



Fan Advisory Board Meeting (FAB)
Thursday 23rd July 2026, 6pm, Chairman's Lounge

Club Representatives	Attendees
Chief Executive Officer	James Holroyd (JH)
Chief Operating Officer	Matt Williams (MW)
Director of Fan Experience / Chair of Fan Advisory Board	Russell Ball (RB)
Senior Fan Experience Manager	Jack Ormesher (JO)
Fan Experience Coordinator	Theodore Jackson (TJ)
Senior Ticketing Manager	Rob Holmes (RH)
Senior Communications Manager	Sinead Kennedy-Peers (SKP)
EDI Lead	Georgia Hargreaves (GH)

Fan Advisory Board (FAB) Representative Attendees
Paul Kidd (Supporter Representative Chair of the FAB)
Amer Stansfield-Mushtaq
Andrew Taylor
Anwar Afrasiab
Charlie Binns
Charlotte Rigby
Daniel Moorhouse
Debra Driver
Gareth Murphy
Joshua Thompson
Julian Booth
Justine Bedford
Natalie Bromley
Natalie Newbitt
Rick Guttridge

Fan Advisory Board (FAB) Representative Joining Online
George Poole
Harry Devonport

Fan Advisory Board (FAB) Representative Apologies
Adnan Ahmed
Emily Parkinson
Eve Gurman
Jess Mitchell
Lee Robinson
Tom Parish

Fan Advisory Board (FAB) Additional Guests
Boff Whalley & Lucy Bergman – Chumbawamba Band

No.	Agenda Item	Lead
1.	Welcome	RB
2.	Tea, coffee and sandwiches available on arrival	ALL
	Light refreshments were provided for attendees ahead of the meeting's formal start.	
3.	Meeting commences	ALL
	The meeting began with a warm welcome from Russell Ball (RB), Director of Fan Experience and Chair of the Fan Advisory Board, who opened the meeting at 6:00 PM.	
4.	Review and approval of the previous meeting minutes, including any outstanding actions	RB
	The Chair confirmed that the minutes from the previous meeting had been circulated and made publicly available. Members were invited to comment on their accuracy.	



	No amendments were requested and the minutes were approved as an accurate record of the previous meeting. Outstanding actions were either completed or scheduled for discussion elsewhere on the agenda.	
5.	Burnley FC Song – Year of Culture Proposal Boff Whalley and Lucy Bergman from Chumbawamba attended the meeting to present an initial proposal for a new Burnley FC anthem as part of Burnley's Year of Culture in 2027. The project aims to create an original song celebrating the relationship between the Club, the town and its supporters, shaped by supporter experiences, local history and community identity. Discussions have already begun with local musicians, schools, choirs and community groups, with the potential for a large-scale recording at Turf Moor. Members discussed the importance of creating something authentic and unique to Burnley, with possible references to local landmarks, supporter traditions, industrial heritage and the connection between Turf Moor and the wider community. It was noted that successful anthems are usually embraced organically by supporters. The proposal received broad support from FAB members, and the Club agreed to continue discussions with the project team and explore opportunities for supporter involvement through the FAB and wider supporter groups.	BW/LB
6.	Matchday Programme Update & FAB Opportunity The Senior Communications Manager provided an update on the Club's matchday programme. Members were advised that a new programme supplier had been appointed following a review undertaken during the close season. A redesigned programme is scheduled to launch for the forthcoming fixtures against Espanyol and Torino. The Club proposed introducing a regular Fan Advisory Board feature within the matchday programme. The objective would be to increase awareness of the FAB, highlight supporter contributions and provide greater visibility of ongoing supporter engagement activity. Discussion included potential opportunities to: • Showcase FAB achievements and ongoing projects. • Introduce individual FAB members through player-profile style features. • Promote supporter engagement channels. • Improve awareness of how supporters can access minutes and contact the FAB. • Include QR codes linking directly to supporter engagement content. Members welcomed the proposal and agreed that the programme could become an effective channel for increasing awareness of the FAB amongst the wider supporter base.	SKP
7.	Equality, Diversity and Inclusion Update, including PLEDIS Intermediate Status The Club's EDI Lead introduced herself to members and provided an update on equality, diversity and inclusion activity across Burnley Football Club. Members were informed that the Club had successfully achieved Premier League Equality, Diversity and Inclusion Standard (PLEDIS) Intermediate Status following a formal assessment process undertaken by the Premier League. The Club explained that Intermediate Status represents recognition of significant progress across several areas, including supporter engagement, workforce development, community initiatives and accessibility.	GH



