





# **LUFC News**

Lufcnews' passion is to be innovative and create a brand to be something that an increasing number of fans globally have embraced since launch in May 2017. The introduction of the new app, exclusive to Lufcnews - nothing like it is available on any other fan site, will not only benefit the Leeds United community, but enhance their interaction with other like-minded fans to help grow the fanbase and the club's exposure in general.

Brand Guidelines by Cain Mackenzie-Yapa

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**logomark**



**logo**



**LUFCNEWS.CO.UK**

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**LUFCNEWS.CO.UK**

**logotype**

**LUFCNEWS.CO.UK**

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## colours

**#02335E**  
**RGB 2,51,94**

**#F8CC49**  
**RGB 248,204,73**

**#FFFFFF**  
**RGB 255,255,255**

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**header font  
poppins bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz**

**01 23 45 67 89**

**body font  
poppins regular**

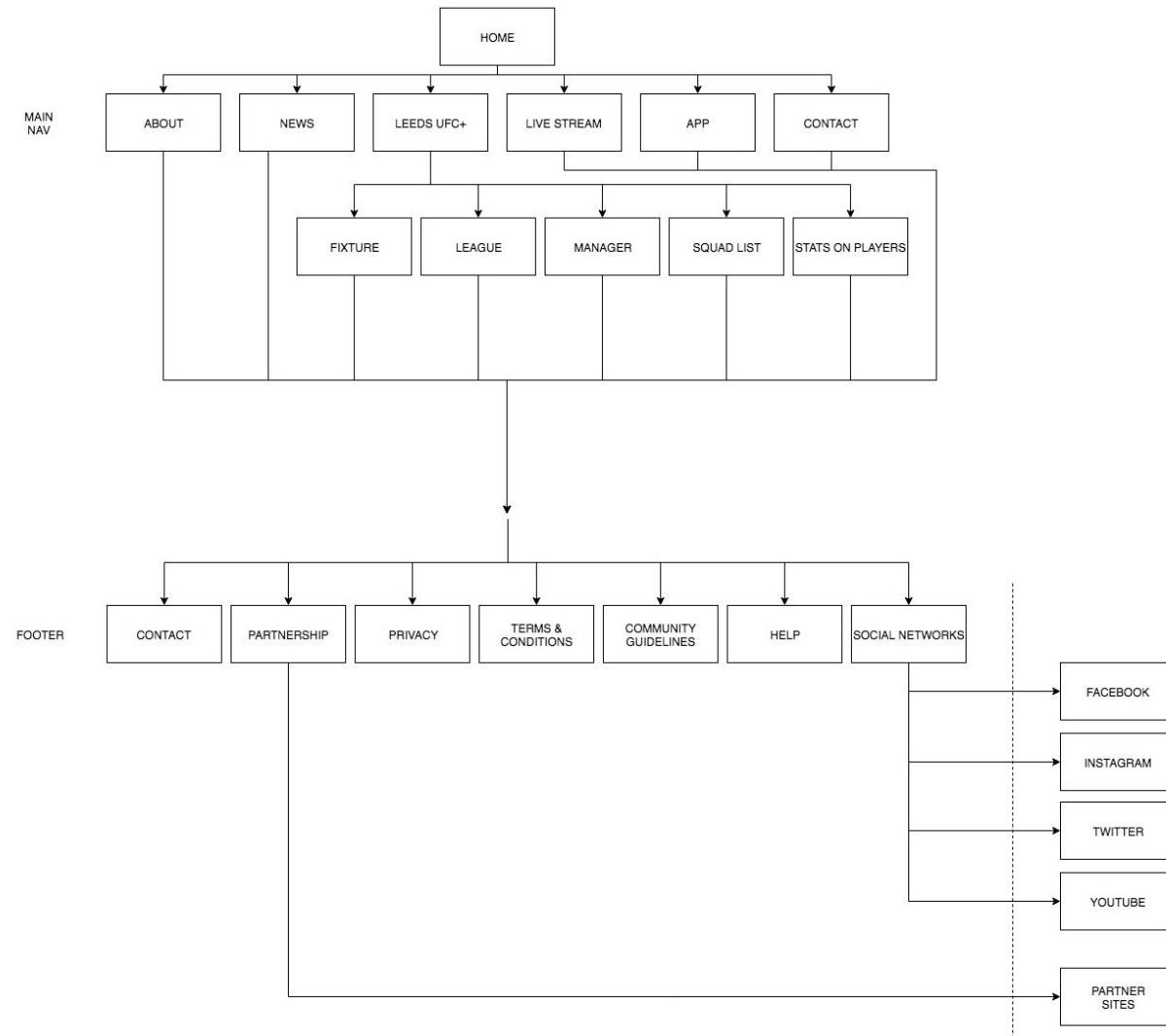
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz**

