



FCC WORKING GROUP

MEETING FOUR
10 JULY, 2025

FAB Members:

Ravi Tara | Ian Bason | Jo Lee

Supporter Groups:

Foxes Trust, Leicester City Official Supporters Club
LCFC Women's Official Supporters' Club

Supporter Representatives:

Andy Kenney | Rishi Lakhani | John O'Brien
Sam Carruthers | Cllr Shyam Morjaria |
Samantha Guyler | Imran Moledina

Apologies:

Emily Burditt | Union FS | Monique Louis | DSA
Foxes Pride | Tim Sutcliffe | Jenny Tasker
Carl Room | Graeme Smith

LCFC Representatives:

Imogen Ward Head of Fan Engagement
Dan Schofield Director of Venue Commercial Development
Alan Dawson Director of Stadium Operations
Jim Donnelly Supporter Relations and Accessibility Manager
Louise Hollingsworth Supporter Engagement Manager

ACTIONS FROM LAST MEETING:

SUPPORTER GROUP NETWORK

- At the last FCC Working Group Meeting the Club presented plans to build closer relationships with the organised Supporter Groups that make up part of the fanbase by introducing a formal Supporter Group Network, giving all groups the chance to have their voices heard.
- The Club updated that they have been working closely with the Football Supporters' Association (FSA) to shape the approach, ensuring it reflects best practice.
- Expected launch date by the end of July.

SAFE STANDING

- The Club updated that safe standing has been fully implemented and was operational for the Lionesses fixture, with final tests being undertaken over the first few fixtures of the season.

YOUR 90 MINUTES

- Session for Men's matchday experience confirmed for 11 September
- Session for LCFC Women's audience growth and experience – date to be confirmed once women's fixtures released. This has now been confirmed for 18 September. Fans can register to attend the Your 90 Minutes sessions [here](#).

INTRODUCTION OF FCCWG AGENDA POINT SPECIFIC TO LCFC WOMEN'S AUDIENCE GROWTH

- Implemented for today's break out groups.

MATCHDAY TICKET PRICING

- In the previous meeting, members feedback on the 2025/26 ticket pricing model and suggested the introduction of four tiers of ticket pricing.
- This has been done and will launch on 26 June, to ensure match ticket accessibility for all.
- The introduction of a Category D Saturday fixture to encourage families to attend a game was discussed. The Club proposed the Portsmouth game on 18 October and will seek to confirm this once broadcast selections for the first half of the season have been confirmed.

AWAY PRIORITY POINTS

- At the last FCC Working Group, fans were consulted as part of our long-term review of the Away Priority Points system. Following feedback, it's confirmed that the Club will launch a survey to gather more feedback about any potential changes, which will be sent out by the end of August.

TICKETING

- The Club confirmed the enhanced resale platform will be introduced by the start of the 25/26 season.
- LCFC Help appointments will take place to support with any digital ticketing questions on 2 and 7 August.

BROADER SCHOOLS' ENGAGEMENT BEYOND LEICESTER CITY

- Members at the previous meeting had suggested that the Club's schools outreach should include schools outside of the Leicester City area.
- The Club confirmed the development of a County, Rutland and Oakham database with events already taking place in these areas.

INTRODUCTION OF FREE UNDER 18'S MEMBERSHIP

- A member had proposed the introduction of free membership for under 18s.
- The Club confirmed that it would not introduce a free membership for u18s due to commercial considerations, but the Club is running a long-term review of memberships, which includes consideration of relevant benefits and added value for younger fans.
- The Club confirmed it is also looking at ways to engage younger fans in the community through grassroots and schools' initiatives.

ITEMS RAISED BY MEMBERS:

TICKETING AND ID CHECKS

- Members asked whether there would be reciprocal away ticket deals with other clubs. The Club updated that it's liaising with other clubs.
- Members asked whether the Club planned to implement facial recognition, and the Club confirmed that there are no immediate plans to implement facial recognition at King Power Stadium.
- Following support for ID checks at away games at the Your 90 Minutes Away Priority Points session the Club asked if there were any objections to trialling this at a game in the 2025-26 season. There was support from the group to trial this, providing the supporting communications were clear, particularly about the reasons behind the decision.

