



Burnley FC Independent Supporters Association

SEPTEMBER 2026 NEWSLETTER

(Issue no.12)

September has arrived, and if the opening weeks of the new season were supposed to provide some clarity about where Burnley are heading, they've arguably left us with more questions than answers. After a successful start, with victory over Notts County in the Carabao Cup, followed by an impressive fightback to draw 2-2 against West Ham in our first league game, there was plenty to feel positive about. Since then, however, things have rather unravelled.

Two desperately poor away performances at West Brom and Norwich bookended an equally disappointing Carabao Cup exit at Bradford City last Wednesday evening, with Burnley losing on penalties in front of around 5,000 travelling supporters. Consequently, we've seen performances that have offered little encouragement, results that have failed to deliver, and a feeling that, quite simply, things just aren't all that rosy at present. Following the home draw against Middlesbrough this midweek, one day after the closing of a transfer window that resulted in the sale of forward Zian Flemming, Burnley have been left with just a couple of days to work with their three deadline-day signings, in the hope that they can start to galvanise a Clarets outfit that seemingly has bags of potential, but is yet to click!

Off the pitch, it hasn't exactly been straightforward either. The collapse of the much-discussed 'Finotive One' sponsorship deal created yet another headache, resulting in something of a patch-up job for the West Ham fixture, when the new Vertu sponsorship appeared ironed onto the shirts, likely on top of the previous sponsor. We've since had information on how and when supporters will be able to arrange shirt exchanges - although those waiting patiently for the popular new away kit may still have some time to wait!

So, from the optimism of a promising opening weekend to a rather frustrating few weeks that have followed, it's certainly been an eventful start to the campaign.

Anyway, here's the September newsletter, which as usual, will follow the familiar format of the four priorities set by members:

- ***Supporter Representation & Communication***
- ***Ticketing***
- ***Heritage & Branding***
- ***Ground Facilities & Issues***

We are keen that this newsletter meets the needs of members - please send any feedback or tell us what you'd like to hear more about in upcoming newsletters by replying directly to this email.

We also solicit member's views on their away match experience in the form of a survey; Matchday Experience Feedback Request. The survey gathers intelligence on access to the stadium itself, general accessibility, stewarding, concourse refreshments and ticket allocation. We have recently used feedback from our travelling members in contacting West Bromwich Albion and Bradford City concerning access/stewarding and catering issues respectively. Acknowledgments, apologies and notices to improve were duly offered. Please continue to complete the surveys if you are a travelling supporter, we will always endeavour to offer common feedback, both good and bad, wherever applicable.

THE LATEST MEETING BETWEEN BFCISA & BFC (TURF MOOR, 19.8.2026)

Background

BFCISA was represented by Sue Graham, Alister Leaver, Chris Wells and David Thompson; BFC by Russell Ball (Director of Fan Experience) and Jack Ormesher (Supporter and Disability Liaison Officer). Pippa Ousby (Ticketing Systems Executive) also joined the meeting to offer her insight when discussions turned to her specific expertise.

Paul Kidd from the Fan Advisory Board was also in attendance. Despite us having no prior knowledge of this and queried accordingly, we were instructed that Paul would remain throughout the meeting. We were told that policy dictates that a member of FAB will always be in attendance when meetings with the different supporters' groups take place. Russell confirmed that members of the FAB had signed non-disclosure agreements and were appointed solely by the Club.

The meeting was conducted in a polite and professional manner throughout, consistent with our philosophy of seeking to be a '*critical friend*' of the Club.

At the start of the meeting, Russell informed us that Mr. Pace had instructed him that the club's finances would not be an area of discussion. It was also stated that finance is not discussed with any supporters' groups, including the FAB. There was also a request from Mr. Pace regarding the number of members we currently have (453). We pointed out that we are by far the largest supporters' group and had grown considerably since inception. A fact duly acknowledged by Russell.