	Members were also updated on several future projects and initiatives, including: • Establishment of a new South Asian Action Group. • Deaf awareness training for supporter-facing staff. • Participation in the WorkFit programme supporting employment opportunities for people with Down Syndrome. • Installation of additional accessibility facilities within the stadium. • Improvements to faith room facilities. • Continued development of the Women and Girls Coaching Programme. • New accessibility functionality within the redesigned Club website. Members congratulated the Club on achieving Intermediate Status and welcomed the continued focus on inclusion and accessibility.	
8.	Fan Advisory Board Updates The Director of Fan Experience provided an update on supporter engagement activity across the Club. Members were informed that Club's Fan Engagement Standard End of Season Assessment had received positive feedback from the Premier League, with particular recognition given to the level of supporter consultation undertaken and the overall quality of engagement activity. An update was also provided on the Club's EFL Fan Engagement Plan for this coming season, which will be shared with FAB members for feedback prior to formal submission. The Chair confirmed that Harry Devonport would be stepping down from the FAB due to relocation and changes in personal circumstances. Members were given the opportunity to thank Harry for his significant contribution to the Board. Members were also advised that Tom Parish would be leaving the FAB after reaching the age limit for youth representatives. Plans were outlined to recruit four new Under-18 representatives, with the goal of having appointments completed prior to the September meeting. The Club encouraged members to continue submitting nominations for future Club charity partnerships and also shared positive feedback following engagement events held with North American Clarets supporters during the Club's recent pre-season tour in the United States.	RB
9.	Digital Ticketing & Memberships Update The Senior Ticketing Manager provided a detailed update regarding preparations for the implementation of digital ticketing. Members were advised that season tickets had begun being issued digitally and that supporter workshops had already been conducted to assist fans with downloading and managing digital season tickets. The Club reported that the workshops had identified a need for further supporter education and support, particularly amongst supporters unfamiliar with digital wallet technology. Additional support sessions were confirmed ahead of the opening home fixture against West Ham United. Updates included: • Further digital ticket workshops. • Additional matchday support staff. • Enhanced support for app downloads and ticket installation. • Retail discount access instructions through the Club app. • Continued processing of exemption requests.	RH



	Members discussed the challenges facing some supporters and welcomed the additional support measures being put in place. Away Ticket Pricing The FAB raised the subject of reciprocal away ticket pricing and asked whether the arrangement with other Championship clubs would continue, as had been offered previously. The Club provided an update and confirmed that it intends to continue offering the reciprocal arrangement, with a £30 ticket price proposed for participating clubs. The Club is offering the arrangement to all Championship Clubs. The FAB welcomed the clarification from the Club and the continued commitment to offering reciprocal pricing where agreed with the relevant clubs.	
10.	Commercial & Retail Update, including New Club Partners and the 2026/27 Home Kit & Training Wear The Chief Executive Officer provided an update on commercial activity and partnerships. The Club explained its continued desire to reduce reliance on gambling sector sponsorship opportunities where possible. Members also received an update on the Club's renewed partnership with Castore. Discussion focused heavily on supporter feedback relating to the 2026/27 home kit. Members highlighted concerns that had been expressed by some supporters regarding the absence of traditional blue sleeves and wider issues around club identity. The Club acknowledged the feedback received and explained the decision-making process behind the design. Members were advised that supporter feedback continues to be considered as part of future kit development discussions. It was also noted that the forthcoming away and third kits would offer a different visual approach aimed at appealing to a broader supporter base. Following the most recent FAB meeting, changes have been made to the Club's sponsorship arrangements. Further discussion regarding these arrangements will take place at the next FAB meeting. Members are referred to the Club's website and official statement for further information.	JH
11.	Club Website & App Update The Chief Executive Officer provided an update on the Club's digital transformation programme. Members were advised that Burnley FC had launched a new website and app platform designed to modernise supporter communications and improve digital services. The new platform delivers: • Improved supporter account management. • Enhanced accessibility functionality. • Better integration between Club systems. • Improved supporter communications. • Greater personalisation opportunities.	JH



