QPR Supporter Advisory Board Meeting:

Date: Thursday 22nd October 2026

Location: MATRADE Loftus Road

Attendees:

Queens Park Rangers FC	Chloe Tong (CT), Christian Nourry (CN), Euan Ingles (EI), Francis Atkinson (FA), Max Wilson (MW)
Supporter Advisory Board	Ruby Polan (RP), Jack Jones (JJ), Declan Finnegan (DF), Julie Hampton (JH), Richard Young (RY), Dave Thomas (DT), Neil Jackson (NJ), Gobi Ranganathan (GR).
Apologies	Spencer Swartz (SS), Charlie Oakley (CO)

1. **Welcome & Opening Remarks**

CT welcomes all members and introduces QPR employees who are present. Formally welcomes the club's new Supporter Liaison Officer, Max Wilson.

2. **SAB Questions in Advance**

The Advisory Board asked if the club were happy to share the answers provided to the pre-submitted questions with those who asked them, and the club were more than happy for this to happen.

An additional question was submitted from members of the QPR Media Seat Group for Christian to answer and offer clarification on.

- "Should Championship clubs now start lobbying the EFL for the 25-man squad rule to be increased, due to the new rules meaning the ball is in play longer now? In any sport, when a new rule change is introduced, there is almost always a change to the data, and there appears to be a greater number of injuries being reported at all clubs, not just QPR."

CN: This is a wider conversation among all teams and the EFL. The current registration rules mean U21 players do not need to be registered in the squad. Due to the age profile of the squad allows us to have more flexibility.

A second question was submitted from members of the QPR Media Seat Group for Christian to answer and offer clarification on.

- "There is a groundswell of support for renaming the Supporter of the Year trophy the 'Alan Barnes Supporter of the Year' trophy to reflect the outstanding support Alan gave to QPR in his lifetime. It would be a simple yet popular decision by the club, as well as an appropriate honour to the memory of Alan."

SAB noted that this is a topic with a lot of different opinions within the fanbase, some positive, some negative.

The club confirmed that they appreciate and admire Alan's story and his incredible support, but do not think it's appropriate to rename the award after an individual supporter.

3. **SAB AGENDA ITEMS**

Anti-Social Behaviour and Inappropriate Songs/Chanting

RP: (In reference to inappropriate songs – West London Chant) We can understand that songs are sung, and fans get excited, but the song is inappropriate and has unpleasant language. The QPR SAB considered a statement in the summer when Brentford fan groups made a similar statement. RP questions what the club can do to tackle the issue.

CT: We will introduce our Dedicated Footballing Officer (DF) to the SAB to start the conversation and potentially start a working group to combat this issue. In addition to this, the club have increased the use of reporting posters for inappropriate behaviour, as well as general feedback on matchdays.

The Advisory Board directed the club to a statement other football clubs have posted regarding similar issues. The SAB also recommended an education piece around chanting, to remind supporters what the words mean, and how discriminatory they can be.

Action: Introduce the club DFO formally to the SAB as the best next step to help towards tackling the issue.

Visiting Supporter Experience - Away Ticketing Pricing

The Advisory Board have heard a lot through the Football Supporters Association regarding away prices to visiting supporters at MATRADE Loftus Road, and QPR getting negative attention. The group understands that we can't change the prices, but can we improve the experience in other ways? Could we link up with local businesses or hotels to offer discounts?

Commercial Director EI expresses to the group that we appreciate that our prices are expensive. He provided explanation on the reasoning, including being a London based club, therefore having supplier costs that are roughly 20% more expensive compared to other non-London clubs. The configuration of stadium (lower & upper tiers) means that we face increases in matchday staffing and stewarding. One thing we have done to assist with the away end is create an outside area for fans to enjoy a drink and food in additional space. We will keep reviewing as time goes on.

The club reassured the SAB that QPR supporters are not adversely affected by higher prices when we travel away, because all clubs must submit their prices in advance, and any club charging more would also be charging its own home fans more. The Advisory Board suggested ideas around partnering with local businesses and organisations to better the experience for a visiting supporter at MATRADE Loftus Road.

Action: The club will explore working with local organisations to provide offers and opportunities for away supporters, like it does with season ticket holder and member benefits.

4. **CLUB AGENDA ITEMS.**

QRR Kit Design and Timelines

The Advisory Board expressed an interest in hearing about the process of the creation of kits. Head of Retail & Merchandising Francis Atkinson joined the group to share expertise.

FA: It starts with considerations such as celebratory years, or trends the club may want to follow. Starting with hand drawings, they are presented to staff, management and owners for creation via digital design, ready for discussions around potential alterations pending EFL approval. The club then

work with Errea on patterns and materials, visiting their factory in Italy. League regulations can make shirt designs difficult.

The Advisory Board went on to ask about shirt sales in seasons past, and additionally the availability of retro shirts that prove popular. They would like to know what kits have been popular over the past few years to help supporters understand the reasoning behind colours and kit selections.

Action: The club to explore website and social media coverage around kits.

The Advisory Board raised the upcoming 10-year anniversary of the devastating Grenfell fire, and whether or not the kits would include something to mark this anniversary. The club confirmed they're working closely with the Community Trust around events marking the anniversary.

Additionally, the SAB raised the uptake around non-sponsor shirts this season. The club estimate that this has made up around 2-3% of shirt sales.

Number Zone Consultation

The club shared with the group information about pending 2027/28 kit regulations. Owing to new EFL regulations, there has been an introduction of a number zone (where the shirt number and player name sits on the back of the shirt in block white). We need to be able to display the shirt number and name clearly for broadcasting and league wide data providers. This impacts us due to our hoops.

CN: From next season, we need to have a white patch on the back of our shirt, which affects the hoops so it can easily be picked up.

The Advisory Board asked if our retail shirt must have the number zone.

CN: No, it can be what we want. We can offer a retail version with full hoops, or exactly what the players are wearing with a number zone. We would like the SAB to offer feedback on this issue. What we can't do is offer both, as it's a production and SKU issue.

FA: It's difficult as we appreciate the hoops are so important. We know younger fans will want to look like the players, but it is difficult in regard to production and minimum order quantities.

The Advisory Board asked if there was a minimum area that must be covered, and the club clarified on set dimensions that must be followed. The club stresses that the hoops will be kept as visible as possible. Wider supporter consultation will occur for retail shirts, and the SAB agreed with the club's plan to do this. The club expressed that this is an EFL decision that is out of our control.

Action: Fanbase supporter consultation from the club on what is available in retail - the number zone, or full hoops.

5. **Individual SAB seat being relinquished**
    - MW: George Bradley will be stepping down from the board immediately, with the club looking to replace him as soon as possible. We sincerely thank him for his support and contribution to QPR SAB. All details regarding the application process will be shared with the SAB and wider fanbase shortly.

6. **Meeting Ends**

Notes:

One item from the meeting has been withheld as it remains confidential. This has been agreed with the Supporter Advisory Board, and the club will update these notes as soon as the items can be shared publicly.