LEEDS UNITED
FOOTBALL CLUB

FAN ENGAGEMENT PLAN

2026/27

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WELCOME TO OUR FAN ENGAGEMENT PLAN

As the Managing Director of our Club, I am proud to present our vision, aims, values, and objectives for fan engagement. At Leeds United, we believe that our fans are at the heart of everything we do, and their unwavering support is what drives us to succeed both on and off the pitch.

Our overarching vision is to create a truly inclusive and interactive fan experience that fosters a strong sense of community and belonging among our supporters. We aim to engage with our fans in meaningful ways and provide them with unique and memorable experiences that go beyond matchdays.

Our values of integrity, passion, and respect guide all of our interactions with fans, and we are committed to building strong relationships with our supporters based on trust and transparency.

We strive to create a welcoming and inclusive environment where all fans feel valued and heard.

In terms of our objectives, we will continue to develop and implement fan feedback mechanisms to improve the fan experience. We will regularly evaluate our progress and report back to the Premier League on our activities and achievements at the end of the season.

I am confident that by working together with our fans, we can create a fan engagement strategy that not only meets their expectations but exceeds them. Thank you for your continued support and dedication to our Club.

Yours Sincerely,

Robbie Evans

Nominated Board Level Official

FAN ENGAGEMENT COMMITMENT

Leeds United Football Club are delighted to publish the Fan Engagement Plan (FEP) for the 2026/27 season.

The supporters are the life blood of the club, and we want to highlight our commitment to engaging with the fans throughout the next 12 months to show how proud we are of them.

The Fan Engagement Standard set out by the Premier League has been introduced to ensure we have long term and meaningful engagement with our fans and ensures we remain committed on a wide range of topics. The club will continue to work closely with the Supporter Advisory Board, Disabled Advisory Group and other official supporter clubs whilst also listening to fans through social media channels, face to face on matchdays and via email.

We will ensure we communicate on a regular basis with supporters and that we listen to their feedback and ideas.

The club is always looking at ways to improve and provide opportunities for fans to be involved and over recent seasons we have made great progress.

At Leeds United we have already achieved lots of success as a result of consulting and engaging with our fanbase through our Supporter Advisory Board (SAB), such as our stadium expansion project and this is something we will continue doing in the 2026/27 campaign.

Alongside the SAB, we will also work closely with other supporter groups and external organisations to ensure the club is as inclusive as possible. This includes our official LGBTQ+ supporter's group, Marching Out Together, Level Playing Field, Kick It Out and others.

The club will also look at providing more ways to receive supporter feedback, whether it is through the club appointed Supporter Liaison Officer, annual surveys, or through our Wellbeing Team on matchdays at Elland Road who are always on hand to receive feedback on the matchday experience.

Leeds United will continue to arrange and host a range of events throughout the season to engage with supporters away from the pitch, this will include various partner lead events, the annual Junior Members Christmas Party and more.

OUR MISSION STATEMENT

"We promise to prioritise our fans in everything we do by communicating openly and engaging with them meaningfully. We value our supporters' input and involve them in decisions made throughout the club. We promise the fans will have a role in the future of this club."



FAN ENGAGEMENT APPROACH

Leeds United’s Fan Engagement approach will seek to continually improve dialogue with supporters and the way we engage with our fans. The club values the input of our fans and is committed to hearing from supporters on a range of topics to ensure we have a positive relationship with them.



To help the club achieve that goal, we will continue to hold our monthly meetings with our Supporter Advisory Board and quarterly meetings with our Disabled Advisory Group, and if necessary ad hoc meetings with other official supporters’ clubs, including the following:

- **Leeds United Supporters Club**
- **Leeds United Supporters' Trust**
- **Leeds United Supporters Club of Scandinavia**
- **Marching Out Together**
- **Leeds United Disabled Organisation**
- **Leeds United Supporters Network**

The club is pleased key members of the above organisations are part of the Supporter Advisory Board. We continue our commitment to meeting throughout the course of the season to discuss important topics and we encourage supporters to engage and feedback on issues via our Supporter Liaison Officer, any other members of staff, or through club surveys that are distributed through the season.

SUPPORTER ADVISORY BOARD

All of our Supporter Advisory Board meetings are attended by senior members of staff, as well as the club appointed Supporter Liaison Officer, and the club provide minutes of each meeting online, to ensure all supporters have the opportunity to learn more about the activity undertaken.

MEMBERS OF THE SUPPORTERS ADVISORY BOARD

Councillor Jane Dowson (Independent SAB Chair) .

Katie Watkin (Independent SAB Vice-Chair) .

Dean Pearson (Leeds United Supporters Network)

Lord Mann (Leeds United Supporters Club)

Maz Ferguson (Marching Out Together)

Anders Palm (LUSCOS & international supporters)

Josh Cawthorne (Leeds United Supporters' Trust)

Lucinda Yeadon (Disabled Supporters) .

