



Burnley FC Independent Supporters Association

OCTOBER 2026 NEWSLETTER

(Issue no.13)

If the opening weeks of the season left us with more questions than answers, the weeks since have seemingly provided little in the way of reassurance. On the pitch, performances and results have continued to deteriorate, with Burnley now sitting rock bottom of the Championship as we reach the first pause of the season; the international break. What began with genuine optimism has become a rather more concerning picture, with questions understandably being asked about the direction of travel, the manager, the squad and, ultimately, where we go from here.

Off the pitch, there remains plenty to discuss too. Our recent members' survey has provided a valuable insight into the issues that matter most to supporters, while our ongoing dialogue with the Club continues across ticketing, supporter representation, heritage and the matchday experience. As ever, there is plenty of work to be done.

This month also marks the final time we will follow the four key priorities established for 2025-26. We'll continue to cover those familiar areas throughout this edition, before revealing the new priorities for 2026-27, shaped by the views and feedback of our members.

So, as we start the month of October, here's our latest newsletter. It's a bumper edition this month – approaching the length of The Sunday Times, although thankfully with rather less about politics and considerably more about Burnley FC!

BFCISA'S FOUR KEY PRIORITIES FOR 2026-27 (member survey feedback)

“When You Were Young.”

Please find attached a breakdown of our latest survey which focussed on 5 areas, including “Other Issues.” The survey returned 196 responses, between August 17th through to September 13th and was also open to non-members.

Commentary is provided in red supporting the raw data, signposting priorities and areas of concern for the Club (or so it is hoped). Please reference the “Recurring Themes” section here.

There are also areas of development for ourselves as our numbers nudge towards 500. The real need to convince sceptics that our organisation, despite gaining momentum, will always remain truly independent of the Club. In essence to further win ‘Hearts and Minds’. We are also greatly under-represented with younger and female supporters. This is a pressing issue as we aim to be fully inclusive.

Your organisation is led by a Committee that understands its considerable responsibilities. Responsibilities discharged by volunteers who absolutely welcome additional skills, talents, professional responsibilities and tenacity, given the landscape we increasingly inhabit. The results of the survey will also be made available to the Club via Russell Ball.

BFCISA Member Priorities Survey – Summer 2026

Member priorities summary: [196 responses](#)

Survey duration: Friday 17th August to Sunday 13th September, 2026.

1. BFCISA member or not a member

Status	Number	%
No	100	51.0%
Yes	96	49.0%

Reasons for not joining, include:

- *Some people intend to join but simply have not got around to becoming members yet.*
- *Some are unsure whether BFCISA has enough influence to make a meaningful difference to how the club is run and how supporters are treated.*
- *Some want greater transparency about BFCISA's relationship with the club and clearer evidence of its influence and achievements.*
- *Some are disillusioned with the club, its ownership or its approach to supporter involvement, affecting their willingness to join.*
- *Some feel disconnected from the club or believe that BFCISA's work is not particularly relevant to their circumstances.*
- *Some non-members simply do not understand the benefits of membership clearly enough, or have little interest in joining.*

2. Age bracket

Age	Number	%
Under 18	1	0.5%
18–24	5	2.6%
25–34	12	6.1%
35–44	30	15.3%
45–54	25	12.8%
55–64	45	23.0%
65+	78	39.8%
Total	196	100%

- *The survey has a predominantly older respondent profile, with respondents aged 65+ forming the largest group at 78 people (39.8%).*
- *More than three-fifths of respondents (62.8%) are aged 55 or over, comprising 45 respondents aged 55–64 (23.0%) and 78 aged 65+ (39.8%).*
- *Younger supporters are under-represented in the responses, with only 18 respondents (9.2%) aged under 35, suggesting an opportunity to broaden engagement with younger age groups.*

3. Gender

Gender	Number	%
Male	183	93.4%
Female	13	6.6%

*The gender profile of respondents is heavily weighted towards male supporters, with 185 men (94.4%) and 11 women (5.6%) responding to the survey (significant imbalance in participation...female supporters are currently under-represented in the survey and, potentially, in BFCISA engagement more broadly). **There is a clear need to encourage more female supporters to become involved with BFCISA, ensuring that their experiences, priorities and perspectives are better represented in future consultation and supporter engagement.***

The four key priority areas

The final survey identifies four clear areas where supporters want BFCISA to focus its attention.

