



YOUR 90 MINUTES

MEN'S MATCHDAY EXPERIENCE

ONLINE MEETING
21 JULY, 2026

LCFC Representatives:

Jim Donnelly
Supporter Relations and Accessibility Manager

Kellie Inskip
Supporter Relations Assistant

Supporter Representatives:

Blake, Nimesh, John,
Tom, Julia, Alison,
Robert, Graham, Luke

Supporter Groups:

None

MEN'S MATCHDAY EXPERIENCE

The session focused on supporters' experiences throughout the matchday, from arrival through to leaving the stadium.

PRE-MATCH EXPERIENCE

Supporters discussed their experiences of the Fan Zone, Family Zone and 1884 Sports Bar.

Those who regularly use the 1884 Sports Bar spoke positively about the atmosphere and service, although several felt more supporters were unaware that it was open before and after matches. Members suggested that opening times should be promoted more widely and that a broader food offering, such as pies and filled rolls, would encourage greater use. There was also support for keeping the Sports Bar open after matches to show televised football.

Feedback on the Fan Zone was generally positive, with supporters appreciating the opportunity to socialise before matches. However, several felt the food offering had become repetitive and suggested introducing a wider range of street food options, including local produce and international cuisine such as tacos, burritos and steak sandwiches.

Supporters also discussed the previous Fan Zone location on the brick weave, with several recalling the atmosphere created during the Club's 5000/1 celebrations and suggesting a return to that style of activation where possible.

The ticket scanning process for entering the Fan Zone was discussed, with some supporters highlighting inconsistencies in staff knowledge around digital and physical tickets. It was agreed that additional staff training would help improve the supporter experience.

Although none of the attendees had recently visited the Family Zone, there was positive feedback about the concept. It was suggested that additional seating for parents would further improve the space. Supporters also expressed a desire to see a greater range of alcohol-free drink options available throughout the stadium rather than being limited to hospitality areas.

HALF-TIME EXPERIENCE

Discussion focused on catering, entertainment and the overall supporter experience during half-time.

Several supporters commented that long queues often discourage them from purchasing food or drink at half-time, while others highlighted the need for improved Wi-Fi throughout the stadium.

Views on the stadium music were generally positive, although some supporters felt the live DJs and music selection could be improved. It was suggested that entertainment should be more visible and not contained to one area of the stadium.

Supporters also suggested bringing back popular activities from previous seasons, including T-shirt cannons, and introducing new interactive competitions such as randomly selected supporters taking part in on-pitch challenges for prizes. Fireworks and other matchday activations were also suggested to help build atmosphere.

POST-MATCH EXPERIENCE

Supporters agreed that whether they stay after a match is often influenced by the result.

Several felt there was an opportunity to encourage supporters to remain at the stadium longer by creating a more vibrant post-match atmosphere, similar to experiences at other local sporting venues.

SUGGESTIONS INCLUDED:

- Extending opening hours of the 1884 Sports Bar
- Showing live televised sport after matches
- Offering food and drink promotions before and after games
- Providing live entertainment to encourage supporters to stay longer

Members also felt these offers should be promoted through a variety of communication channels, not solely via social media.

ADDITIONAL FEEDBACK:

Supporters raised several wider matchday topics, including:

- Holding a future Your 90 Minutes session dedicated to catering, with OVG
- Improving training for catering and bar staff to deliver a more consistent supporter experience
- Continuing to invest in steward training
- Introducing clearer hospitality upgrade opportunities on matchdays
- Offering exclusive Foxes Fanstore promotions through the Club app to encourage greater retail engagement

Overall, supporters recognised many positive aspects of the current matchday experience but identified opportunities to improve food and beverage choice, communication, staff training and pre- and post-match entertainment to create a more engaging experience throughout the day.