	The Club acknowledged that some areas remained under development and welcomed ongoing feedback from FAB members as the platform continues to evolve.	
12.	Season Ticket Loyalty Discount Proposal for the 2026/27 Season The Club presented an initial proposal for a season ticket loyalty scheme aimed at rewarding regular attendance. Under the proposal: • Supporters achieving 90% attendance or utilisation would qualify for a 5% discount. • Supporters achieving 100% attendance or utilisation would qualify for a 7.5% discount. The Club explained that the objective was to reward supporter loyalty while encouraging seat utilisation. Members broadly welcomed the proposal and discussed several practical considerations, including supporters who may be unable to attend due to circumstances beyond their control and the impact of unsuccessful ticket resale listings. The Club agreed to review feedback before making any final decisions.	JH
13.	Supporter-Submitted Questions and Discussion A wide range of supporter-submitted questions were considered during the meeting. Club representatives provided responses across all areas and agreed to review specific matters where further consideration was required. Q: Are there any plans or opportunities for the FAB to influence the decision to move the away end in the Barnfield Construction Stand? A: The decision to swap the home and away ends in the Barnfield Construction Stand last season will remain in place for the 2026/27 season. The segregation line has been moved in favour of the home fans, increasing the allocation by 610. We are confident that this will increase the atmosphere in that area and help bring back the cauldron of noise we would expect to hear from this vocal quarter of the stadium. Q: Why has the Club introduced the monochrome version of the Club badge on the shirt, also why is the 1st team home shirt not Claret? We haven't won anything since changing the crest to monochrome, do you think two are connected? A: The monochrome version of the club crest has been part of the last couple of seasons' shirts, and we have seen promotion to the Premier League with 100 points wearing that badge. The Club badge has changed many times over the years, as has the colour of the home shirt. The 2026/27 first-team home shirt is Claret. We are constantly looking for ways to take the club forward by exploring ways to keep the historic links of the club connected to the mantra 'Forever Forward' by which we govern the club. Q: Why was 3,000 loyalty points set as the first priority opening for Ajax tickets when it was previously 2,000? A: The loyalty points system continues to operate on a rolling five-season basis, covering the 2021/22 season through to the start of the 2026/27 season. Supporters will continue to accrue loyalty points throughout the current season as they attend and purchase eligible fixtures. For each away fixture, the initial loyalty points threshold is not fixed. Instead, it is determined based on the size of the allocation and anticipated demand, with the aim of providing a fair and manageable sales process. The decision to begin sales for the Ajax fixture at 3,000 loyalty points was made following an analysis of the current loyalty points distribution. Since the introduction of the rolling	RB



five-year system, the number of supporters with 2,000 or more points has grown significantly and now exceeds 10,000. As a result, opening sales at 2,000 points is no longer practical for many away fixtures, particularly where allocations are limited. The approximate number of supporters in each loyalty points bracket has been published to provide greater transparency around the current distribution and to help explain how sale thresholds may be determined.

Premium Membership does not replace the loyalty points system. Loyalty points remain the primary method of prioritising access to away tickets. Premium Members are allocated a limited number of tickets from the overall allocation during the initial sales window, and this allocation is capped. It is not an unlimited allocation, nor does it bypass the wider loyalty points process for the remaining tickets.

Thresholds will continue to be reviewed on a fixture-by-fixture basis to reflect the allocation available and the current distribution of loyalty points across the supporter base.

Q: Would it be possible for the FAB to be consulted on kit designs ahead of the Club making final decisions?

A: Whilst a consultation involving what fans like or dislike around kit design is possible, a detailed design brief will remain strictly between the club, its design studio and the kit supplier. It would not be feasible to allow fans to collectively consult on a shirt design, as it would be difficult to reach agreement on a single design. These decisions therefore have to remain with the club. Fan feedback on current shirt designs does, of course, play a significant factor in future designs.

Q: Have more home seats been allocated in the Barnfield Construction Stand this season?

A: Yes. We have increased the home allocation for tickets in the Barnfield Construction Stand by 610 and moved the segregation line back towards the away fans.

Q: What is the update on the planned changes in the Barnfield Construction Stand?

A: This season, the container bar, which was located in the Harry Potts Way car park, will be relocated to a newly created space between the Bob Lord Stand and the Barnfield Construction Stand, as you come through the turnstiles. The marquee has been removed. Because the segregation line has been moved back towards the away fans, this will give an extra kiosk back to the home fans. The proposed building work for a triple-level hospitality area and glass viewing area into the player tunnel has been delayed for at least this season. This does not mean that we will not revisit these developments next season or in the seasons to come.

Q: What is the planned first-team coaching set-up, and is the Head Coach bringing in his own staff?

A: The Head Coach will be working with a mix of the previous backroom and coaching staff, as well as bringing in a couple of staff members that he has worked with previously. Formal announcements will be made in due course.

Q: Can we have an update on ground development and the changes that were announced last season, particularly the proposed new catering facilities in the area of the new tunnel for Barnfield home fans?

A: Please refer to the response regarding the planned changes in the Barnfield Construction Stand above.

Q: Will the club be offering the reciprocal deal to away clubs in the Championship, as was done previously? If so, what will the charge be?

A: Yes, that is the plan, and the charge will be £30 if all parties are in agreement.



Q: Can the proposed traffic regulation order and its impact on disabled supporters be discussed, particularly the difficulties faced by supporters who rely on taxis?

A: The road management plan in place for this season remains consistent with last season and forms part of the current application. For reference, please see the [Burnley FC & Lancashire County Council statement](#).

