

# Supporters Advisory Board Centenary Meeting

Saturday 22<sup>nd</sup> September 2018

Executive Lounge Level 2  
East Stand

## Attendees

Paul Bell  
Emma Savage  
Andrew Tilly (LGBT+)  
Gibram Aslam (Ethnic Minorities)  
Stephen Wignall (LGBT+)  
Mark Jordan (RMC's)  
Dean Pearson (SLI)  
Chris Hall (LUSC)  
Andy Brown (LUDO)  
Shirley Harrison (Senior Citizens)  
Trevor Hudson (Senior Citizens)  
Lai Yim Lam (Ethnic Minorities)  
Nadav Winehouse (16-21 Year Olds)  
Chris Hunter (LUST)  
Brian Walker (Corporate)  
Simon Berwin (Corporate)

## Apologies

Adam Willerton (LUST)  
Jo-Anne Entwistle (Family Stand)  
Dan Toronczone (Family Stand)

Purpose: Opportunity to engage and discuss with SAB the status of Centenary planning and collate their feedback and ideas.

## Centenary Plans

- Explained silos of revenue generating / fan engagement / legacy.
- Outlined headline plans around centenary day events (October 17<sup>th</sup>) centenary match (October 19<sup>th</sup>) Legends invite extended to AC Milan (Nov 11-19<sup>th</sup>).
- Asked for ideas on how to get fans to get to stadium earlier / stay longer / engage with activities that are arranged.
- Asked for other ideas / suggestions.

## Submitted Ideas from SAB Prior to meeting

- Inter-fans tournament (Dean Pearson).
- Centenary Beer (Mark Jordan) – one to speak to Heineken about.
- Centenary crest that can be sold to Regional Member Clubs

## Ideas offered & discussed on the day

- Rename the South Stand – put to fan vote e.g. J. Charlton / Radebe
- Other options for invitational match (November) Independiente
- Centenary Square – challenge of where to locate / club vs Council owned especially if going to move Revie.
- Juventus unlikely for invitational, but we can explore on loan items re John Charles from Juve Museum (MND Charity angle)
- Create a carnival experience on Oct 19<sup>th</sup> – NE Corner, Pavilion, Village, Billy's. Kids activity (car park – like Valentine's Fair)
- Hall of Fame investiture – do on Oct 19<sup>th</sup> match then every year from there.
- Legends onto the pitch intro & Q&A on Oct 19<sup>th</sup> match. Also commemorate those not there via screens.
- Appetite for a Centenary Bond - season ticket / 5 years season ticket to help fundraise for museum £1500 for 5 years.

- Centenary Clock(s) each or one stand. One for watch sponsor.
- Installation of flag and banners outside / walk routes (old crests/ nationalities of prior players?)
- Harewood House event – Lord Harewood link Club President or Arena?
- Match programmes – Legends stories – players/managers – being done.
- Leeds United CD – famous bands contribute / charity contribution
- All white kit to be worn on Centenary match
- Exclusive ‘for the fans’ experiences – walk pitch perimeter prior to KO/ mascots
- Players Association for ex players – get legends more involved in match days.
- LUDO fans – special note
- 100 years of Leeds Supporters Club also next year.