



FAN ADVISORY BOARD

MEETING FOUR - 11 JUNE, 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
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 fourth FAB meeting.

Minutes of the previous meeting were read and approved.

The disappointment of relegation of the men's team from the Premier League was acknowledged.

Fan sentiment and the lack of communication from the Club about relegation and future plans was addressed, and it was acknowledged that it is a Club priority to focus on fan re-engagement. Fan representatives stressed the importance of communication from the Club leadership as soon as possible.

ACTIONS FROM PREVIOUS MEETING

FAB AND FCC WORKING GROUP

Ticket resale platform

The Club confirmed that changes to make the online resale platform more user-friendly will be implemented for the start of the season.

- The potential of introducing resale for away tickets was discussed including the challenges about the requirement for physical tickets to be returned in order to process a refund, which would mean a long deadline for any returns. The fact that some EFL Clubs do not use digital ticketing limits the options to process refunds digitally. It was felt it would be difficult to introduce this season, but the Club would monitor the situation including whether it was possible to look at a trial.

Ticket Donation Process

- Following a request from FAB members to allow Season Ticket Holders to donate their ticket to charity if they weren't able to use it, the Club provided an update on possibilities.
- There are challenges around being able to donate an 'actual' ticket to a charity including:
 - The ticketing system not having the functionality to action this, requiring a manual process to be introduced by both the Club and the charity to allocate tickets. This would involve a two-week pre-game deadline in order to manage and allocate the donated tickets.
 - Challenges from not knowing how many tickets would be donated for each game and their location would mean it would be difficult to allocate tickets to family/friend groups e.g. a family with children might need four tickets next to each other in the family area rather than a single ticket.
- The ticketing system is currently able to facilitate Season Ticket Holders donating the re-sale value of their ticket to charity.
- It was agreed that the Club would trial 50 tickets per game being allocated for charity donations. The Club would subsidise the risk if 50 tickets weren't donated by fans. It was agreed that this would be trialled for the first three games and reviewed at the first FAB session next season.

Vulnerable Supporters protection

- Following a discussion in the last FAB meeting about making sure the individual needs of supporters were considered and avoiding a 'computer says no' approach, the Club presented an internal referral process to ensure appropriate response to individual supporter circumstances. This was already actioned in the Season Ticket on-sale process, where relevant matters were escalated to Head of Department and Director level.

FAB members discuss other Club's FAB's visibility

- Supporter representatives reported that the majority of FABs they spoke to faced challenges becoming more visible and having more engagement with wider groups of fans. The main issues reported by other FABs included communication outward to the fanbase to show impacts, the size of the FABs (being too large – which it was acknowledged wasn't an issue for LCFC's FAB), clubs shutting down conversations (acknowledged not to be an issue for LCFC FAB) and the struggle in receiving minutes in a timely manner.
- It was suggested that FAB members were referenced more frequently in Club comms and that they could publicise a quote about the Fan Engagement Plan review, which includes detail about what has been impacted as a result of the FAB and FCC Working Groups this season.
- There was positive feedback to the LCFC FAB's inclusivity, being the only one in the country to currently have a young female on the board.

Away Priority Points

- It was acknowledged the review of Away Priority points is a long-term project, following recent discussions in the FCC Working Group and Your 90 Minutes sessions, with many positive suggestions to be further developed.
- It was agreed further consultation should take place with the wider fanbase, including a survey which would be distributed by the end of August.

Digital Working Group

- Following discussion in the FCC Working Group, there have been applications from supporters to join a Digital Working Group to feedback on the Club's digital products. The first session is scheduled to take place in August.
- The group will be led by Sam Chambers, Head of Brand and Content.

AGENDA ITEMS

THE CLUBS' STRATEGIC VISION AND OBJECTIVES

Strategic priorities

The Club shared information about the Club's mission statement, focus areas and upcoming initiatives, including fan engagement.

Members encouraged the Club to share a summary of these plans with the wider fanbase.

Latest audience engagement figures were shared, detailed below:

SOCIAL MEDIA

- **Facebook:** 9.5M followers
- **Instagram:** 7.9M followers (79% aged 18-34-years-old)
- **TikTok:** 3.7M followers, 130M views in 2024/25 season, 13M likes
- **YouTube:** 19.2M video views, 15M views on YouTube Shorts
- **X:** 2.7M followers, 4.2M interactions in 2025/25 season

Catering contract

- The Club shared that a new catering partner would join the Club following a comprehensive retender for the catering contract.
- Work to make improvements will take place across the whole stadium, with specific focus on the concourse areas.
- The new partner has been appointed with a brief to deliver quality, value, service and choice to supporters. This is the priority for the Club to be able to offer a better supporter experience.
- A standalone Fanzone has also been agreed with the catering partner – implementation timing to be further agreed subject to planning.
- The Club said that it aimed to have some improvements to concourse areas in place for the pre-season friendly on 3 August.
- Club communications about this are scheduled to take place this summer.

TICKETING AND PRODUCTS

Season Ticket sales process and Safe Standing update

- Season Ticket sales and renewal rates were presented to the group (as previously publicly published).
- There was a discussion about Season Ticket sales, renewal rates, new Season Ticket Holders, physical card applications and Safe Standing.
- A significant increase in the number of junior Season Ticket Holders was reported and all those that applied for Safe Standing were accepted. The Club welcomes 2,328 new Season Ticket Holders for next season.
- Members commented that the recent communication shared by the Club provided transparency and was well received as it highlighted negatives amongst the positives.