FOXES HUB

- A member had raised Foxes Hub pricing as an agenda item. The Club presented the pricing options and explained that EFL rules mandate a charge must be made. A Member asked for the Club to investigate whether this charge could be revoked for supporters who are registered blind.

2025/2026 SHIRT INCLUDING FRONT OF SHIRT SPONSORS

- The Club confirmed the shirt will be launched before the start of the season.
- Some Members were concerned about the Club's 2024-25 front of shirt partner and said they didn't agree with betting partners being front of shirt sponsors. Some Members said that they didn't mind this given the amount of money these partnerships bring into the Club. There was discussion about the differing views which it was felt emphasised the challenges the Club faced around this issue – given the range of opinions.
- It was suggested by some Members that the Club should keep fans updated of progress on shirt launches and front of shirt partners even if there was no update to share. For example, messaging to let fans know that the Club are in the process of finalising a new shirt and letting them know an update would be forthcoming.

FACILITIES DEVELOPMENT

- Members asked for an update on connectivity in the stadium on matchdays and the Club said that it is looking into options to provide better connectivity, including 5G and Wi-Fi. The significant cost of installing Wi-Fi in the stadium was discussed.
- Members asked for an update on the fanzone and the Club confirmed it is working with its new catering partner to provide a long term solution, subject to planning consents.
- The Club shared that the stadium development is still under review, with no further updates to share, with the planning application valid until December 2027. Members urged the Club to issue a statement letting fans know the latest status on the redevelopment, even if there is nothing specific to update on.

COMMUNICATION ABOUT RELEGATION FROM CLUB LEADERSHIP

- Members raised the lack of communication from Club leadership following relegation, despite them requesting this at previous FCC Working Group meetings. It was noted that the FAB Supporter Representatives had also emphasised the importance of this. Members felt that the 'communication void' allowed false narratives to grow and urged senior leaders at the Club to talk about the strategic direction of the Club following relegation as soon as possible.
- A member of the FAB reported that Khun Top's programme notes following relegation had been published online and suggested this practice continued so more fans were aware of the content.
- Members suggested notes from FAB and FCC working Group should be better communicated to fans, so they are aware of the impact of consultation. Its felt currently that the wider fanbase aren't aware of the impact of the Fan Engagement Plan, which might contribute to fewer fans taking part in consultations.
- The Club were urged to be as transparent as possible in communications with fans and 'own their mistakes', as well as the suggestion that the Club should share more positive messaging about initiatives taking place to benefit fans and local communities.

CLUB'S DEVELOPMENT INITIATIVES

The Club shared some of its key focus areas for 2025/2026, which included the following:

- Audience and Data Acquisition Development Strategy
- Content Strategy - strengthening the connection between the Club, city, players and supporters both locally and around the world.
- Fan Stories - a formalised process for responding to inspiring supporter stories
- Ticket Sales
- Hyper-local Engagement Campaigns - developing and delivering engagement campaigns that benefit the local area.
- Matchday experience enhancements for all supporters
- Foxes Hub streaming

CATERING UPDATE

- The Club announced a new catering partner.
- Feedback from post-match surveys and FCC Working Groups was a key part of the tender process and contributed to the new partnership focusing on improving service, value and variety.
- This season will be used to share ideas and get to know what people want – consultation through all levels of the Fan Engagement Framework will be a key part of this.
- Members were generally positive about the changes being implemented but there was some dissatisfaction about the communication of the new partnership and impact on products to hospitality bookers.

MEN'S MATCHDAY – 2025/2026 SEASON

- EFL and proposed Club themes for the upcoming season were shared by the Club, as well as the proposed pricing categorisation for the first seven games, subject to TV picks having an impact on the fixture timings.
- Members were pleased to see a category D game proposed for the Saturday afternoon game against Portsmouth, following previous feedback encouraging this.

The group dispersed into two separate breakout groups to discuss the same topics listed below.

1. Men's Matchdays 2025-26:

- a. Matchday themes feedback including giveaways
- b. Crowd displays

2. LCFC Women's audience growth.

- a. Audience growth opportunities including utilising networks to promote LCFC women's games.
- b. Plan to freeze season ticket prices for 2025-26 season to go on-sale ahead of WSL fixtures announcement on 25 July.

