

## **SAB Meeting – Tuesday 18<sup>th</sup> November 2025**

**Venue:** Boardroom.

**In attendance:** Jane Dowson (Chair), Jordan Owens (JO), Mark Pitts (MP), Robbie Evans (RE), Jack Douglas (minute taker), Lliam Brocksom, Paul McManus, Katie Watkin, Ken MacArthur, Josh Cawthorne.

**Online attendees:** Anders Palm, Jay Bhatt, Umair Meer, Stephen Griffin, Nikki Allan.

### **1. Attendance and apologies**

Apologies from Maz Ferguson & Rachael Grimes who representing SAB at PL meeting on same day

### **2. Minutes of last meeting**

Accepted as an accurate record.

### **3. Matters arising**

*Wilko 92 campaign* – LUFC have endorsed this and are happy to support the campaign. Howard will be in attendance at the Chelsea match in December, coinciding with his induction into the National Football Museum Hall of Fame. SAB wishes to express their support for this.

*Any Feedback on collecting away tickets* – issue at Wolves was due to staff shortages. PL SAB to look into the issue of away fans collecting tickets near the home fans which was previously brought up from Wolves. The separate window for away fans collecting tickets at Elland Road works really well as an example.

*Posting of tickets* – Katie says tickets are sent out individually rather than as part of a group purchase which she says she will raise to Katie Holmes in a future meeting.

### **4. Katie Watkin's feedback from PL SAB**

Martin Henderson from the Independent Football Regulator discussed the scope of what this will look at, covering the top five divisions of the men's game only. This will look at giving naming rights for things like 'Elland Road Stadium' and protecting legacy badges and emblems (heritage assets).

RE says IFR will not get involved in football matters such as PSR compliance. They do however have three key objectives:

1. **Club Financial Soundness** – Ensuring each club is run on a stable, long-term financial basis

2. **Systemic Financial Resilience** – Strengthening the overall financial health of English football, particularly the distribution of money through the pyramid
3. **Heritage Protection** – Safeguarding the traditions that define clubs, such as badges, colours, and stadiums

FES Assessments (Fan Engagement Standards) were then discussed. Plan is to ensure clubs share best practice and offer strategic consultations with SABs.

There is an expectation members of the SAB will go away and have further meetings with groups of their own and documenting these, to help promote an open fan forum and engage with more meetings. Chair says certain meetings (of the 12 per year) can be turned into working groups with additional fans/groups invited to a fan-focused event and asks SAB members to evaluate this idea.

Katie gives the example of Liverpool and Everton who have pop up forums which chair says her and JO have discussed. This would be inside the ground on a matchday where fans can approach to share ideas/questions. This is key for independent fans to raise issues who are not part of groups represented at the SAB. This can be used to work towards strategic long-term goals.

PL then discussed upcoming projects, beginning with the Together Against Suicide campaign. PL want all clubs to work with Samaritans to provide signposting and want to provide stewards and matchday staff with mental health training. This is being trialled with other PL clubs. Brighton have invited fans on suicide prevention training. Sunderland have a mental health hub operated by MIND used on matchday. LUFC do have mental health first aiders on a day-to-day basis.

On mental health front, club are promoting Andy's Man Club's 'The Men Who've Been There Too' campaign, which will be publicised on the website and in the Aston Villa programme.

The White Ribbon campaign was then discussed, aiming to prevent violence against women. Dominic Calvert-Lewin has participated in raising awareness by filming with Sky Sports during November. Twice a year, four clubs will receive training on this.

Ticket pricing study is aimed to be published by the new year, looking at the pricing structure of each clubs.

JO says the club are looking into a dedicated fan engagement page on the website where SAB minutes can be easily found and updates on proposed stalls/ forums can be provided. SAB will also have an email address going forward. Josh says there needs to be more accessible ways of information getting out.

FSA are consulting members on calling on clubs to freeze season ticket prices for the next two seasons. SAB to have a discussion on this. RE says club are two thirds of the way into equalising prices.

## **5. SAB Terms of Reference**

SAB looks at draft ToR which Chair has drawn out. Katie will reach out to fellow PL SAB members to discuss working groups and asks MP to reach out to fellow SLOs to understand how working groups operate from a club point of view. RE says it would be useful to use working groups to think about issues and use SAB meetings on deciding how to solve issues, from options raised in working groups.

SAB to go away and provide feedback on ToR.

## **6. Issues from last games and any future matches**

Ticket touting has become a bigger issue since return to Premier League which club are continuing to fight against.

Anders reiterates Katie's previous point about ticket holders receiving tickets individually rather than per group purchase. Anders says club have denied overseas fans from having a point of pickup in the UK.

Only things to raise from a future game is the Crystal Palace game moving again due to European commitments, and club will promote usual anti-homophobic messaging ahead of Chelsea match.

## **7. Robbie Evans Report**

Update on stadium planning permission progress, may need further help from supporters and groups moving forwards.

Club to have a data review on away ticketing ballots after more games but are pleased with the introduction of this system.

Stephen asks whether ballot takes into account different levels e.g. normal tickets, junior tickets, disabled tickets etc. Katie Holmes to provide more information at next SAB.

## **8. Chair's Business**

N/A.

## **9. AOB**

JO to answer questions submitted via email.

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

Tuesday 16<sup>th</sup> December, 6pm.