

# Leeds United Supporters' Trust NEWSLETTER

Issue No.2 April 2018



## WELCOME BACK TO THE TRUST NEWSLETTER

Welcome back to the second Leeds United Supporters' Trust newsletter.

This is the latest update on the goings on within the Trust and a heads up regarding some of the things that are on the horizon. We unfortunately can't make a difference on the pitch but there's plenty we can try to influence off it.

## HIGHLIGHTS

### 02 Season Tickets

Following our Season Ticket Survey, members met representatives from the Club to discuss tickets and pricing.

### 04 TrustCast update

After a marathon with magazine editing legend, author and radio show host James Brown, there's more to come...

### 06 What we're up to...

Just a taste of some of the things we've been working on.



**The AGM.** We've pencilled in Saturday the 8th September for our annual AGM, which will be held in the same venue as last year – Lambert's Yard. More details to follow.

# Season Ticket Renewals

## Trust members meet representatives from the Club at an exclusive Q & A Forum

Following the announcement in mid-Feb that the 2018/19 Season Ticket prices had been released by the Club, the Trust issued a statement stating its views on the matter and surveyed members to gauge their feelings. Over 200 members responded.

The Trust presented the findings of the survey, including members' individual comments, to Managing Director Angus Kinnear. The Club expressed surprise at receiving negative reaction to the pricing as they felt that the effective freezing of all current season ticket prices represented a great offer, their reasoning being that running costs were rising and, unlike a number of other clubs in the division, they didn't have the benefit of Parachute Payment income.

In the meeting it was clear to us that the Club were opposed to revising the offers or next season's ST pricing, but the Trust took the opportunity to secure a number of pricing initiatives for before the end of the season.