Feedback from both groups is detailed below.

BREAKOUT GROUP 1

FAB CHAIR – JO LEE

MATCHDAY THEMES INCLUDING GIVEAWAYS:

- Members discussed the beer giveaways from the Club. They felt that any giveaways with alcohol should have a clear purpose e.g. Khun Vichai's birthday beer giveaway. The majority felt there was no reason to continue to provide beer giveaways 'for the sake of it' and 'because it had always been that way', with Members feeling that the gesture sometimes lost its meaning when it was done too frequently or for no meaningful reason.
- Some members were concerned that giving away beer didn't appeal to the masses, due to religious reasons, allergies, age (under 18's) and fans that drive to games.
- Other options for giveaways were discussed, with specific references made to the Vardy flags at the final game and flags at the Lionesses fixture being well received as they gave fans the opportunity to take home a memento.
- Thai themed giveaways were positively received, with reference being made to the cultural relevance and adding a fun element which feels specific to Leicester City.

CROWD DISPLAYS

- Members felt that crowd displays should be relevant to specific occasions and have a purpose behind them.
- Members preferred displays which add to the atmosphere (e.g. using flags).
- Concerns were raised for displays that included crowd surfers or bigger displays that blocked supporters' views or obstructed access for supporters with disabilities.
- The preferred option for crowd displays was for the 'mosaic' hand held cards which are used for the Club's Remembrance Day fixtures.
- Some Members said that some fans sitting in the Kop (SK2/3/4) get frustrated about not being able to see players when they run out of the tunnel/not being able to cheer or clap as they would like to when there are displays at that end of the ground. They also mentioned not getting the benefit of seeing the display themselves and said that for some fans it has an actively negative impact on their experience at the start of a game. Members suggested that the location of crowd displays could be more varied so that those in the Kop could also benefit from seeing the display and weren't always the ones whose experience was inhibited at the start of the game.
- Members felt that there should be clear messaging from the Club to inform supporters whether the crowd displays are Club-led or Supporter Group-led as it was felt there was some confusion about whether previous displays had been led by the Club or Supporter Groups. Members suggested that many fans aren't aware that Supporter Groups develop some of these displays and there is an assumption they are produced by the Club. Some Members asked whether the Club would finance Supporter Group displays and felt that the fact there was no financial support from the Club was reflected in the 'non-corporate', less sophisticated design of the Supporter Group led displays.
- It was proposed that flags could be used for when the team needs a 'lift' at any point during the season as it was felt they contribute to a positive atmosphere in the stadium.

LCFC WOMEN'S AUDIENCE GROWTH

- Members praised the women's game as a great opportunity to engage families, due to the family friendly matchday experience.
- Members feedback that the women's matchdays should feel unique and relevant to the women's audience, rather than be a copy of the men's matchday experience. They made the point that the Club should retain things that are core aspects of "being Leicester city" (the post horn gallop was mentioned specifically), while allowing other aspects of the match day experience to be specific to LCFC women and for new traditions to be developed that were specific to LCFC Women.
- Members felt there should be more promotion of women's games to men's season ticket holders, encouraging them to use women's games to introduce younger family members to football and the King Power stadium.