Priority	Respondents	%
Supporter Voice & Communication	89	45.4%
Heritage, Identity & Branding	89	45.4%
Matchday Experience & Facilities	81	41.3%
Ticketing & Fair Access	82	41.8%

Respondents could select more than one priority, so these percentages do not total 100%.

1. Supporter Voice & Communication

89 respondents (**45.4%**) selected supporter representation and communication as a priority.

A further 2 respondents (1.0%) specifically identified the accuracy and timeliness of club communications.

Supporters want a stronger voice, better engagement and clearer, more timely information from the club.

For BFCISA, this means continuing to focus on effective supporter representation and ensuring that supporters' views are communicated to the club and properly considered.

2. Heritage, Identity & Branding

89 respondents (45.4%) selected heritage and branding.

This was reinforced by the specific questions about the club's crest and the 2026/27 home shirt.

Monochrome crest

Response	Number	%
<i>Neither approve nor disapprove</i>	60	30.6%
Strongly disapprove	71	36.2%
Disapprove	40	20.4%
Approve	16	8.2%
Strongly approve	9	4.6%

Overall:

- 111 respondents (56.6%) disapprove
- 25 respondents (12.8%) approve
- 0 (0.0%) are neutral

2026/27 home shirt

Response	Number	%
<i>Neither approve nor disapprove</i>	61	31.1%
Disapprove	57	29.1%
Strongly disapprove	47	24.0%
Approve	27	13.8%
Strongly approve	2	1.0%
<i>Don't know</i>	2	1.0%

Overall:

- 104 respondents (53.1%) disapprove
- 29 respondents (14.8%) approve
- 0 (0.0%) are neutral

The written responses include recurring concerns about claret and blue (a distinct lack of blue), the traditional crest and whether the design feels 'recognisably' Burnley.

There are also responses that express positive views about the shirt's appearance or simplicity.

*The wider message is that **Burnley's heritage and identity matter strongly to supporters** and should be carefully considered in future branding and kit decisions.*

3. Matchday Experience & Facilities

81 respondents (41.3%) selected matchday experience as a priority.

Ground facilities & issues: **64 (32.7%)**

Merchandise & catering: **55 (28.1%)**

Disabled access & facilities: **17 (8.7%)**

These results suggest that the matchday experience is about much more than what happens on the pitch.

It includes the stadium, facilities, accessibility, catering, merchandise and the overall experience of attending Turf Moor.

4. Ticketing & Fair Access

Ticketing is the fourth-largest priority when the two ticketing questions are combined:

Ticketing issue	Respondents	%
Access, allocation & ticket office	54	27.6%
Ticket pricing	47	24.0%
Combined ticketing priority	82	41.8%

A further **39 respondents (19.9%)** selected Loyalty Points Allocation.

The combined result gives a much clearer picture than treating the two ticketing questions separately.

The underlying concern is about: **fairness + affordability + access to tickets.**

This should therefore be treated as one strategic issue rather than two unrelated ticketing questions.

Other issues raised:

Although these issues did not make the four headline priorities, they remain important to sections of the supporter base.

Issue	Respondents	%
Fixture/scheduling and travel issues	39	19.9%
Loyalty Points Allocation	39	19.9%
Membership schemes	32	16.3%
Disabled access and facilities	17	8.7%
Sponsorship	11	5.6%

These issues should continue to be monitored and raised where appropriate, even though they sit beneath the four main strategic priorities.

Key comments (recurring themes):

- **Financial transparency, debt and ownership accountability (8 mentions):** Supporters raised concerns about the club's financial position, levels of debt, how the debt is being managed and repaid, ownership accountability, and the need for greater financial transparency.
- **Matchday facilities, catering and accessibility (7 mentions):** Supporters highlighted issues with catering, queues, toilets, stadium facilities, the Cricket Field Stand, disabled access and the overall standard of the matchday experience.
- **Supporter voice, communication and involvement (5 mentions):** There were calls for better communication between the club and supporters, greater openness from the board and owners, and more meaningful opportunities for supporters to have their views heard and considered.
- **Ticketing, loyalty points and fair access (5 mentions):** Supporters raised concerns about ticket availability and allocation, loyalty-point systems, membership and season-ticket arrangements, the Ticket Exchange and having fair access to suitable seats.
- **Atmosphere and matchday presentation (3 mentions):** Supporters commented on the atmosphere at Turf Moor, including the use and volume of music and goal music, and suggested that more could be done to create a stronger matchday atmosphere