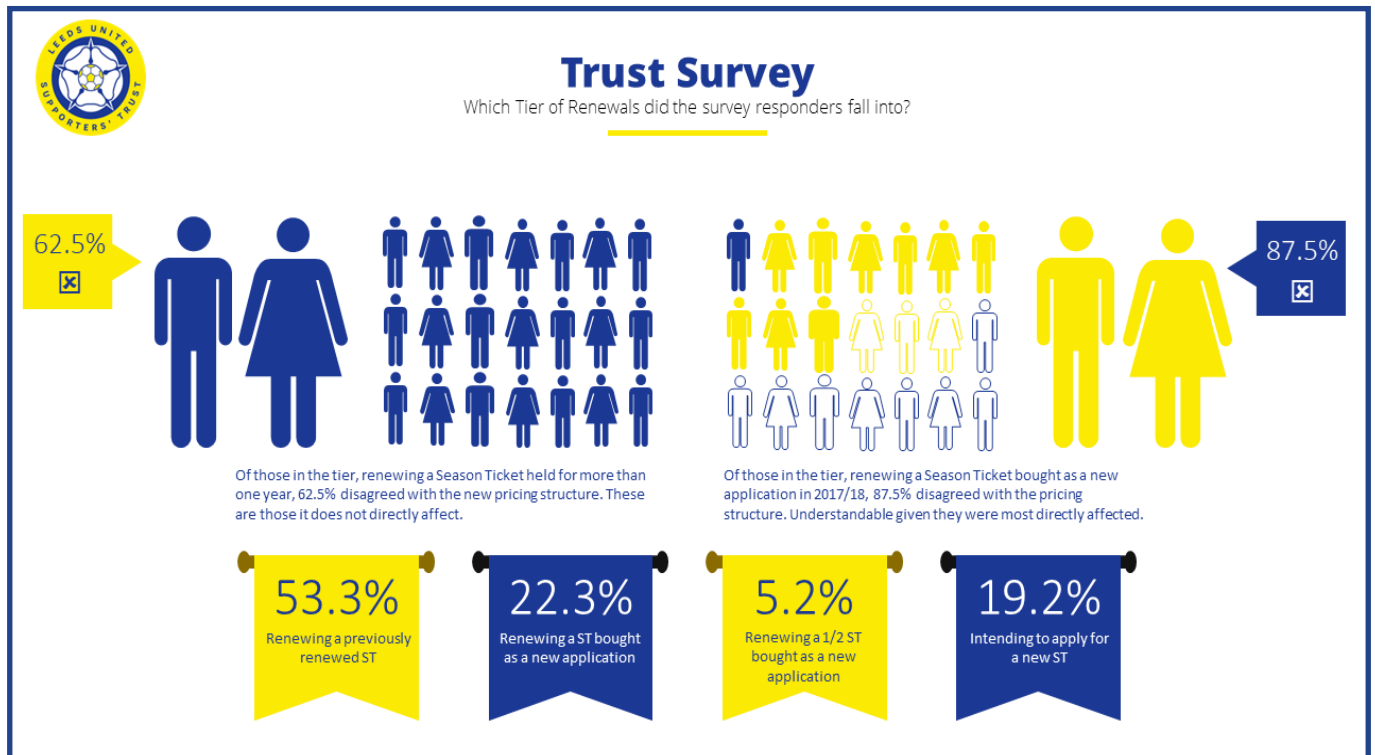


This ultimately resulted in the 'Bring a Friend' deal for the Bolton game and the 'Kids for a Quid' deal for the visit of Barnsley to Elland Road on the 21st April.

Over and above this, Angus Kinnear was keen to meet Trust members directly for an exclusive Question & Answer Forum to explain their position on pricing and this was arranged for 14th March at Elland Road.

Trust Members had the opportunity to listen to the Club's views on ticket pricing as well as ask their own questions. Helping Angus field the questions on the day was Katie Holmes (Head of Ticketing) and James Mooney (Head of Media & Communications).

Over the course of nearly 90 minutes, they gave honest answers as to the thinking behind the pricing structure and the need to maintain the important revenue stream that Season Tickets provides.



We asked members to respond to a survey giving their views on the new season ticket offer

The Club maintained that price freezes on all existing Season Tickets represented the fairest way to maintain this revenue without penalising any section of the fan base, an aspect challenged by some in the room who felt that creating an additional pricing tier for those renewing a Season Ticket (or half ST) was creating division between fans.

Additional topics discussed around ticketing including the situation around the Bremner Suite and other entry level hospitality Season Tickets, concessions pricing and the Match Day Purchase Levy.

The Club admitted that they needed to address the situation regarding renewal of these tickets but said that those in the Bremner Suite would not be affected by any planned re-organisation in the availability of hospitality.

When challenged around ticket pricing for some of our 16-24 year old fans and those in full time education, the Club shared that they had made some progress in this area and were looking at other initiatives. Having lowered pricing on Under 16s there was still some work to do on those in the next

16-22 bracket as well as those in full time education, Katie agreed to take this away to review.

On the £5 Match Day Purchase Levy, the Club is looking to establish new structures around match day ticket collections and sales. These include ground-breaking (for the UK) initiatives around not only Print at Home ticketing but Tickets to Mobile. Trials on the necessary hardware at the turnstiles have already been underway for some time and the Club expect to be one of the first in the UK to be able to offer this service. The Club say they would love to avoid the charge but it is there to cover the cost of additional staff required to man the ticket booths.

Therefore, whilst the Season Ticket pricing will not be changing, the Club have offered some short term pricing incentives and willingly explained their viewpoint to Trust members, agreeing to conduct further Q&A forums going forward as well. If there is any issue around the way that the Club deals with fans that you feel should be the topic for discussion at the next Q&A forum, then please let us know.





## COME IN TRUSTCAST...WE HAVE A PROBLEM

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We've been working hard to get the podcasts back up and running as we know they are a popular feature, there's only been a couple but we've loved doing them.

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There's never a dull moment talking about Leeds, the good, the bad and more so recently, the ugly!

Unfortunately at the last recording we faced one or two technical challenges and we apologise for the poor sound quality, we're still new to the technology and getting used to our new studio surroundings – as the song goes, things will only get better!

Follow us on Twitter and get to be a guest on an episode coming soon



## Episode 2 part 1 & 2 -

Above Head Height with James Brown  
available now at:

Part One : <https://t.co/oQkjuUWNhd>

Part Two : <https://apple.co/2HlaUGi>

We've lots of new ideas for the podcast with plenty of special guests.

More importantly, we want our members to be our guests too, so keep an eye out on the podcast twitter account for more details! We will be looking for guests as part of our end of season review.

Keep an eye out for the next episode and feel free to subscribe to us via your favourite podcast app.



**Follow us on Twitter @LUTrustCast**



## Calling all Bands



Traditionally the Trustcast has used a track by the Pigeon Detectives to provide the intro to the Trustcast.

They've been exceptionally kind in allowing us to do so but we'd like to showcase some up and coming bands involving Trust Members and are offering the opportunity to have your track start and end the podcast in the place of the Pigeon Detectives.