Nikki Allan (Individual)

Ken McArthur (Individual)

Lliam Brocksom (Individual)

Umair Meer (Individual)

Jay Bhatt (Individual)

Rachael Grimes (Individual)



Previous successful activities through our SAB meetings:
More defibrillators placed around the stadium, including some with 24hr access for members of the public

- Pro-active discussions and debates in relation to season tickets and memberships
- The Supporter Liaison Officer attending all fixtures home and away
- Positive and proactive discussions on West Stand redevelopment
- Improvement of disabled parking after liaising with Leeds City Council



The Leeds United Supporter Advisory Board (SAB) was originally formed during the 2017/18 season and a rebrand was undertaken during the 2025/26 season.

During the rebrand, supporters were able to register their interest online to become a part of the board, with a panel of Leeds United representatives choosing the new members. The club aims to change the members of the SAB every one to two years, to ensure there is an opportunity for more supporters to be involved and engage with the club.

The Supporter Advisory Board meet once a month in person at Elland Road during the season and the diverse members are made up of club representatives and fans from various demographics and supporter groups. The SAB also has an independent Chair, and they provide an agenda ahead of each meeting with support from the members.

The primary purpose of the SAB is to consult and engage with fans, creating structured and strategic dialogue with regards to off-field matters, and to assist the club in decision making.

Some examples of the topics we cover during SAB meetings include (please note the list is non exhaustive):

- Wider club update from MD
- Vision and aspirations for the future of the club
- Matchday and non-matchday operations, including but not limited to ticket policies and procedures and health and safety matters
- Community commitments and club EDI strategy
- Fan behaviour and support
- Stadium facilities
- Matchday experience
- Club communications
- Club events and club campaigns
- Sustainability
- Any proposals of significant changes to any club heritage items

Terms of Reference has been signed by all members.

Each meeting is attended by club representatives, and this includes at least one member of the Senior Management Team and the Supporter Liaison Officer. Minutes from each meeting are published on the club website once approved by SAB members.

You can read the Leeds United SAB Premier League Fan Advisory Board Assessment Survey & Report for 2025/26 by **CLICKING HERE**.



DISABLED ADVISORY GROUP

Leeds United also formed a Disabled Advisory Group (DAG) during the 2023/24 campaign and this forum meets quarterly at Elland Road. Members of this group include a number of disabled supporters along with the club appointed Disabled Liaison Officer and the Head of Safeguarding and Equality, Diversity and Inclusion

CLUB OFFICIALS

The following staff are all involved in fan engagement activities and communication with supporters.

Robbie Evans
Managing Director Leeds United Football Club

Frances Milner
CEO Leeds United Foundation

Katie Connor
Head of Ticketing & Matchday Operations

Jordan Owens
Head of Communications

Dominique Grant
Public Relations Manager

Mark Pitts
Supporter Liaison Officer
sloquestions@leedsunited.com

Nicola Connolly
Disabled Liaison Officer
accessibility@leedsunited.com

HERITAGE ASSETS

The club has identified the following as Heritage Assets that we regard in scope for fan consultation, and when consulting, will ensure compliance with all elements of the FA Rules of Association relating to Heritage Assets:

We will consult with fans in a timely manner prior to any alterations or any significant amendments to any of the assets.

Name: Leeds United Football Club

Crest: Club crest

Stadium Name: Elland Road

Stadium Location: Elland Road, Beeston, Leeds LS11 0ES

Colours: White, Yellow & Blue

As the primary visual identifier of Leeds United Football Club, it is essential that the Leeds United crest is never altered in any way. In all communications, such as print and web applications, as well as all partnership and sponsorship programmes, the Leeds United crest must always be highly visible and unmistakable.

COMMITMENT TO UPDATE FANS

Leeds United commits to provide regular updates to supporters regarding its fan engagement activity. We will commit to listening to feedback and any views of this plan.

Should there be any changes or updates to the Clubs FEP we will communicate in a timely and clear fashion explaining the reason for the changes and the way they align with the clubs' values and objectives.

As previously outlined, transparency and accountability are key, so the club is open to feedback and engagement from supporters on the FEP and its progress.

The club's Managing Director (NBLO) will provide regular updates on the performance of the FEP, including any successes or challenges faced and how these are addressed.

We welcome any feedback across a range of our established engagement areas such as our monthly SAB meetings, quarterly DAG meetings, ad hoc meetings with supporters' groups, or surveys.





HOW TO GET INVOLVED

We’d love to hear back from our supporters on this Fan Engagement Plan. Supporters can get involved in Leeds United’s FEP by reaching out to our Supporter Liaison Officer. The Club will provide opportunity for feedback, suggestions, and ideas on how together we can improve the fan experience across the multiple areas of engagement detailed across this FEP.

To see contact details for relevant departments please **CLICK HERE**

To see information relating to the club’s Equality and Diversity policies please **CLICK HERE**

To read the club’s Access Statement please **CLICK HERE**

To find out more about our safeguarding policies or to find out how to report a concern please **CLICK HERE**