**01 23 45 67 89**

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**the site**

# site flow diagram



**Hot News >>>**[Click here to read the latest news >>>](#)**Features of LUFCNEWS App**

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**Live Audio Stream**  
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non erit eo.**Live Pitch**  
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in melius virtutes cum doloris est  
non erit eo.**Latest News**  
Culpho nihil obivisci loco altera  
in melius virtutes cum doloris est  
non erit eo.**Latest Highlights**  
Culpho nihil obivisci loco altera  
in melius virtutes cum doloris est  
non erit eo.**Interact with Other Users**  
Culpho nihil obivisci loco altera  
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non erit eo.**VIP**  
Culpho nihil obivisci loco altera  
in melius virtutes cum doloris est  
non erit eo.**Prætorian Tactical****Trunk Top****Shard Clothing****Instagram Feed**

## About LUFC News

Lufnews was founded in May 2017 by Alex Matthews, the sole owner & developer of the Lufnews brand. After serving five years in the British Army, including an operational tour of Afghanistan, Alex decided to pursue one of his hobbies and set up a fan site for Leeds United.

Encouraged by his father, Howard Matthews, who acts as a business advisor to a diverse range of companies, and who recognised how successful the site had started to become – reaching as many as 150,000 people with some bulletins, Alex began to think about how the site could be developed onto a more commercial footing.

Having re-focused the site and developed a strong Facebook presence (3,000 plus followers), through Howard's collaboration with the University of Winchester, the Lufnews brand has been reborn with a revamped website and an exclusive app produced by designers Cain Mackenzie-Yapa and Matt Hampsey.

### What does LUFC News do?

Great emphasis is placed on ensuring Leeds United fans receive the best possible service to keep them updated on the latest at Leeds United as news breaks. Lufnews' passion is to be innovative and create a brand to be something that an increasing number of fans globally have embraced since launch in May 2017.

The introduction of the new app, exclusive to Lufnews – nothing like it is available on any other fan site, will not only benefit the Leeds United community, but enhance their interaction with other like-minded fans to help grow the fanbase and the club's exposure in general.

### Why is LUFC News different?

- Lufnews provides the most updated and reliable information on all things Leeds United, which means that there will be no false or misleading information on our platforms.
- Access to our exclusive app that has a live chat feature so you can chat amongst your peers and much more! This means that users will have a different way of engaging with us whilst also enjoying our streams.
- Both our website and app is continually updated on the latest stats. This means that fans will have the most updated stats and information to access on the net which is reliable.
- Access to exclusive merchandise designed by our personal designers here at Lufnews. All our merchandise is unique to the Lufnews brand, none of our designs are made elsewhere.
- Stylised social media posting creating a more exciting way in which we share information on our social media platforms.
- Lastly, continually engaging with users to improve our services as much as possible. You the fans will make this brand a continued success. That's why your feedback and interests are very important to us to help us give you the best possible user experience and service.

### Lufnews' Aims:

- Update Leeds United fans on a regular basis with all the latest news, stats and rumours and anything Leeds United related
- Continually engage with users to help improve the service
- Provide fans with a means to interact with each other via live streams
- Give access to exclusive Lufnews merchandise
- Provide top quality content
- Add features that enhance the user experience
- Keep the website and app free of ads as much as possible
- Ensure the site is kept fully family friendly
- Ensure compliance with regulatory requirements
- Ensure compatibility with the highest standards of commercial behaviour
- To create an experience of value to all

### MEET OUR TEAM



Alex Matthews  
Owner

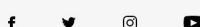


Cain Mackenzie-Yapa  
Technically Gifted



Matt Hampsey  
Designer Extraordinaire

[Join the Team](#)



## Latest News



**Paul Madeley: Leeds United legend dies, aged 73**



**Have Leeds United and Middlesbrough's Joe Bryan chances gone?**

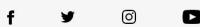


**'Beautiful!' Leeds United's new home kit greeted by positive reaction**



**RB Leipzig to battle Middlesbrough and Leeds United to sign defender**

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### What does LUFC News do?