In terms of accessible drop-off arrangements, we will continue with the plan used last season. This provides a designated taxi/car drop-off point in the North East Corner car park, close to the FanZone. The drop-off point is clearly signposted.

Please note that the car park closes 45 minutes before kick-off, so supporters using taxis or requiring an accessible drop-off should allow sufficient time to arrive before this point.

Q: When will supporters who applied for exemptions from digital tickets be informed?

A: The last date to apply for exemptions from digital tickets was 1st June 2026. Exceptional cases can be raised with the club, but no guarantees of such exemptions will be given.

Q: For supporters who missed the exemption deadline, what is their course of action?

A: Exceptional cases can be raised with the club, but no guarantees of such exemptions will be given. If applicants are 70 or over, their application will be considered. If they are 80 or over, or registered disabled, their application will be approved. Fans under 14 can also reapply where needed.

Q: How will the move to digital tickets affect personal assistants for disabled supporters, particularly where the personal assistant changes from match to match?

A: The digital ticket can be forwarded to multiple devices, so whoever is attending to provide support will have access to the stadium.

Q: Why are cup games exclusively available as digital tickets and unable to be uploaded to the physical season tickets of those with exemptions?

A: Cup games invariably require us not to open all sections of the stadium, meaning that we have to send the relevant reallocated seat to the supporter ahead of the game. In these circumstances, the Season Ticket is irrelevant. We also need, for safety purposes, to know ahead of the game how many fans will be attending so we can provide adequate staffing for the game.

Q: Will reciprocal pricing be offered on away tickets this season, as per the last Championship campaign?

A: That is the plan, subject to confirmation with all other clubs in the league, and the price will be £30.

Q: Would it be possible for the club to indicate the required points to be in the first priority group for away tickets, so supporters can plan travel and accommodation in advance?

A: The first priority group for away tickets will be 3,000 points, as things stand, depending on the game and the size of the allocation given.

Q: Would the club be interested in receiving memorabilia from supporters, such as a former player's match-worn shirt?

A: Should any fan wish to donate memorabilia to the club, these items would be forwarded to the club historian for safekeeping and displayed in the Trophy Room on a rotational basis. We are always delighted to showcase such items.

Q: What is happening with the player boards from the Legends initiative?

A: The player boards were returned to the organisers of the initiative several years ago, whilst the club retains digital copies.



	Q: What action is being taken regarding vaping in the stands and concourses? A: It is illegal to smoke or vape in the stadium. Any person caught will be ejected if not compliant. Fans affected by these anti-social actions should draw it to the attention of the stewards in that stand.	
14.	Co-Chair Comments The FAB Co-Chair provided feedback following attendance at a recent Premier League supporter engagement event. Members were informed that Burnley's Fan Advisory Board continues to be recognised as one of the more engaged and developed supporter consultation groups in professional football. Positive feedback was shared regarding: • Burnley's approach to supporter consultation. • Transparency of information shared with supporters. • Diversity and size of the FAB. • The success of the 2026/27 season ticket consultation process. The Co-Chair encouraged members to continue engaging with supporter groups between meetings and thanked Harry Devonport for his contribution to the FAB.	PK
15.	Football Update The Chief Operating Officer delivered a comprehensive football update. Members received updates regarding: • The appointment of Head Coach Nicky Hayden. • The managerial recruitment process. • The Club's summer transfer activity. • Squad planning and recruitment strategy. • The recent pre-season tour of the United States. • Academy developments. • Women's football developments. • Future international and domestic partnerships. • Upcoming fixture scheduling. The Club outlined the positive early impact made by the new coaching staff and highlighted strong engagement from supporters during the successful US tour. Further updates were provided regarding player recruitment, Academy progression pathways, women's football ambitions and plans to continue developing football operations across all areas of the Club. Members welcomed the update and discussed a number of football-related topics, including pre-season preparations, supporter engagement opportunities and future growth plans.	MW
16.	Any Other Business Members reviewed the proposed meeting schedule for the 2026/27 season. The Chair confirmed that dates remain subject to fixture commitments and operational requirements.	ALL



	Following final remarks, members thanked Harry Devonport for his service to the Fan Advisory Board and wished him well for the future.	
17.	Close of Meeting: Proposed 26/27 Meeting Dates 1. Wednesday 16th September 2026, 6pm 2. Tuesday 10 th November 2026, 6pm 3. Tuesday 23 rd February 2027, 6pm 4. Wednesday 28 th April 2027, 6pm Please note all meetings are subject to change.	ALL
18.	Meeting Adjourned The meeting was adjourned, with the next proposed meeting scheduled for Wednesday 16th September 2026.	