

OXFORD UNITED
FAN ADVISORY BOARD MEETING
23rd July 2026 7pm, Venue: Online

In Attendance:

FAB Representatives:

Janine Bailey (**JB**), Chair, FAB Individual Representative
Mark Carpenter (**MC**), Vice-chair, OxVox Representative
Grace Bailey (**GB**), FAB Individual Representative
Sean Cane (**SC**), FAB Individual Representative
Ben Heath (**BH**), OxVox Representative
Georgia Hill (**GH**), FAB Individual Representative
John Kirkland (**JK**), FAB Individual Representative
Paul Peros (**PP**), OxVox Representative
Paul Scaysbrook (**PS**), FAB Individual Representative

Club Representatives:

Aaron Kightley (**AK**), Supporter Liaison Officer
Adam Benson (**AB**), Chief Commercial and Marketing Officer

Other

Matthew O'Donoghue (**MOD**), in attendance, minute taker

Agenda Items

1	Apologies for Absence	Action
	Tim Williams (TW)	
2	Approval of Minutes of Last Meeting Matters arising from Minutes of 28 th April 2026	
	The minutes had been agreed online. Matters arising: JB noted that it was good to see women's sizes in the club shop.	

3	Introduction of New Representatives	
	JB welcomed the three new individual representatives. The interview and election committee, comprising Jane Hughes (FSA), Janine Bailey (Fan Rep) and Aaron Kightley had shortlisted six candidates for election. There were two 3-year vacancies, and one two-year vacancy. After a number of duplicate votes were removed, 331 valid votes were counted. GH and JK received the highest number of votes and so, per the election policy, have been appointed for 3-year terms. SC received the third highest vote and is appointed for two years. All three will be eligible to stand again at the end of their term. MOD did not stand for re-election as an individual rep. He is taking on the role of OxVox chair and will in future attend as one of their 3 representatives. FAB Chair and Club agreed that, due to the transition and the important meeting content, exceptionally four OxVox reps could attend this evening, with MOD taking minutes. OxVox will confirm their three representatives in due course. Ohad Green was not re-elected: FAB thanks him for his contribution over the last two seasons. All reps had been invited to attend FSA training ahead of the meeting to understand the role and responsibilities of FAB representatives. 8 attended and were briefed on areas including how to engage with supporters and aspects of conduct and confidentiality.	
4	SCMP Breach and Embargo	
	This meeting had originally been planned as a pre-season planning meeting for FAB representatives. In view of the embargo and the concerns of the FAB, JB invited TW to address this revised agenda. TW had been unable to rearrange prior commitments in order to attend, so shared the following statement in advance: <i>“The Club continues to work closely with its board and shareholder group to work through the current SCMP Embargo. This is not a simple process as it does require considerable upfront funding, the likes of which have never been required in English football before and a situation which has been exacerbated by the relegation this summer.</i> <i>There is no cause for any panic with regards to the Men’s First Team and no rash decisions will be made with regards to the playing squad and we remain in constant dialogue with Aaron and Ed.</i> <i>The Club is also actively engaged with the EFL and the Club Financial Reporting Unit to deliver the information that is being requested and we held an in person meeting with relevant officials from the EFL on Monday 20 July.</i> <i>The Board and Ownership have restated their commitment to the Club and the new stadium project and the long term growth of Oxford United.”</i>	

