be able to use UK pick up address? Katie: Won't be an issue when we issue digital tickets for away games.

Question on park and ride numbers for both Temple Green and Stourton?

Katie advised of the following park and ride sales to date:

**25/26 season:**

6,007 tickets sold up to and including Fulham game 17.1.26 (11 games)

**24/25 season:**

5,031 tickets sold for the first 11 games

Has club looked at new venues for park and ride? Katie: Yes, we're looking to see if there are any other options.

Are you getting complaints? Katie/Mark: The main topic for complaints is supporters being unsuccessful when applying for tickets; the current demand far exceeds supply.

Do you think you'll do digital for all games next season? Katie: When we travel away next year, most clubs will be digital as it will be a Premier League mandatory requirement. Newly promoted clubs have 2 seasons to convert to digital ticketing, but the majority of existing Premier League clubs will have to issue digital tickets from next season. We've got until the season after to meet the mandatory ticketing rules for home fixtures. We recently trialled digital tickets for visiting fans at the Fulham game.

The map of the stadium has a colour code when zoomed out to show how many tickets, it can be hard to read... Katie: Our online system will be getting a revamp, I will share this feedback.

Are you anticipating any policy changes next year to be aware of? Katie: I am not aware at this stage, however all of our policies will be reviewed at the end of the season.

Can there be an option to upgrade memberships mid-season? Katie: This topic is covered in the Membership FAQ's displayed online. If there is a specific query, please email the details to the ticketing team and we can look into this for you.

Katie: What would you like to see done differently for ticketing? Any Feedback for us?

- SAB to go away and consider.

## **Any issues/feedback from matches from previous/upcoming matches**

A bulb in West Stand toilets has been out all season.

- To be fixed by maintenance.

Buggy service at Derby very good for disabled supporters.

Issue at Sunderland taking powerbanks / coins. It's their event, they can bring in entry requirements. We did warn fans at Sunderland, and Brentford too. Feedback received that this was good and helpful information sent out to fans.

## **Chairs business**

- Terms of Reference: Now finished. To be sent to JO to send out to rest of the SAB group. Vice-Chair to be appointed.
- IT coming to next meeting and taking photos of the SAB for the website.
- 200 to 250 word bios on each SAB member for website.
- Workshop on Transport sorted, can there be one for catering?
- Any news on pre-season yet? JO: No.
- Can we improve the look underneath in cheese wedge? JO: There's been a lot of improvements in stadium with current ownership and I imagine it'll come round to there soon.
- SAB asked to consider questions on season tickets, with renewal campaign approaching.

## **10- AOB**

- Podcast

JO confirms first episodes are being recorded soon in a series of 10.

## **11. Date and time of next meeting**

TBC