Ticketing

The first major discussion point related to ticketing. Notes as follows:

1. In reference to the Arsenal away fixture (but not exclusively that one game), we queried who could purchase a ticket for both Home and Away fixtures. Pippa explained that anyone with a Clarets Number could make a purchase. The option to restrict sales to those with a local postcode(s) is not possible due to so many of our supporters living in outlying areas. It was acknowledged that this had presented problems, particularly when we were a Premier League club, with Pippa informing us that the Club continually strives to identify more robust systems to ensure tickets are correctly distributed.
2. In relation to the above, Pippa informed us that it is difficult to control the flow of complimentary tickets provided to players and a number of our own supporters sold-on their tickets for the Arsenal game especially.
3. The Club did liaise with the Arsenal ticket department and 170 tickets were subsequently cancelled, without refund, as a result of tickets for our section, purchased by Arsenal supporters known to the club.
4. It was also explained that the number of American's seen at away fixtures (Spurs was referenced) may be a result of Board Members making them available to Stateside family, friends, colleagues etc.
5. *Loyalty Points:* We received confirmation that the Club have raised the top loyalty threshold to 3k plus. We currently have 660 supporters in this bracket. The Club will continue to operate a 5-year rolling system.
6. The Club confirmed the *Loyalty Scheme* and hoped it would encourage supporters to attend games. A 100% attendance will earn supporters a 7.5% discount on the face value of their next season ticket. A 90% attendance, 5%. Russell indicated that he hoped this initiative would be embraced and contrasted with certain other clubs who penalise supporters for non-attendance.

7. *Digital Tickets*: Pippa thought had been successfully implemented with the vast majority of supporters in the Stadium (WHU) well before kick-off. We used this discussion point to praise the Club's initiative in providing coffee mornings to help those supporters' less experienced with smart phones negotiate potential issues (see Sue Graham's commentary in our August newsletter). Pippa also informed us that the Club will be reverting to 'revolving' QR codes from next season.
8. *Notts County Game*: Pippa/Russell explained that the decision to only part-open the ground (and running the risk of some Season ticket holders missing out on their complimentary seat) was down to operational reasons based around not knowing what the uptake would be and the potential for large areas of seating being left relatively empty, but still requiring catering staff, turnstile operators, stewards etc.
9. *Ticket Exchange*: Confirmation was given that when supporters place tickets on the exchange, they are sold after the rest of club stock. In essence, sold last! This policy was queried and challenged and in response, Russell said that he would check and report back as to why tickets do not have equal status.
10. We offered praise for the successes of our Women's Football Team and the Club's very reasonable pricing strategy.
11. Russell indicated the Club support the principle of a £30 maximum ticket price for away supporters.

Ground Facilities.

The closure of Ormerod Yard was queried, specifically the belief that it has created access issues for a considerable number of supporters. Russell agreed to meet with a member of the Committee to walk to and from the ground and see at first-hand, the implications of the yard closure and the belief that it has had a detrimental effect on fan experience.

Russell also indicated that there are plans to create a 'tunnel club' similar to those seen at Manchester City, Spurs and Brighton. This would be dependent on the Club being re-promoted to the Premier League. The promised development between the Bob Lord and Cricket Field Stand to improve catering facilities has also received planning permission. Again, development is likely based on the Club being re promoted.

The news that the 600 new seats in the home section of the Cricket Field Stand will remain as 'home seats' whether we are promoted or not was warmly received.

Furthermore, we informed the meeting that Tannoy chanting and goal music did not appear popular innovations. On the latter, we were told that players had been asked for their favourite songs which would be played when they scored. Rather optimistically this has also included our goalkeepers! It has not been possible to play all first choices, however, with several players asked to provide alternative selections. Draw your own conclusions.

Heritage and Branding

We were informed that there are 4 areas subject to brand protection. For them to be changed it would mean a period of mass consultation with our support base. The areas are: our name, crest, colour of strip and a move away from Turf Moor.

We also asked whether there was the possibility of allowing supporters to pick future shirt designs from a shortlist. The response was that is hard to gain a consensus and would add a time delay to what is already lengthy process (next year's shirt is already close to being started).

The Club did acknowledge the unpopularity of the home shirt, exacerbated by an absence of our traditional blue.

The Head Coach

We offered an invite for Nicky Hayen to meet with members in-person or at least online. Russell appeared positive to this request. We are now going to formalise this request with an official invite and will let members know concrete details when they are available.

The Elephant in the Room

Despite us being told that finance would not be a discussion point, we felt duty bound to report the concern members have about Club accounts. We also referenced the many red flags highlighted by Kieran Maguire (*a non-partisan*) in his recent briefing to members. We stressed that it would have benefit if the Chair and senior colleagues could at least act to reassure supporters that there is stability, especially in the event of us not being promoted.



Additionally, when questioned about the multi club ownership (MCO) model, we were informed that whilst EPL TV money is still available to the Club, we will remain the priority in the MCO. *The question does remain what happens in the circumstance where the Club is not quickly re-promoted to the EPL and the parachute money comes to an end...*

Communication

Finally, a plea on behalf of our membership that the Chair and Senior Leader's appear rather more humble in communications, are prepared to say sorry where and when appropriate and to override certain negative perceptions (where the reality may be different).

