

Supporters Advisory Board Meeting

Saturday 18th August 2018

Executive Lounge Level 2
East Stand

Attendees

James Mooney
Bryn Stokes WYP
Fiona Hanley
Dominique Grant
Andrew Tilly (LGBT+)
Lorna Brown (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)
Adam Willerton (LUST)
Chris Hunter (LUST)
Jo-Anne Entwistle (Family Stand)
Dan Toronccke (Family Stand)
Brian Walker (Corporate)

Apologies

Gibram Aslam (Ethnic Minorities)
Simon Berwin (Corporate)

Agenda

- Greetings
- Bremner Square
- Centenary year plans
- Season ticket benefits – no discount on merchandise
- Supporters and Club interaction/event
- Player of the Year Dinner
- TV scheduled games
- Catering issues
- Away games fan behaviour
- Away games parking and RVP
- Car Park hold back

Welcome and thank you for being here.

Great start to the season

Big summer for the club

Myanmar trip although a lot of reservations about the trip the club did a lot of good out there. It was a real eye opener for the players and staff which possibly contributed towards the start to the season.

Paul Heckingbottom and his staff parting company with club who left with all out best wishes.

Appointment of the new head Coach, Marcelo Bielsa

Bremner Square

It has been a project that has been a long time coming and one the club are very proud of. As far as we are aware there have been no negative comments. Phase two has already sold out installation of phase two is due to start in one of the international windows.

It is a real focal point, it is fantastic to see everybody looking for their stone and hopefully it will be respected.

The plans are to try and modernise the stadium where possible while keeping the tradition and history of the club.

Suggested that maybe we can have a Don Revie Square to bring him closer to the stadium? It is a possibility that will be a discussion for another date.

There have been concerns about the car parking around the ground. With the Park and Ride scheme and now the plans of a road in the Lowfields Road car park, behind the north stand is continuing to cut the number of car park spaces available.

The plans to relocate the training ground are still ongoing. Angus Kinnear manages anything to do with Leeds City Council; we have built up a great relationship with them. We are hoping to secure some financial backing from the sale of Wembley a scheme that is being set up to benefit football and the wider community, at grassroots and community level.

Centenary year Plans

We have appointed Emma Savage to manage the Centenary plans for a year. There is a lot going on and the SAB members will be heavily involved as you are the voice of the fans. We are looking at the kit, a number of events happening throughout the year. The plan is to have a SAB meeting and introduce you to Emma and a chance to put ideas forward.

Season Ticket Benefits

Membership benefits no longer include a discount in the club shop. The main reason behind this is to give the major benefits to the Season Ticket Holders. One of the Members benefits will be to receive discounts and offers throughout the season, the offers will probably be worth more than the club store discount they received in previous seasons. The benefits for this season were documented on the application forms as well as on the website.

Members do still receive the £5 online league match discount. At the end of the day the membership is still good value

Supporters and Club interaction

Dean Pearson: There are number of different supporter groups that have been in discussion about the possibility of having a football tournament that is held throughout the centenary year and to have the final held at either Thorp Arch or Elland Road. It is a way of bringing all the supporter groups together.

The way we see it is to have a knock out competition like the world cup with quarter finals, semi finals etc. It is a great idea and it is something the club would support and fund. The tournament could take place at Thorp Arch with the semi finals and final being played at Elland Road.

Dean Pearson from SLI to head the event up, this event would be a supporters event set up by the supporters and the club would promote the tournament throughout all the club media channels as we did with Leeds Pride and if the club can help with funding let us know.

Other suggestions were a Penalty Shoot Out for supporter groups and this one could be done on a match day. This is something that be discussed in more detail at the next meeting we would suggest you provide us with any costs involved so we can factor it into the Centenary budget.

It was suggested to have a beer festival and or to have a local brewery produce a centenary beer.

Player of the Year Dinner

The date last season did not work for a lot of supporters that live a long distance away or abroad. The club have taken on board the feedback and would like to hear from you as to what dates you think would be best. Our last home game is Aston Villa on Saturday 27th April the chances are the date could get moved for SKY which would mean we are in a similar situation as last season where a date may not be suitable if the fixture changes. One of the dates is Friday 19th April which is Good Friday when we play Wigan Athletic, this date sounds promising. It would be great to have the dinner after the Aston Villa game but it a bit risky; as soon as the date has been confirmed it will be announced.

TV Scheduled games

Time scale for SKY moving games is five weeks. Sky moving dates effects events that are pre planned and has a knock effect on attendance. Unfortunately this is not something the club have control over.

Catering issues

There appears to be fewer places to pay with cash inside the ground it seems to be mainly contactless, unfortunately it is the way the world is going. When we were trialling this last season we did put a story on all our media channels, it is still a transitional period that people will adjust to it in time. The club are steering more towards contactless payments so there will be fewer units accepting cash. In time the card machines should speed up service. The club are encouraging more people to pay with card. Brighton and Hove Albion is completely contactless in their ground.