BREAKOUT GROUP 2

FAB CHAIR – RAVI TARA

GIVEAWAYS

- The Group acknowledged that giveaways had historically worked well to engage supporters and the Club. Over time it was felt that the positive impact of these had diminished given the repetition of largely drinks related giveaways.
- There was a preference for collectables over food and drink giveaways - fans preferred keepsake, inclusive items over food/drink. Popular examples that would be appreciated include flags, scarves, pin badges. It was felt this could also provide opportunities to include local businesses in the creation and distribution of items
- Food and drink giveaways, particularly beer giveaways were less popular due to issues like allergies, religious sensitivities, and audience relevance, with some concerned about their inclusivity. Some members said if alcohol giveaways were continued, the Club should look at providing other drinks such as prosecco, gin or soft drinks. If food/drink giveaways continue, they should be appropriately themed e.g. hot chocolate/mulled wine at Christmas and the food packaging should be LCFC branded to be kept as a keepsake.
- The group suggested that commercial partners could sponsor giveaways and there was a discussion about whether fans would mind this and whether it would reduce the goodwill impact of giveaways. There were mixed feelings on this with a key takeaway for LCFC branding or closely linked to the Club.
- Some members felt that fans would support giveaways being more charity focused, giving supporters the opportunity to donate to local causes, or giveaways that supported local charities in some way, especially around Christmas.
- Members felt that it was particularly important that any giveaways or matchday enhancements worked for children, especially given the high numbers of new junior season ticket holders this season.
- Members felt that the Club should invest in customer service around the ground and supported any opportunities to enhance the Club welcome with more friendly and knowledgeable staff welcoming fans, particularly with the amount of new junior fans coming through next season.
- It was felt that giveaways don't generally influence fans to arrive earlier at the ground.

CROWD DISPLAYS

- Crowd displays were positively received if they were done well and not political, creating memorable moments for fans. Some members felt they didn't enhance atmosphere at games and that only improved performance on the pitch could do this.
- Members felt it was important crowd displays were 'done well', but said sometimes the standard was low and it was hard to read messaging, especially on some displays in the South Stand.
- Members cited the Dogs of War display, Jamie Vardy farewell at the end of the 2024-25 season and the Remembrance displays as being good examples of what has worked well.
- Members felt that if Supporter Group displays took place in their specific areas, didn't impact other fans and weren't political, they should be encouraged.
- There was some concern about the possible visibility impact of bigger displays across wider areas and the impact on accessibility, particularly for supporters in wheelchair spaces.
- Some felt the Club should fund Supporter Group displays to improve the quality but some commented that Supporter Groups wouldn't want that as it was important to them that they were independent and fan-led. Members suggested that when the Club were planning and funding displays, this should take priority over Supporter Group requests.
- A Member said it was important for Supporter Groups to be able to get timely approvals for crowd displays and suggested the current review process was too lengthy.

LCFC WOMEN'S AUDIENCE GROWTH

- Members felt the women's fixtures should be pitched as a great family day out, with some commenting on the positive matchday experience and welcoming atmosphere for fans of all ages.
- There was praise for the matchday experience improvements the Club has made, with family activations taking place at all fixtures and good accessibility to the women's players.
- Members suggested the Club look at events that bring the women's audience together, as research suggests a high proportion of women's sports fans attend alone and look to sports events as opportunities to socialise with likeminded people.
- Suggestion to introduce 'my first match' experiences for the women's game, similar to the programme in the men's game.
- Discussion about possible autorenewals for women's season ticket holders, and the option to reserve the same seat for season ticket holders at renewal time.
- Advance notice of family activations and better promotion of what's available at a matchday including food and drink and facilities was encouraged.
- Ticket Plus product review encouraged, with more informal hospitality options for families encouraged.
- Arsenal accessibility at women's games was praised, such as prominent Pride messaging and BSL providers on big screens.

FCC WORKING GROUP REVIEW:

The Club shared a list of things the Club has implemented following FCC Working Group and FAB consultation, summarised below:

- Safe standing consultation
- Match ticket pricing:
- Introduction of two new categories to ensure accessibility for all
- Introduction of Category D Saturday fixture
- Matchday experience:
- Fanzone
- Food and drink feedback key part of catering tender.
- Clappers distribution
- Jamie Vardy last game
- Season Ticket card exemption list and introduction of case-by-case assessment for those falling outside of 3 main exemptions
- Player signing sessions – removal of £10 charge
- Memberships – e.g. exclusive content for members, bespoke offering for juniors
- Away priority points review – survey
- Broaden schools' engagement beyond Leicester City area
- Shaping of Your 90 Minutes topics e.g. men's matchday experience, women's audience growth
- Ticket re-sale platform including ticket donation option
- Fan stories programme to better tell supporter engagement stories
- Supporter group framework

Members shared that they were pleased with the impact of the consultations in the first year of the FCC Working Group but felt that the Club should better communicate these impacts to the wider fanbase, which might also encourage more people to get involved in the Fan Engagement Framework.

The Club confirmed it would send a survey to all FCC Working Group members for more detailed feedback.