Perhaps it might just give you the springboard to end up playing sold out shows at Millennium Square too?

Just send us an MP3 through to [info@leedsunitedtrust.com](mailto:info@leedsunitedtrust.com) with a bit of info about the band and you could be getting your track heard by thousands of Leeds fans.

# WHAT THE TRUST HAS BEEN UP TO



## Following feedback from Trust Member Heidi Haigh...

Robert Endeacott and Trust Member Paul Kent took it upon themselves to head down to Elland Road to tidy up some of the fan plaques, which hadn't been cleaned for a while. Both the Chris Loftus & Kevin Speight plaque (near the Billy Bremner statue) and the Don Revie plaques in the Kop had a bit of a clean-up. Well done all - here are the before and after pics:

## Safe Standing

Following the rather dismissive comments from Government Sports Minister, Tracey Crouch MP about 'safe rail seating' at the Hawthorns (West Brom), the Trust responded on behalf of its members. Last year, the Trust conducted a survey regarding safe standing and the result was 97% of responders wanting to see a section of safe rail seating installed at Elland Road. The Trust represents its members' views and therefore we continue to support the rail seating campaign and keep close to the club on the topic.

## FansBet Survey

We recently surveyed members about a proposal from Fansbet regarding the opportunity to partner with them to raise funds for the Trust that would support community projects from a % of non-winning bets placed by registered fans. The result of the survey was in favour of the proposal but it was quite a close result (not as close as Brexit though!) so we're looking to involve Fansbet and former Leeds Player Paul Robinson at a future Q&A session before any decision is made. We will keep you updated.



## Recent Trust Appointments



We asked the new Trust Secretary to tell us about his favourite game as a Leeds fan

### **PE** Pete Emmerson - Appointed as Secretary

Saturday 8th May 2010 @ ER vs Bristol Rovers 2-1

The game had everything, the anticipation of going back up on the 3rd attempt, Gradel sending off - typical Leeds, Going 1 nil down - typical Leeds. Then the resurrection! Howson and Beckford at the Kop end then the tension of holding on and the Jubilation at the final whistle - What a day!

## New Honorary Members

The Trust is delighted to announce the decision to award Honorary Member Status to two hugely valued Trust Members. Full details of their inclusion in the ranks of HMs will appear on the Trust website shortly.

### Heidi Haigh

The first of these is already a legendary fan with several books published documenting her travels following Leeds United over several decades. A true ambassador for Leeds Fans the world over, we are honoured to recognise your new status within the Trust, Heidi.

### Graham Ambler

Graham has been a dedicated and highly supportive member of the Trust for many years and worthy of us doffing our caps.



**Check out the Website for the latest news:**

**[www.leedsunitedtrust.com](http://www.leedsunitedtrust.com)**

# Trust Membership & Renewals

## Isn't it amazing how time flies?

Last year, we launched a brand new website on the 2nd April 2017.

One of the great advantages of the new site was that members signing up via the site were able to receive automatic renewal reminders for their membership. So if you are one of the lucky members who took advantage of this technical wizardry when you joined up after this date, then when your membership expires it will automatically renew for you.

However, if you are one of the lovely people who joined prior to 2nd April 2017, then you will receive an email shortly detailing how to renew your trust membership for this year. Going forward you'll then have auto renewal for the future.

Don't panic though if your membership has expired because of this. As we're good people at the Trust we will honour it until you receive the email and have the opportunity to get yourself on track.

If anybody has any further queries or questions please email CHRIS HUNTER  
[chris.hunter@leedsunitedtrust.com](mailto:chris.hunter@leedsunitedtrust.com)



Leeds United Supporters' Trust is a fully democratic society.



We are a not-for-profit organisation, registered with the FCA.



Upon joining the Trust, all shareholders own one share in the organisation, and will then have the right to vote on all Trust matters.



This includes both internal and external decisions, and actions we as a Trust will take collectively.



We will always strive to canvass the opinion of as many members as possible before taking any decisions, or making any statements, because representing our members fairly and accurately, is at the very heart of what we do.

Please encourage your friends, family and fellow supporters to join up, more details on packages can be found here:  
<http://bit.ly/2ogCPD>

## WORDS FROM THE CHAIR



STEVE WHITE  
TRUST CHAIRMAN

The Trust is back in fighting form with a whole boatload of great plans to work on behalf of our members.

We'll be sharing details soon on some of these but we are grateful of your continuing support.