FOUR KEY PRIORITIES FOR 2026/27

Supporter Voice & Communication

Heritage, Identity & Branding

Matchday Experience & Facilities

Ticketing & Fair Access

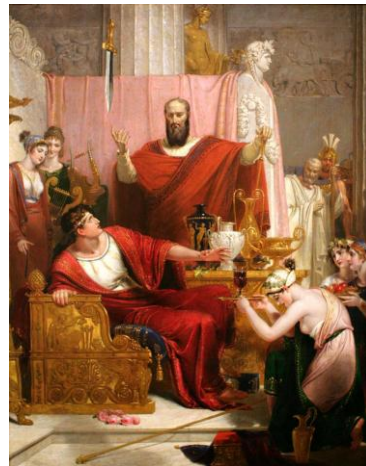
CA PLANE POUR MOI

Once upon a time a Belgium national arrived in these shores. His art appeared to lack structure, style and tradition. Misunderstood and maligned, initially at least.

Meanwhile, we are in an absolute mess. We know that all too well, as supporters, more so fanatics. You don't have to subscribe to the Daily Mail or i to know! The debt, the hangover from the Parker regime, Finotive, the 5-year plan, the staff changes, the absolute disconnect. The pain runs deep.

Managerial wise, The Burnley Express report that Hayen's position is safe, for now. Other media channels are less optimistic. Whatever, the Sword of Damocles reigns high.

Hayen does deserve some sympathy. He inherited a patch work quilt of a squad. Unbalanced and largely not of his own. Perhaps more crucially a coaching team not of his own and a recruitment team not under his control. The squad in America, hardly time to prepare, players sold, players not replaced. Injuries, Hountondji up front. A baptism not of fire, but of acid.



That said is Hayen the architect of his own downfall? A lack of identity, system, a way of playing. Where Kompany's DNA was possession and Parker's was defence what is Hayen's? Supporters' were promised a high energy pressing game, there has been little evidence of it. We have been absolutely appalling this season and last. The oft quoted statistic of 1 home win in nigh on 12 months is comparable with many of the bleakest results and periods in club history.

Comparable with the 11 and 10 defeats to Darwen, Aston Villa and Sheffield United when football was played in black and white? One off hammerings. Comparable with 1986/87? Not quite. Comparable with Steve Cotterill's 19 game winless run? Surely worse. Comparable to the Cup Final losses and the Manchester City 5-0's? Painful, but surely the current narrative is worse.....



And so that other Belgium national transformed from Roger Jouret into Plastic Bertrand. And when his contemporaries were singing about Anarchy in the UK and No Future, he rejected the nihilism of punk and bizarrely offered lyrics about his cat rolling around his bed, drinking whiskey and swallowing his tongue. He sang in French. He was wonderfully camp, again contrasting beautifully with the macho posturing of punk. Against expectations and established norms, he achieved success in his native Belgium, across Europe and Stateside. Very much against initial odds, expectations and logic. His work has been used to sell Hovis Bread, Kellogg's Cereal and Heineken.

Kitsch.



Perhaps by early Spring we will be comfortably 7th in the table, we'll have reached the 5th round of the FA Cup losing by the odd goal to Arsenal. Jamie Vardy will be in double figures, Hannibal Mejbri will have picked up a fair play award and new billionaire Chinese investors are in town. It's then that I will pour myself a large glass of Westvleteren 12, apply mayonnaise to my fries and dust down my 1977 vinyl copy of *Ca Plane Pour Moi*.



SUPPLEMENTARY DIALOGUE WITH THE CLUB

Questions that followed our August meeting with Russell Ball, Director of Fan Experience, additionally submitted (questions shown in bold, with Mr Ball's response written in italics).

Our email was sent later that month, with Mr Ball's reply received on September 11th, shown below:

- 1. We discussed why tickets put on the Ticket Exchange by supporters are not made available and given equal status with unsold tickets. Is further clarification available?**

The Ticket Exchange is designed to assist season ticket holders in recycling tickets for games they are unable to attend. Once the club has sold 90% of its match-by-match general admission tickets for any given game, tickets placed on the Ticket Exchange are made available for sale. You will appreciate the club is under no obligation to provide this service. We offer no guarantees that the tickets will be sold, but many season ticket holders have indeed benefitted greatly from this service.