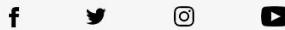
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## 2018/2019 Fixtures

[book your season ticket here](#)

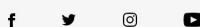
Sun 5 Aug	<b>Stoke City</b>	H	Sat 1 Dec	Sheffield United	A	Sat 6 Apr	Birmingham City	A
Sat 11 Aug	Derby County	A	<b>Sat 8 Dec</b>	<b>Queens Park Rangers</b>	H	Tue 9 Apr	Preston North End	A
<b>Sat 18 Aug</b>	<b>Rotherham United</b>	H	Sat 15 Dec	Bolton Wanderers	A	<b>Sat 13 Apr</b>	<b>Sheffield Wednesday</b>	H
Wed 22 Aug	Swansea City	A	Sat 22 Dec	Aston Villa	A	<b>Fri 19 Apr</b>	<b>Wigan Athletic</b>	H
Sat 25 Aug	Norwich City	A	<b>Wed 26 Dec</b>	<b>Blackburn Rovers</b>	H	Mon 22 Apr	Brentford	A
<b>Sat 1 Sep</b>	<b>Middlesbrough</b>	H	<b>Sat 29 Dec</b>	<b>Hull City</b>	H	<b>Sat 27 Apr</b>	<b>Aston Villa</b>	H
Sat 15 Sep	Millwall	A	Tue 1 Jan	Nottingham Forest	A	Sun 5 May	Ipswich Town	A
<b>Tue 18 Sep</b>	<b>Preston North End</b>	H	<b>Sat 12 Jan</b>	<b>Derby County</b>	H			
<b>Sat 22 Sep</b>	<b>Birmingham City</b>	H	<b>Sat 19 Jan</b>	Stoke City	A			
Sat 29 Sep	Sheffield Wednesday	A	<b>Sat 26 Jan</b>	Rotherham United	A			
Wed 3 Oct	Hull City	A	<b>Sat 2 Feb</b>	<b>Norwich City</b>	H			
<b>Sat 6 Oct</b>	<b>Brentford</b>	H	Sat 9 Feb	Middlesbrough	A			
Sat 20 Oct	Blackburn Rovers	A	<b>Wed 13 Feb</b>	<b>Swansea City</b>	H			
<b>Wed 24 Oct</b>	<b>Ipswich Town</b>	H	Sat 16 Feb	Queens Park Rangers	A			
<b>Sat 27 Oct</b>	<b>Nottingham Forest</b>	H	<b>Sat 23 Feb</b>	<b>Bolton Wanderers</b>	H			
Sat 3 Nov	Wigan Athletic	A	<b>Sat 2 Mar</b>	<b>West Bromwich Albion</b>	H			
Sat 10 Nov	West Bromwich Albion	A	Sat 9 Mar	Bristol City	A			
<b>Sat 24 Nov</b>	<b>Bristol City</b>	H	Tue 12 Mar	Reading	A			
<b>Tue 27 Nov</b>	<b>Reading</b>	H	<b>Sat 16 Mar</b>	<b>Sheffield United</b>	H			
			<b>Sat 30 Mar</b>	Millwall	H			



## League Table

### Sky Bet Championship 2018/19

#	Team	P	I	W	D	L	F	A	GD	Pts
1	Aston Villa	0	0	0	0	0	0	0	0	0
2	Birmingham City	0	0	0	0	0	0	0	0	0
3	Blackburn Rovers	0	0	0	0	0	0	0	0	0
4	Bolton Wanderers	0	0	0	0	0	0	0	0	0
5	Brentford	0	0	0	0	0	0	0	0	0
6	Bristol City	0	0	0	0	0	0	0	0	0
7	Derby County	0	0	0	0	0	0	0	0	0
8	Hull City	0	0	0	0	0	0	0	0	0
9	Ipswich Town	0	0	0	0	0	0	0	0	0
10	Leeds United	0	0	0	0	0	0	0	0	0
11	Middlesbrough	0	0	0	0	0	0	0	0	0
12	Millwall	0	0	0	0	0	0	0	0	0
13	Norwich City	0	0	0	0	0	0	0	0	0
14	Nottingham Forest	0	0	0	0	0	0	0	0	0
15	Preston North End	0	0	0	0	0	0	0	0	0
16	Queens Park Rangers	0	0	0	0	0	0	0	0	0
17	Reading	0	0	0	0	0	0	0	0	0
18	Rotherham United	0	0	0	0	0	0	0	0	0
19	Sheffield United	0	0	0	0	0	0	0	0	0
20	Sheffield Wednesday	0	0	0	0	0	0	0	0	0
21	Stoke City	0	0	0	0	0	0	0	0	0
22	Swansea City	0	0	0	0	0	0	0	0	0
23	West Bromwich Albion	0	0	0	0	0	0	0	0	0
24	Wigan Athletic	0	0	0	0	0	0	0	0	0



