



FAN ADVISORY BOARD

MEETING THREE - 5 MARCH, 2025

Supporter Representatives:

Paul Angrave
Emily Burditt
Ian Bason
Jo Lee
Ravi Tara
Graeme Smith

LCFC Representatives:

Susan Whelan
Chief Executive
Anthony Herlihy
Communications Director
Alan Dawson
Director Of Stadium Operations
Imogen Ward
Head of Fan Engagement
Louise Hollingsworth
Supporter Engagement Manager
Jim Donnelly
Supporter Relations &
Accessibility Manager

WELCOME & INTRODUCTION – SUSAN WHELAN

Chief Executive Susan Whelan opened the meeting and was pleased to welcome everyone for the third FAB meeting.

Minutes of the previous meeting were read and approved.

It was advised that Safe Standing would be implemented for the 2025/26 season, with further discussions taking place in the meeting. Members were advised that there would be a price freeze on 2025/26 Season Tickets, with match-by-match pricing still under consideration.

A catering tender process is currently underway, and the Club expects to make a decision on the outcome in April. The Club will also be exploring options for the pouring contract.

A tender process was also underway for the Club's ticketing provider, and it was confirmed that this wouldn't affect any planned timelines for on-sale dates.

The Club confirmed there would be four further Fanzones taking place this season and conversations were ongoing about the possibility of using a larger area close to the stadium.

FCC meetings and Your 90 Minutes meetings had progressed as planned.

AGENDA ITEMS

MATCHDAY EXPERIENCE

Safe Standing Business Decision & Communication Plan

- It was confirmed that a business decision on safe standing has been reached taking into account fan safety, findings from the fan consultation, supporter experience and minimising the impact of sight lines.
- The Club confirmed there would be 5,500 safe standing positions made available, which is 17.6 per cent of stadium capacity.
- Members were shown a breakdown of safe standing per area, which detailed specific areas and total numbers of available positions in each area, including the away area.
- A proposed timeline with on-sale dates and a safe standing communication plan was shared with the group and included priority relocation periods for those wishing to move out of and into safe standing areas. Members felt it was a well-considered plan and emphasised the need for it to be communicated in a clear, concise manner.
- Members asked if there were PSR concerns and encouraged the Club to clearly communicate that there were no PSR implications.
- Members asked if tickets in Safe Standing areas would be available on a match-by-match basis. The Club advised that they hoped to be able to offer match-by-match tickets, but with uncertainty around availability, this would have to be assessed after the Season Ticket sales and relocation period.

Supporter Behaviour

- An agenda item was raised by a member referencing two separate incidents (Everton away and Brentford home).
- Updates were provided by the Club on both incidents.
- Members referenced a request that had been made by Union FS on an email to the FAB email address requesting a meeting about their treatment by other fans.

ACTION

Club to confirm meeting date with Union FS and other Supporter Groups who are part of the FCC Working Group as part of the Fan Engagement Framework review.

- A member said the Club needs to explore recognition of fan groups. The Club shared information on the Supporter Group Framework later in the meeting.

LONG-TERM AUDIENCE GROWTH & SUPPORTER PATHWAY

TICKETING FOR 2025/26, INCLUDING PRICING & TICKET EXCHANGE

Ticket Resale & Transfer

- Members were provided with detailed information about resale/forwarding numbers.
- The Club accepted that there were more challenges faced around no shows due to change in kick-off times. The family area, which requires adults to be seated with at least one under-18 supporter as part of their party, was particularly affected when games were moved to the evenings.
- Member asked if there was any consistent feedback from the post-match surveys which asked Season Ticket Holders why they didn't attend. The Club confirmed that there were mixed responses, ranging from kick-off time/date, illness and performance, but the response rate is low.
- The Club shared the number of people utilising the full five resale and five ticket forwarding options, and these were very low, suggesting people didn't know about the option, didn't want to use it, or felt it was too difficult to use. The Club showed an example of the ticketing platform updates it is working on to make the process more simple, and said it was doing more to generate awareness of the resale platform and awareness of how to purchase tickets put up for resale. It made a commitment to see if this improved the ticket exchange numbers going forward. Members agreed that the ticketing platform changes looked more user-friendly.

ACTION

Club to update whether Ticket Re-Sale and Ticket Forwarding usage has increased following changes.

- One member proposed the number of times tickets can be forwarded/resold should be increased. The Club confirmed that very few supporters have maximised the current number which suggests the number of times people can exchange their ticket isn't prohibitive to most supporters.
- Members asked if the maximum can be 10 in total, not a split of five resale and five forwarding.

ACTION

Club to explore and feedback on suggestion fans should be able to re-sell or forward their season ticket up to ten times in total, rather than limited to 5 re-sales and 5 forwards.

- A Member asked if there was an update from the Club on being able to forward tickets to a supporter with a concession – currently there is a requirement to speak to the Ticket Office to action this as it can't be done online. Club confirmed they have fed this into the work being done to simplify the platform going forward.
- One member asked if the Club had looked at supporters being able to donate their ticket to a community group or charity.

ACTION

Club to feedback on possibility for supporters to donate their season ticket to a community group or charity, if they can't attend.

General Sale

- Updated sales figures were presented to the group for all games that had gone on General Sale.
- Members agreed the ticket pricing for cup games was well received by fans.
- Members had requested a breakdown of Season Ticket sales by price type to see the demographics of Season Ticket Holders. Approximately 37 per cent of Season Ticket sales are to concessions.