- 2. Can you confirm again the club's support for the campaign proposed by the FSA to limit away ticket prices to a maximum of £30 in the EFL please? As I understand it the FSA are to approach the EFL before the next EFL meeting to make this proposal for discussion by all Football League clubs.**

As noted in the minutes of the FAB meeting held on 23rd July 2026, the FAB discussed this matter with senior club representatives, and it was agreed that Burnley FC is willing to support the proposal that the EFL consider equalising the away ticket prices for all travelling supporters. I acknowledge that in our meeting with the BFCISA this matter was also discussed and we reiterated our support to you then. (editor's note a link was then provided to the Burnley FC/Official Website).

- 3. Whilst we are aware that Burnley FC don't charge a booking fee for ticket sales can you assure our members that the club is fully aware and aligned with the change in the law that states that up front quoted ticket prices MUST include non-optional taxes, duties, fees and charges?**

I can confirm that the club is fully compliant with the law in this regard.

- 4. As the time is rapidly approaching when the club will need to apply for an operating licence under the Football Governance Act 2025 we respectfully request that BFCISA is at the forefront in helping the club meet its legal obligation in providing fan involvement in creating the club's strategic business plan. We look forward to your response and our member's involvement in achieving the goal of gaining an operating licence in time for the 2027/2028 season.**

We are fully aware of the process to apply for an operating licence as per the Football Governance Act 2025. I can assure you that Club representatives are fully engaged in this process. If we require the assistance of the BFCISA we'll be in touch.

AWAY DAY MATCHDAY EXPERIENCE

After each away game, we contact our members to ask for feedback about their away-day experience. We often receive between 10 and 30 responses, depending on the fixture, and each time we collate the key points and contact the Supporter Liaison Officer (SLO) at the relevant club. Our aim is to provide feedback that clubs may not otherwise receive, which can hopefully prove useful in improving the experience for visiting supporters.

Bradford: Feedback was generally positive, although catering was highlighted as an area for improvement. Bradford City confirmed that they are already working with their kiosk partners to improve service and food quality.



Norwich City: Supporters raised concerns about slow kiosk service, wayfinding/signage around the ground and an issue involving the grounds team. Norwich said the catering feedback would be discussed as part of their matchday improvements, while signage is already being reviewed with the council, BID and Norwich Station. The grounds issue has also been passed to the Head of Grounds for investigation. Norwich City praised BFCISA for this initiative and were asked how we implement this idea, as they would like to get feedback from away fans of all clubs visiting Carrow Road in the future.

Wrexham: Feedback was particularly positive regarding the friendliness of supporters, staff and stewards. Wrexham acknowledged that the away concourse needs upgrading and confirmed this remains an issue they recognise. An incident involving a vehicle entering the away area without authorisation was also raised and the club has said steps will be taken to prevent a repeat.



No feedback has been received from **West Brom** or **Swansea** at the time of writing.

FSA UPDATES

The Independent Football Regulator (IFR) is now in place, and clubs in the top five divisions must comply with the new Football Governance Act 2025. The FSA has been highlighting what this means for supporters.

To help fans get to grips with the new law, the FSA has published *The FAB Files*, a six-part series by Martin Cloake explaining the Act in plain language. It covers what rights fans now have, how clubs must consult supporters on strategy, ticket pricing and heritage, what powers the regulator has, and how fan groups should prepare. Clubs will start applying for their licences from this November, so now is a good time to get up to speed. [Start with The FAB Files #1](#)

This is a unique time to be a football fan. Over recent weeks and months, the committee has been working behind the scenes to make sure Burnley fans' voices are properly heard under the new system, including meeting key stakeholders. We'll be able to share more with members soon about what we've been doing and how you can get involved.

The FSA has also launched its third major **survey of women's football fans**. It covers everything from matchday experiences and TV coverage to how clubs engage with fans and how competitions are structured. The results will shape FSA policy, be shared with the game's major stakeholders, and be made available to local fan groups. If you follow women's football, please take part: [Take the survey](#)

Please find linked, a statement from Prime Minister, Andy Burnham and from the FSA, regarding drinking in sight of the pitch – comments that BFCISA support and welcome. [Drinking-in-sight-of-the-pitch](#)

Finally, the FSA's **#StopExploitingLoyalty campaign continues**, challenging rising ticket prices and calling for supporters to be properly involved in pricing decisions.

If you're not already an individual member of the FSA, please join. It's free, takes a couple of minutes, and every extra member adds weight to the fans' voice when the FSA speaks to the regulator, the leagues and government. [Join the FSA](#)

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

Membership portal: <https://membermojo.co.uk/burnleyfcisa>

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