BFCISA committee with Jack (left) and Russell (right) in the tunnel area.

DIGITAL TICKETING UPDATE

We chose to survey members immediately after the opening league fixture of the season against West Ham United on Sunday 16th August, specifically to gauge how the new digital ticketing arrangements had worked in practice. The feedback was overwhelmingly positive, with 86.9% of the 61 respondents reporting no problems and a straightforward, trouble-free experience when using digital tickets.

There were, however, a few areas identified for improvement, including 'already scanned/used' errors, occasional physical season card failures, some confusion over which ticket to use, some problems due to not pre-loading tickets to either Apple or Google Wallets and finally, uncertainty around transferring tickets, particularly to replacement carers/PA's.

We have shared this feedback with the club and hope that these relatively small issues can be addressed quickly, ensuring the digital ticketing process continues to provide a smooth and reliable matchday experience for all support

THE FOOTBALL GOVERNANCE ACT 2025

As you may be aware, all football clubs in the top 5 leagues in England must apply to the Independent Football Regulator (IFR) for an operating licence in order to compete in league and cup games before the start of the 2027/28 season. Burnley FC, as well as every other club, have from 2nd November 2026 until 26th February 2027 to make an application by submitting a whole host of documentation, including but not limited to, a governance statement, a strategic business plan, financial forecasts, a review of group activities, personnel statements and risk assessments.

A subgroup of the BFCISA Committee has recently formed to review the Football Governance Act 2025 and the IFR guidance documentation in order to ensure that we, on your behalf, understand the legislation, what it means for Burnley fans and the consequences of not successfully obtaining a provisional operating licence.

The legislation states that BEFORE a club starts to create their Strategic Business Plan they MUST include fan consultation and demonstrate how fans comments have been used to structure the plan. To this end, we have already contacted the club requesting that BFCISA is involved in that consultation process.

As an aid to understanding the Independent Football Regulator's guidance, BFCISA are in dialogue with the IFR, especially regarding the role of supporters in planning the club's Strategic Business Case.

We will keep you informed over the coming months as we learn more about this vital process that the club must undertake.

DISABLED SUPPORTERS

Please find below, some pleasing news, shared by committee member, Chris Johnson:

As an ambassador for the disabled supporters of BFCISA I was delighted to assist with the organisation of a Season Ticket for Declan Haydock.

Declan has been allocated a wheelchair space in the North East Stand, attending the West Ham fixture as his first match. It was a real pleasure to see him enjoying the game so much. The two of us are pictured with Declan proudly sporting his Clarets cap, which I presented to him pre-game. I am sure Declan will enjoy many more visits to Turf Moor.

In the future if there are any disabled supporters that I can assist please do not hesitate to contact me.



Declan Haydock with BFCISA committee member, Chris Johnson.

INCONTINENCE UNITS

We are pleased to report on the Club's approach where empathy, sensitivity and appropriate action have been taken. This followed contact by one of our members who has recently undergone a serious medical procedure, requiring the use of incontinence pads as part of recovery.

We then contacted Theodore Jackson (Disability Access Officer), who spent a considerable amount of time listening to our member's difficulties when on the Turf. The outcome is that all several of the male toilet cubicles now have incontinence units, location clearly marked with a sticker.

A simple and relatively cost-free action which will have a profound and positive impact on many supporters' matchday experience.

FSA UPDATES

The Football Supporters' Association continues to represent supporters' interests at national level, with recent discussions involving EFL officials covering a range of issues affecting match-going fans.

The FSA continues to press for greater consideration of supporters when it comes to fixture scheduling, particularly the disruption and additional costs caused by late changes and inconvenient kick-off times.

The organisation has also been involved in discussions around the implementation of the new Independent Football Regulator and the Football Governance Act, which introduce stronger protections for clubs and give supporters greater rights to be consulted on important decisions affecting their clubs.

The FSA is also continuing its wider work on ticketing, policing, safety and the overall treatment of football supporters. The organisation was very happy to see that Burnley have agreed to impose the recommended £30 price cap on tickets for away fans traveling to Turf Moor.

As always, BFCISA is member-led and continues to develop through your support and engagement. If you have any thoughts, feedback or issues you would like us to raise, please reply directly to this email.

Up the Clarets and fingers crossed for an upturn in fortunes in our league form over the coming months!

BFCISA Communications Team

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