## Manager, Marcelo Bielsa



### Marcelo Bielsa

Marcelo Alberto Bielsa Caldera is an Argentine football manager, currently in charge of English side Leeds United. Bielsa has managed several football clubs and also the national teams of Argentina and Chile.

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He developed his career as coach of Newell's Old Boys, leading that team to several wins in the early 1990s, then moved to Mexico in 1992, briefly coaching Club Atlas and Club América. Bielsa returned to Argentina in 1997 to manage Vélez Sársfield.

With Chile, he achieved cult status due to the improved results of the national team under his leadership. His personality and gestures during his stint in Chile captured the attention of media and unleashed a series of minor controversies both in sports and politics.

He had a two year-spell in Spain at Athletic Bilbao between 2011 and 2013, leading them to domestic and continental cup finals in the first season, though losing both. On 8 August 2015, Bielsa resigned as coach of Olympique Marseille after just over a year at the French club.

On 15 June 2018 he was appointed as manager of Leeds United, prior to which his most recent role had been at Lille.

## Squad List

### GOALKEEPERS



### DEFENDERS

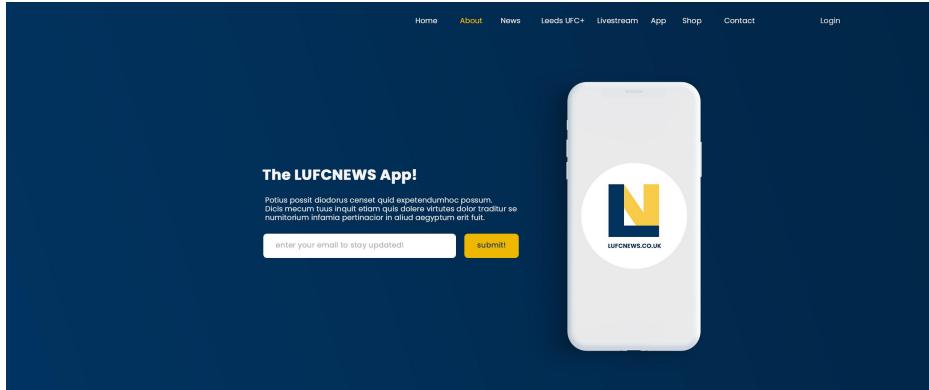


### MIDFIELDERS



### STRIKERS





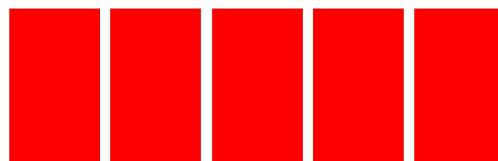
## Features of LUFCNEWS App

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## App Screenshots

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## Testimonials

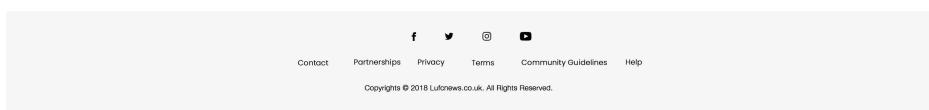
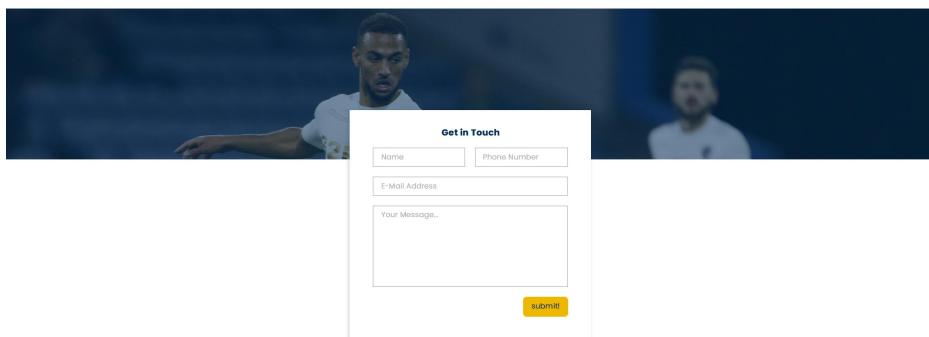
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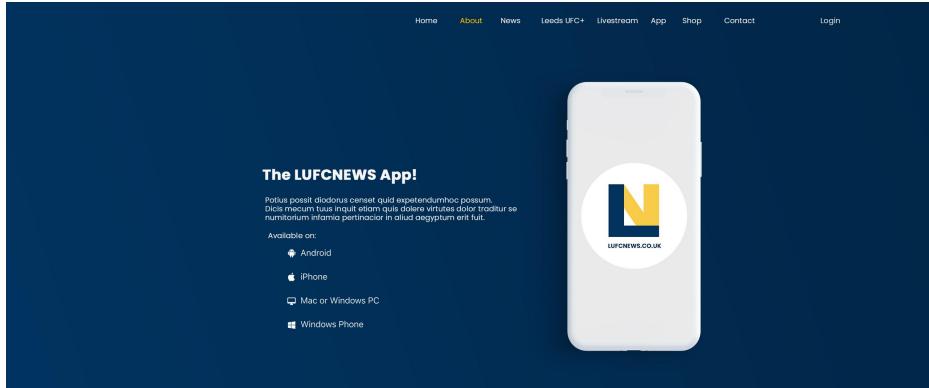


Cain Mackenzie-Yapp  
Leeds Supporter for x years



Matthew Patrick Hampsay  
Leeds Supporter for x years





## Features of LUFCNEWS App

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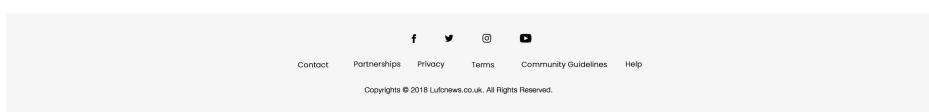
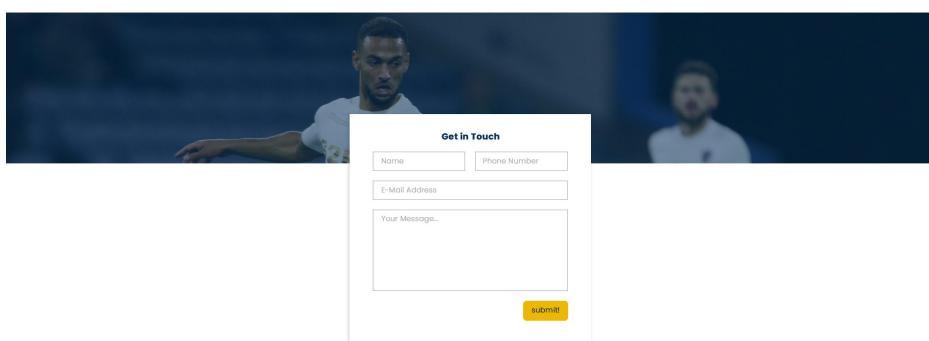
## Testimonials

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 Coin Mackenzie-Yapp  
LUFC Supporter for 3 hours

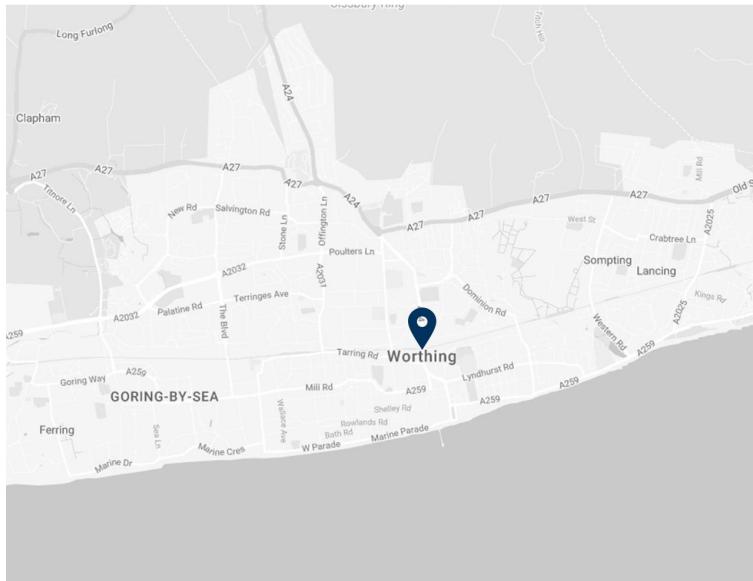
 Matthew Patrick Hampsay  
LUFC Supporter for 3 hours



**Need Us?  
Give us a Shout!**

We aim to reply within 24 hours.