Matchday ticket pricing

- The group discussed matchday ticket pricing, starting with a discussion about the feedback from the FCC Working Group consultation. Feedback from the FCC Working Group included the suggestion that pricing should be more affordable and include different pricing categories to make matches more accessible, particularly for midweek games/less prominent opposition to encourage new/younger fans.
- As a result of this feedback, the Club acknowledged that it had created two new pricing categories to ensure games were accessible.
- The Club confirmed that prices will remain the same as the Club's previous Championship season (23/24), with the addition of two additional categories for greater accessibility. It was suggested that the fourth category should also be used for cup games (up to round 4).
- Members raised away match ticket pricing, with no price cap being applicable in the EFL. The Club said it will look at reciprocal arrangements with other clubs, once fixtures have been released.
- One member felt that the Club should commit to offering a £10/£5 pricing model for cup games.

Women's ticket pricing

- The Club confirmed a price freeze on Women's Season Tickets, with a review taking place on Ticket Plus products.
- Attendances across women's games has seen a slight downturn across the league, despite efforts by the Club, the WSL and other supporter groups actively promoting in the community.
- Members asked if there was any scope to have a double header with the Men's team. The Club outlined the challenges with logistics and the difference in target audiences.

ACTION

LCFC Women's audience growth to be added as a separate agenda item for the next FCC Working Group Meeting on 10 July.

FAN EXPERIENCE

Matchday experience survey results

- Members had submitted an agenda item requesting fan experience results to be shared by the Club alongside the Premier League matchday experience and fan engagement survey results. These were shared with members ahead of the meeting.
- The Club confirmed that the findings have helped to shape focus areas for 2025/2026. These include;
 - Good news storytelling and utilising half-time opportunities on matchdays
 - Food and drink
 - Supporter service
 - Adding value and meaningful engagement on matchdays

FAN ENGAGEMENT FRAMEWORK

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

- Members requested the FCC Working Group summary should be publicised in the same formats as the recent FAB minutes, to include an infographic and news story.

ACTION

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Group 1: Matchday Experience

- The Safe Standing priority relocation window was discussed, and the Club and members agreed that it has been a smooth process with no complaints.
- Plans for the final home game/tribute to Jamie Vardy had been discussed in the group, with suggestions provided about the lap of appreciation and presentations. The Chair noted that the Club had taken that feedback into account and included it in the arrangements, which was well received.

Group 2: Ticketing and Products

- Match ticket pricing was the main discussion point, with feedback being used to help shape the 2025/2026 ticket pricing model.
- Members suggested the introduction of four tiers of ticket pricing, which has been done and will launch on 26 June, to ensure match ticket accessibility for all.
- Group members said that the Club didn't get the tone of the season ticket announcement right, suggesting that messaging saying "We are pleased to announce..." regarding the price freeze close to relegation made supporters feel that the Club didn't appreciate the disappointment amongst fans and failed to "read the room".

ACTION

Ticket on-sale date to be shared.

Group 3: LCFC Culture

- Group members encouraged the Club to set out what role it wants the fans to play in any rebuild, especially as the Club has lots of new Season Ticket Holders.
- Some members felt that they were unable to show positivity at games, due to the hostility between other fans.
- Group members felt the disconnect between fans and the Club was largely due to a 'communication' void, which feels like a barrier to solving issues.
- The Chair also requested an update on installation of WiFi to assist with reporting incidents on matchdays.

ACTION

The Club to set out what role it wants the fans to play in any rebuild.

The Club to speak to update on WiFi/connectivity plans

FAB Review including discussion of survey results

- The Club is conducting a Fan Engagement Plan review - a review of the FAB is a key component of this.
- The Club confirmed it has offered meetings to all six Supporter Groups who are part of the FCC Working Group to discuss the first year of the Fan Engagement Plan and it would issue a survey to FCC Working Group members to enhance feedback for next season.
- The Club discussed performance of the FAB in five key areas, linked to the Fan Engagement Standard: Composition; Meetings and Administration; Communication; Contribution of the FAB and Fan Engagement Impact.
- A summary of the review will be shared with the Premier League and included in the 2025/26 Fan Engagement Plan.

FAB Communication with fans

- Members proposed that FAB meeting minutes should be released with a letter from a Fan Representative, especially relating to confidentiality and discussion of topics out of scope of the FAB. It was felt this could offer reassurance to supporters that in depth and relevant conversations are taking place.
- Members felt that relevant official statements from the Club should include quotes from a FAB member on a more frequent basis. It was felt this could be different FAB members each time.
- It was suggested that FAB members should host an update at the next FCC Working Group in July about how information from FCC Working Groups is cascaded into the FAB and how its impacted decision-making.

AOB

- The Club confirmed it would be announcing two further pre-season friendlies in addition to the Fiorentina fixture at King Power Stadium, both of which will be played at Seagrave and be made available for Season Ticket Holders to attend (capacity limited to 499).
- Members asked if the Club will continue the front of shirt sponsorship deal with BC Game. The Club confirmed it is in the process of finalising a sponsor for next season.



DATE OF NEXT MEETING

TBC once fixtures and TV picks are released.