In the north stand bars there is one side that accepts cash and the other side takes card payments only.

The east stand is also predominantly card payment but again there are units that still accept cash.

Doors leading from the Captains Lounge area is open and causing problems in the bar area.

The Pavilion serves IPA what are the chances of serving this inside the ground? We think one of the reasons is to do with the strength of the beer, if it is over a certain percentage we are unable to sell inside the ground.

Pricing and offers inside the ground is more expensive than in the Pavilion. We offer deals in Billy's Bar, Pavilion and Fosters Fanzone to encourage fans to drink in the ground before the turnstiles open.

It was brought to our attention that LUDO Lounge on a matchday is being used by people that should not be in that room.

We will invite Rob Smyth, Head of Catering at the next meeting so that he can discuss your points raised in more detail.

Away games fan behaviour

How would we go about reporting incidents (something that you witness that you don't want to see) and collective chanting particularly at away games without feeling intimidated? Leeds has an incident reporting phone number that you can text to report any such behaviour during a home game. It was

suggested to re-launch the incident reporting number 07887 514 789 and also to have the number on the back of toilet doors to make it easier for people to find the number to text.

You should be able to approach a steward to report such an incident who should radio through to control to have this area monitored.

With regards to chanting it is self policing if fans ignore the chants by not joining in they will soon get the message that it is inappropriate and people are not interested in listening to what they are saying. It could be that during the course of the game the club put a messages on the big screen to say respect your fellow supporters and that inappropriate chanting is not welcome.

BTP request dry trains for certain journeys this is generally because of historical behaviour

If you have a bad experience home or away then you should report it to Bryn and likewise he knows he could go up to you and say that such and such from your group is up to no good can you have a word with them.

Policing football is a great day and building a rapport with the Leeds fans is key to making my Bryn's job

Away games parking and RVP

Coach parking is a bit of an issue at away grounds particularly due to the number of coaches Leeds take to the away games. Clubs talk to clubs to notify them of requests particularly for disabled and elderly supporters; the police involvement will be less and will probably happen more and more

There are grounds like Brentford and QPR where parking will be an issue as there is no other place they can go. The times coaches arrive sometimes have an impact as to where they park.

We could do a database of coaches that have disabled and elderly supporters on them and then use a double pronged approach from the club and police. This could mean that the coaches would need to be at the ground earlier than planned it may not be ideal but it is an option. A suggestion it could be that one of the supporter groups that travels by minibus could possibly ferry people to and from the ground to the coach park.

RVP are generally a decision taken by the police. If there are loads of coaches there is usually an RV put in place. The longer Leeds stay in the Championship the better the policing plus dealing with the Leeds fans because they know what to expect. Prior to the game an email is sent to the supporter groups and coach companies to find out how many coaches are travelling and also to find out what your stop offs are.

Any feedback from your experience is always welcome and appreciated as this is something I can go back to my counterpart with and try and remedy for the next time you visit.

Away game allocations – generally there are the league requirements a minimum of 2,000. When allocating tickets the clubs will look at who they are playing and will take in to account the behaviour of those fans and also take into account the home attendance. Derby game was moved because SKY decided to televise the game 5.30pm kick off, this has a knock on affect because supporters set off same time as they would for a 3pm kick off and in turn means supporters have an extended drinking period. Allocation of tickets was reduced because there was some trouble at the ground last season plus there were more home fans attending.

Car Park hold back

It is put in place for the safety of supporters coming out of the ground. The club puts in a traffic management plan which includes a road closure the main reason for this is that in the event of a major incident or emergency routes are clear out in and out of the ground. Having a total lock down of cars would be ideal but can't be expected. The management and control of the car parks is down to the club it

is not a police decision however the club would not have made that decision in isolation there would have been a discussion about safety.

Taxis parking outside Billy's Bar after the match, parking on double yellow lines turning in the road and causing havoc. They should not be doing that it is an issue and maybe the club could put something in to the traffic management plan placing cones outside Billy's Bar.

FYI

For those on Twitter that would like to see alternative ways of dealing with police in football – go to enableUK Chief Superintendent Owen West and Clifford Stott and see what they have to say.

AOB

Shirt sales, last season we ran out in the lead up to Christmas will the same thing happen this year. At the moment we have run out of various sizes and we are due another delivery soon. The problems we are having at the moment is that the stock is being stopped at customs and causing the delay in it getting to us plus the sheer volume of sales.

Dominique has worked really hard in delivering the Charity of the Year; the club will choose one charity partner for this season which will be Children's Heart Surgery Fund. Last year Toby Nye project raised over £250,000 in under a month and we aim to raise a similar amount during the course of the season.

When ordering tickets online banks now asking for an authenticity code because of the fraudulent activity around ticket sales not specifically aimed at Leeds United. While going through the authenticity process because it takes time you are timed out by the time you go to check out and your basket is empty. The club were not aware of this and will speak to Katie Holmes to see if there is anything e can do on the system.