**submit!**



**Follow Us on Social Media!**



## Partnerships

### Companies we work with!



#### Praetorian Tactical

Focused on bringing you quality. Praetorian Tactical go through extensive lengths to source and supply a range of high quality products from established manufacturers and consulting services to our clients.



#### Trunk Top

Independent apparel – custom print options –  
Brighton, UK.



#### Shard Clothing

Shard Clothing is an independent BMX clothing brand based in Brighton and the surroundings areas specialising in bespoke designs for avid BMX riders alike.

## LUFC News Privacy Policy

### Privacy Policy

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If you choose to use our Service, then you agree to the collection and use of information in relation to this policy. The Personal Information that we collect is used for providing and improving the Service. We will not use or share your information with anyone except as described in this Privacy Policy.

The terms used in this Privacy Policy have the same meanings as in our Terms and Conditions, which is accessible at Lufcnews unless otherwise defined in this Privacy Policy.

#### Information Collection and Use

For a better experience, while using our Service, we may require you to provide us with certain personally identifiable information. The information that we request is will be retained by us and used as described in this privacy policy.

The app does use third party services that may collect information used to identify you.

Link to privacy policy of third party service providers used by the app:

- Google Play Services

#### Log Data

We want to inform you that whenever you use our Service, in a case of an error in the app we collect data and information (through third party products) on your phone called Log Data. This Log Data may include information such as your device Internet Protocol ("IP") address, device name, operating system version, the configuration of the app when utilizing our Service, the time and date of your use of the Service, and other statistics.

#### Cookies

Cookies are files with a small amount of data that are commonly used as anonymous unique identifiers. These are sent to your browser from the websites that you visit and are stored on your device's internal memory.

This Service does not use these "cookies" explicitly. However, the app may use third party code and libraries that use "cookies" to collect information and improve their services. You have the option to either accept or refuse these cookies and know when a cookie is being sent to your device. If you choose to refuse our cookies, you may not be able to use some portions of this Service.

#### Service Providers

We may employ third-party companies and individuals due to the following reasons:

- To facilitate our Service;
- To provide the Service on our behalf;
- To perform Service-related services; or
- To assist us in analyzing how our Service is used.

We want to inform users of this Service that these third parties have access to your Personal Information. The reason is to perform the tasks assigned to them on our behalf. However, they are obligated not to disclose or use the information for any other purpose.

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We value your trust in providing us your Personal Information, thus we are striving to use commercially acceptable means of protecting it. But remember that no method of transmission over the internet, or method of electronic storage is 100% secure and reliable, and we cannot guarantee its absolute security.

#### Links to Other Sites

This Service may contain links to other sites. If you click on a third-party link, you will be directed to that site. Note that these external sites are not operated by us. Therefore, we strongly advise you to review the Privacy Policy of these websites. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

#### Children's Privacy

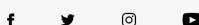
These Services do not address anyone under the age of 13. We do not knowingly collect personally identifiable information from children under 13. In the case we discover that a child under 13 has provided us with personal information, we immediately delete this from our servers. If you are a parent or guardian and you are aware that your child has provided us with personal information, please contact us so that we will be able to do necessary actions.

#### Changes to This Privacy Policy

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#### Contact Us

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## LUFC News

### Terms & Conditions



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By downloading or using the app, these terms will automatically apply to you – you should make sure therefore that you read them carefully before using the app. You're not allowed to copy, or modify the app, any part of the app, or our trademarks in any way. You're not allowed to attempt to extract the source code of the app, and you also shouldn't try to translate the app into other languages, or make derivative versions. The app itself, and all the trade marks, copyright, database rights and other intellectual property rights related to it, still belong to Lufcnews.co.uk.

Lufcnews.co.uk is committed to ensuring that the app is as useful and efficient as possible. For that reason, we reserve the right to make changes to the app or to charge for its services, at any time and for any reason. We will never charge you for the app or its services without making it very clear to you exactly what you're paying for.