Digital Ticketing, Exemptions & Away Digital Ticketing Trial

- The Club confirmed the default ticket will be digital, which falls in line with the Premier League mandate – this will be irrespective of divisional status.
- It was acknowledged that digital ticketing was discussed at the previous two FCC Working Group meetings, with a consensus that the FCC Working Group was comfortable with the move towards digital ticketing. The group encouraged the Club to communicate digital ticketing processes early and clearly, and ensure exemptions were available.
- It was acknowledged that exemptions for digital ticketing were discussed at the FCC Working Group meeting in January, with a list of possible exemptions discussed.
- Following feedback from the FAB and FCC Working Group meetings, the Club suggested that exemptions should fall into three categories. The default in all cases would be digital, but supporters could request an exemption if they are under 16, over 65 or are registered with the Club with a disability. Consideration would be given to supporters outside of these categories only in exceptional circumstances.
- Members supported these exemption categories. One member asked if under-16s needed to be exempt, as they cannot enter the stadium without an accompanying adult. Discussions took place about potential problems if under-16s attended with different parents and might not be able to access their digital Season Ticket.
- The Club are working on a Vulnerable Supporters Policy, which will provide internal guidance for supporters that fall outside of the published exemptions to ensure that the Club can provide extra support to fans when required.

ACTION

Club to share Vulnerable Supporters Policy with FAB for their input.

The Club confirmed there would not be a charge for a physical card for a supporter who falls into one of these categories.

Away Digital Ticketing Trial

- The Brighton and AFC Bournemouth away matches will form part of a digital ticket trial.
- The Club will request feedback from staff and supporters following each game.

Your 90 Minutes – Away Priority Points Feedback

The Club confirmed it was one of the best attended Your 90 Minutes sessions to date. Feedback from the session was shared with the group, which included the themes detailed below. It was agreed that the topic should be discussed at the FCC Working Group on 30 April, with feedback to inform wider review of products and Membership.

Key themes:

- There was a consensus for introducing ticket collection ID checks for away games as well as support for enhanced digital ticketing and security measures (photo integration and feasibility of away ticket resale platform suggested).
- There was a consensus from all but one person that the 50 priority points for season ticket renewal should be reduced or removed.
- There was a suggestion to explore account linking – enabling points to be allocated within families or groups, and a suggestion for a weighted points system which would mean rewarding less popular away games with more points.
- There was a suggestion to review increasing the member ticket allocation percentage.
- There were suggestions to improve booking visibility for coach and away tickets – supporters would like sight of live availability when purchasing online.

Ticketing Operations and Procedures

- Agenda item requested by member following an issue that had arisen on social media about a supporter complaining about customer service. The Club confirmed the issue had been resolved by LCFC Help and the Club confirmed they were reviewing policies to allow for greater consideration to exceptional circumstances, including the introduction of a Vulnerable Supporters Policy for internal use.

FAN ENGAGEMENT FRAMEWORK

The FCC Working Group Chairs (who are all FAB members) provided feedback from their breakout groups, detailed below:

Group 1: Matchday Experience

- The Chair reported that the main discussion point was the Fan Zone, which received a mixed response.
- Some supporters felt the food and drink offering was poor, particularly at the Arsenal match, with poor customer service.
- Members of the FCC Working Group felt that there needs to be an incentive to arrive early – offers on beer was suggested.
- The Fanzone should include more local offerings, especially food/drink and local entertainment acts.
- LCFC legends were well received and early communications about who will attend were encouraged to get as many people to attend as possible.
- Everton was deemed a good example of a Fanzone.
- There was a discussion about food and drink in the stadium, which included comments about poor customer service in concourse areas. The Club confirmed feedback from the post-match surveys and FCC Working Group discussions had been used as part of the catering tender.
- An example was shared by a member of Crystal Palace offering £1 per pint between 2-2.30pm in the concourse, to encourage supporters to arrive early.
- It was noted by Members that there had been positive improvement from the PA announcer following feedback from the FCC Working Group being shared.

Group 2: Ticketing & Products

- The Chair reported discussions took place around digital ticketing, Memberships and communication.
- Members of the FCC Working Groups discussed exemptions and agreed on the three eligible categories.
- Discussions on Memberships didn't reach a conclusion but included discussions about a ticket-only Membership and the benefits on offer.

Group 3: LCFC Culture

- The Chair reported the group held discussions around supporter behaviour and the ongoing issue with Wi-Fi connectivity.
- The Club asked for feedback about potentially having information points in concourses where supporters could report issues – it was felt this would be a positive step although it would mean people would need to leave their seats to report issues and it would not be possible to do it out of view of other fans. The group suggested that staff members should also be available at these points.
- Discussions also took place around the stewards and the view that there should be improvements in training for stewards dealing with difficult situations.
- It was reported that 75 per cent of the breakout group have witnessed abuse, but no steward had come to help or help report.

FAB Visibility & Fan Communication

- Agenda item raised by a member.
- The Club website's Fan Engagement section has been updated to include member profiles and information about how to contact the FAB.
- The Club said it would ensure the FAB are represented in upcoming decisions/communications.
- One member asked if there could be a news story when FAB Minutes are published.
- This should include a simplified version of the full minutes. It was confirmed that the Club was already in the process of producing these and will share with the group once finalised.
- One member suggested contacting other FABs for benchmarking.

ACTION

FAB members to talk to other Club's FAB members about FAB visibility and report back at next meeting.

Supporter Group Framework:

- Agenda item raised by member.
- The Club confirmed they have started work on a project to create a supporter group framework which would recognise and support supporter groups better, providing guidance on criteria for engagement. The Club said they would like to continue to consult with the FAB and FCC Working Group on this.
- Members agreed this would be an important part of the framework.

AOB

- One member asked for strategic visions and objectives to be included in the next meeting.
- One member suggested that the next meeting would include a review of the FAB.



DATE OF NEXT MEETING

Wednesday 21 May, 2025