	AB answered questions on behalf of the Club where possible and undertook to seek further clarification on matters outside his remit. A significant proportion of the discussion focused on supporter reaction to both the breach itself and the communication surrounding it. FAB Representatives highlighted concerns raised by supporters regarding the level of communication from the Club's leadership. Following the change of Chairman in May, neither FAB nor OxVox have been able to secure a meeting with the new Chairman (DB). AB acknowledged these concerns and advised that the importance of communication is understood and had been emphasised internally. He noted that DB had made a statement reiterating the ownership's commitment to the Club and to resolving the current situation. AB committed to raise FABs concerns over communication and would continue to look at increasing this going forward. AB provided context regarding the embargo and his understanding of the circumstances surrounding it. He clarified that Oxford United had not participated in the vote regarding the SCMP rules for League One and League Two clubs as Oxford United were a Championship Club at the time. Questions were raised regarding the Club's strategic ambitions, previous messaging around becoming a "Top 30 Club" and whether recruitment decisions had been made with awareness that the embargo could arise. For example, the Club signed a player who would further increase player costs yet could not be registered. The impact of funding and uncertainty on various areas of Club activity was discussed, including the Academy and Women's Team. AB confirmed that the Club's day-to-day cashflow position remains unchanged and operational commitments continue to be met. He advised that the issue centres around the mechanism and timing of funding entering the Club rather than an absence of funding. It was also noted that the relevant regulations differ between the Championship and League One, that relegation has had an impact and that the new stadium and the revenues it will unlock remain key to longer-term growth strategies. The potential impact on commercial, marketing and communications activities was also discussed. AB thanked supporters for their continued backing, particularly following relegation, and highlighted the strong season ticket sales achieved to date with a league one record of over 6700 season tickets sold to date, compared to previous league one record of just over 5000. AB	
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	recognised that the embargo was not on the radar when season tickets were put on sale. AB confirmed that the season ticket cap remains at 7,000 and that this position has not changed as a result of either the Club's league status or the current embargo. Commercial and time sensitive activities such as kit launches continue as planned. A number of commercial deals have been finalised, with conversations ongoing with other potential sponsors. FAB noted that previously discussed supporter engagement activity, including an OxVox finance meeting and a Playing Side Fans' Forum date, remained outstanding and would provide useful opportunities for supporters to ask further questions. AB agreed to review these items. Discussion also covered the importance of ongoing engagement between supporters and the Club's senior leadership. FAB noted the requirement within the Terms of Reference for either the Chair or CEO to attend two FAB meetings per season and stressed the importance of maintaining visible Board-level engagement. AB acknowledged these comments and reiterated that actions would be the key measure of the Club's commitment to supporter engagement. Representatives discussed the stadium project and the wider reassurance that progress updates could provide to supporters. AB advised that the Club is awaiting an oral hearing date relating to the Judicial Review. Actions: • AB to seek clarification on questions relating to the circumstances surrounding the SCMP breach and provide feedback. • AB to review arrangements for the supporter finance meeting and Playing Side Fans' Forum.	
5	Fan Engagement Plan	
	JB, MC and Ohad Green had met with AK and Sam Heason in June to review the 2025-26 Fan Engagement Plan. All noted that there was significant progress in many areas such as matchday engagement, and that regular meetings with FAB had taken place. There was concern that the commitment to Board-level updates had not been met and that this was an area of ongoing concern for FAB as well as the general fanbase. FAB and OxVox chairs have requested meetings with the new Club Chairman, but this has not yet been forthcoming.	

	FAB fed back that surveys should be more clearly timetabled, suggesting December or January followed by the end of season. Many other Club's FEPs include a calendar of engagement events which FAB recommended. The 2026-27 FEP has to be submitted to the EFL by the end of the month. The draft was circulated shortly before the meeting so representatives have not had time to fully review it. FAB noted that there were a number of established channels through which supporters could engage with the Club, and there were many positives. However, it was acknowledged that the need for communication from the most senior decision-makers is essential and would benefit from being more regular. FAB representatives agreed to document their concern that Board-level engagement last season was below the level committed to in the Fan Engagement Plan, and that it appeared to be deteriorating. Action: FAB representatives to review the Fan Engagement Plan and submit any comments or suggested amendments to JB for collation by Sunday 26th July.	
6	AOB	
	<u>Matchday Preparations</u> The first home pre-season fixture is scheduled for next week. <u>Catering</u> AK provided an update notifying that there may be limited catering provision for the Crawley Town pre-season fixture. AB advised that discussions regarding wider catering improvements remain ongoing. <u>Supporter Buses</u> It was confirmed that supporter bus services would operate for league fixtures during the season. The OX2 route will reduce to a single bus. No other significant operational changes were reported. <u>Safety Advisory Group</u> PP asked what the status was with the Safety Advisory Group, as no supporter representation was included. JB suggested deferring discussion to future meeting with operations. AB explained that Aimee McKenzie was currently overseeing a substantial volume of work across both the stadium project and broader operational activities within the Club and would engage with the FAB in the future as the stadium project progresses. <u>FAB Officer Roles</u>	

	It was noted that FAB officer appointments on an annual basis and would take place in the next FAB meeting. MOD will be stepping down as Secretary, and a replacement will be required for the forthcoming season. JB invited anyone interested in the roles (Chair, vice-Chair or Secretary) to speak with her or Matthew to find out more about the roles if they wish.	
7	Date of Next Meeting	
	To be agreed online	JB