The Lufcnews app stores and processes personal data that you have provided to us, in order to provide our Service. It's your responsibility to keep your phone and access to the app secure. We therefore recommend that you do not jailbreak or root your phone, which is the process of removing software restrictions and limitations imposed by the official operating system of your device. It could make your phone vulnerable to malware/viruses/malicious programs, compromise your phone's security features and it could mean that the Lufcnews app won't work properly or at all.

You should be aware that there are certain things that Lufcnews.co.uk will not take responsibility for. Certain functions of the app will require the app to have an active internet connection. The connection can be Wi-Fi, or provided by your mobile network provider, but Lufcnews.co.uk cannot take responsibility for the app not working at full functionality if you don't have access to Wi-Fi, and you don't have any of your data allowance left.

If you're using the app outside of an area with Wi-Fi, you should remember that your terms of the agreement with your mobile network provider will still apply. As a result, you may be charged by your mobile provider for the cost of data for the duration of the connection while accessing the app, or other third party charges. In using the app, you're accepting responsibility for any such charges, including roaming data charges if you use the app outside of your home territory (i.e. region or country) without turning off data roaming. If you are not the bill payer for the device on which you're using the app, please be aware that we assume that you have received permission from the bill payer for using the app.

Along the same lines, Lufcnews.co.uk cannot always take responsibility for the way you use the app i.e. You need to make sure that your device stays charged – if it runs out of battery and you can't turn it on to avail the Service, Lufcnews.co.uk cannot accept responsibility.

With respect to Lufcnews.co.uk's responsibility for your use of the app, when you're using the app, it's important to bear in mind that although we endeavour to ensure that it is updated and correct at all times, we do rely on third parties to provide information to us so that we can make it available to you. Lufcnews.co.uk accepts no liability for any loss, direct or indirect, you experience as a result of relying wholly on this functionality of the app.

At some point, we may wish to update the app. The app is currently available on Android and iOS – the requirements for both systems (and for any additional systems we decide to extend the availability of the app to) may change, and you'll need to download the updates if you want to keep using the app. Lufcnews.co.uk does not promise that it will always update the app so that it is relevant to you and/or works with the iOS/Android version that you have installed on your device. However, you promise to always accept updates to the application when offered to you. We may also wish to stop providing the app, and may terminate use of it at any time without giving notice of termination to you. Unless we tell you otherwise, upon any termination, (a) the rights and licenses granted to you in these terms will end; (b) you must stop using the app, and (if needed) delete it from your device.

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# LUFC News

## Community Guidelines



### Community

Lufcnews.co.uk is about showing humanity to one another: the word itself captures the spirit of being human.

We want a productive, happy and agile community that can welcome new ideas in a complex field, improve every process every year, and foster collaboration between groups with very different needs, interests and skills.

We gain strength from diversity, and actively seek participation from those who enhance it. This code of conduct exists to ensure that diverse groups collaborate to mutual advantage and enjoyment. We will challenge prejudice that could jeopardise the participation of any person at Lufcnews.co.uk.

The Code of Conduct governs how we behave in public or in private whenever Lufcnews.co.uk will be judged by our actions. We expect it to be honoured by everyone who represents Lufcnews.co.uk officially or informally, claims affiliation with the Lufcnews.co.uk, or participates directly.

- We strive to:
- Be considerate.
- Our work will be used by other people, and we in turn will depend on the work of others. Any decision we take will affect users and colleagues, and we should consider them when making decisions.
- Be respectful.
- Disagreement is no excuse for poor manners. We work together to resolve conflict, assume good intentions and do our best to act in an empathetic fashion. We don't allow frustration to turn into a personal attack. A community where people feel uncomfortable or threatened is not a productive one.
- Take responsibility for our words and our actions.
- We can all make mistakes; when we do, we take responsibility for them. If someone has been harmed or offended, we listen carefully and respectfully, and work to right the wrong.
- Use common sense.
- When our produce is a complex whole made of many parts, it is the sum of many dreams. Collaboration between teams that each have their own goal and vision is essential; for the whole to be more than the sum of its parts, each part must make an effort to understand the whole.
- Collaboration reduces redundancy and improves the quality of our work.
- Internally and externally, we celebrate good collaboration. Wherever possible, we work closely with upstream projects and others in the free software community to coordinate our efforts. We prefer to work transparently and involve interested parties as early as possible.
- Value decisiveness, clarity and consensus.
- Disagreements, social and technical, are normal, but we do not allow them to persist and fester leaving others uncertain of the agreed direction.
- We expect participants at Lufcnews.co.uk to resolve disagreements constructively. When they cannot, we escalate the matter to structures with delegated authority to arbitrate and provide clarity and direction.
- Ask for help when unsure.
- Nobody is expected to be perfect in this community. Asking questions early avoids many problems later, so questions are encouraged, though they may be directed to the appropriate forum. Those who are asked should be responsive and helpful.
- Step down considerately.
- When somebody leaves or disengages from the project, we ask that they do so in a way that minimises disruption to the project. They should tell people they are leaving and take the proper steps to ensure that others can pick up where they left off.

### Leadership, authority and responsibility

We all lead by example, in debate and in action. We encourage new participants to feel empowered to lead, to take action, and to experiment when they feel innovation could improve Lufcnews.co.uk. Leadership can be exercised by anyone simply by taking action, there is no need to wait for recognition when the opportunity to lead presents itself.

### Delegation from the top

Responsibility for the project starts with the "benevolent dictator", who delegates specific responsibilities and the corresponding authority to a series of teams, councils and individuals, starting with the Community Council ("CC"). That Council or its delegated representative will arbitrate in any dispute. We are a meritocracy; we delegate decision making, governance and leadership from senior bodies to the most able and engaged candidates.

### Support for delegation is measured

Nominations to the boards and councils are at the discretion of the Community Council, however the Community Council will seek the input of the community before confirming appointments.

Leadership is not an award, right, or title; it is a privilege, a responsibility and a mandate. A leader will only retain their authority as long as they retain the support of those who delegated that authority to them.

### We value discussion, data and decisiveness

We gather opinions, data and commitments from concerned parties before taking a decision. We expect leaders to help teams come to a decision in a reasonable time, to seek guidance or be willing to take the decision themselves when consensus is lacking, and to take responsibility for implementation.

The poorest decision of all is no decision: clarity of direction has value in itself. Sometimes all the data are not available, or consensus is elusive. A decision must still be made. There is no guarantee of a perfect decision every time - we prefer to err, learn, and err less in future than to postpone action indefinitely.

We recognise that Lufcnews.co.uk works better when we trust the teams closest to a problem to make the decision for any given decision/project. If we learn of a decision that we disagree with, we can engage the relevant team to aid consensus growing, and failing that, we have a governance structure that can review the decision, ultimately. If a decision has been taken by the people responsible for it, and is supported by Lufcnews.co.uk's governance, it will stand. None of us expects to agree with every decision, and we value highly the willingness to stand by Lufcnews.co.uk and help it deliver even on the occasions when we ourselves may prefer a different route.

### Open meritocracy

We invite anybody, from any company, to participate in any aspect of Lufcnews.co.uk. Our community is open, and any responsibility can be carried by any contributor who demonstrates the required capacity and competence.

### Teamwork

A leader's foremost goal is the success of the team. "A virtuoso is judged by their actions; a leader is judged by the actions of their team." A leader knows when to act and when to step back. They know when to delegate work, and when to take it upon themselves.

### Credit

A good leader does not seek the limelight, but celebrates team members for the work they do. Leaders may be more visible than members of the team, good ones use that visibility to highlight the great work of others.

### Courage and considerateness

Leadership occasionally requires bold decisions that will not be widely understood, consensual or popular. We value the courage to take such decisions, because they enable the Lufcnews.co.uk as a whole to move forward faster than we could if we required complete consensus. Nevertheless, boldness demands considerateness; take bold decisions, but do so mindful of the challenges they present for others, and work to soften the impact of those decisions on them. Communicating changes and their reasoning clearly and early on is as important as the implementation of the change itself.

### Conflicts of interest

We expect leaders to be aware when they are conflicted due to employment or other projects they are involved in, and abstain or delegate decisions that may be seen to be self-interested. We expect that everyone who participates in Lufcnews.co.uk does so with the goal of making life better for its users.

When in doubt, ask for a second opinion. Perceived conflicts of interest are important to address; as a leader, act to ensure that decisions are credible even if they must occasionally be unpopular, difficult or favourable to the interests of one group over another.

This Code is not exhaustive or complete. It is not a rulebook; it serves to distil our common understanding of a collaborative, shared environment and goals. We expect it to be followed in spirit as much as in the letter.



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