



FCC WORKING GROUP

MEETING EIGHT
8 JULY, 2026

FAB Members:

Graeme Smith, Becky Taylor

Supporter Groups:

Foxes Trust, Foxes Pride

Supporter Representatives:

Andy Kenney, John O'Brien,
Sam Carruthers, Samantha Guyler,
Carl Room, Jenny Tasker

Apologies:

Cllr Shyam Morjaria, Ravi Tara (FAB representative),
Jo Lee (FAB Representative), Imran Moledina,
Monique Louis, Dave Stevens, Leicestershire Police
Dedicated Football Officer for LCFC

LCFC Representatives:

Anthony Herlihy Communications and Marketing Director
Alan Dawson Operations Director
Russell Jones Commercial Director
Jim Donnelly Supporter Relations and Accessibility Manager
Kellie Inskip Supporter Relations Assistant

Apologies:

Louise Hollingsworth (Supporter Engagement Manager)

ACTIONS FROM LAST MEETING

2026/27 SEASON TICKET BENEFITS

The Club provided an update on the Season Ticket benefits.

Members welcomed the continuation of existing benefits but questioned whether the package represented sufficient additional value compared to previous seasons.

DISCUSSION INCLUDED:

- Improving food and beverage offers - the Club confirmed it is continuing to work with OVG on trial food and beverage offers for Season Ticket Holders during the 2026/27 season.
- Members also discussed encouraging supporters to arrive earlier on matchdays through food and drink promotions. Several Members felt operational improvements would be needed before early arrival incentives could be fully effective.
- Discounted cup ticket pricing – the Club explained the challenges of including cup fixtures within Season Tickets due to competition revenue sharing arrangements between competing clubs.
- Additional family-focused benefits - the Club outlined plans for additional junior-focused events and family promotions throughout school holidays.

CLUB UPDATES

SEASON TICKET SALES

The Club confirmed that we had sold 23,492 Season Tickets, representing a sell-out for the 2026/27 season.

The Club highlighted strong overall sales despite relegation, significant growth in Junior Season Ticket Holders, encouraging uptake from new supporters.

Members welcomed the sales figures and asked whether analysis had been undertaken on supporters who had chosen not to renew.

The Club confirmed it intends to survey non-renewing supporters, analyse attendance and renewal behaviour to help better understand the reasons behind non-renewal.

Members discussed factors influencing renewals, which included First Team performance, cost of living pressures and supporter confidence in the Club's direction.

CATERING & MATCHDAY EXPERIENCE

Members raised a number of concerns around food quality, pricing, service and availability.

Some Members questioned whether current pricing represented value compared to alternative food options outside the stadium.

Members suggested reviewing pricing structures, improving service efficiency, expanding retail and programme sales onto concourses and introducing additional food and drink options within hospitality areas.

The Club explained that longer-term improvements remain part of future stadium plans, although wider redevelopment has currently been delayed.

MEMBERSHIPS

The Club presented proposals for the 2026/27 Membership product. This included merging Junior Membership categories, increasing Foxes Rewards cashback, provision of retail vouchers for Junior Members and additional redemption opportunities across ticketing and retail.

Members broadly welcomed the proposals and discussed opportunities to continue increasing value for Members.

SEASON TICKET ATTENDANCE INSIGHTS

The Club presented analysis from the Club's Season Ticket attendance research.

THE PRESENTATION SUMMARISED:

- Attendance trends
- Supporter survey findings
- Attendance patterns
- Key drivers behind non-attendance

Members discussed the importance of fixture scheduling, evening kick-offs, communication, ticket forwarding and resale and improving supporter motivation and connection with the Club.

Members welcomed the data and recognised its value in supporting future decision making.

The Club also confirmed that an upgraded Club app is planned for October, which is expected to improve ticketing functionality.

COMMUNICATION & LEADERSHIP

Communication & Leadership Members revisited discussions around Club communications.

THE CLUB CONFIRMED FURTHER WORK IS CONTINUING AROUND:

- Improving leadership visibility
- Communicating long-term strategy
- Providing greater transparency

Members welcomed the progress but reiterated the importance of regular communication from senior leadership.

FAN ENGAGEMENT FRAMEWORK

The group were presented with the results from the annual FCC Working Group survey.

MEMBERS DISCUSSED THE YEAR-ON-YEAR RESULTS, WHICH SHOWED LOWER SCORES ACROSS SEVERAL MEASURES, PARTICULARLY AROUND:

- Communication
- Visibility
- Demonstrating impact

Despite this, Members agreed that the meetings continue to encourage open discussion and there is a strong desire to help the Club improve.

Members also agreed the FCC remains an important mechanism for supporter engagement.

MEMBERS SUGGESTED IMPROVEMENTS WHICH INCLUDED:

- Clearer communication of FCC achievements with a dedicated dashboard of actions and achievements
- Regular "You Said, We Did" updates
- Increased visibility of supporter representatives on matchdays with presence in the Fanzone/Family Zone
- Stronger promotion of the FCC and Supporter Groups including improved guidance for Members using social media.

ACTION: Club to provide guidance for Members regarding social media promotion and communication relating to FCC meetings.

The Club also confirmed that, as the Fan Engagement Framework enters its third year, membership rotation will begin in accordance with the agreed Framework.

FCC WORKING GROUP DISCUSSION

MEMBERS CONSIDERED HOW MEETINGS COULD BECOME MORE EFFECTIVE.

Meeting Structure

Members felt there should be a greater balance between Club updates and discussion, more time allocated to supporter debate and clearer updates on previous actions.

Participation

Members felt breakout groups provided a good opportunity for everyone to contribute and suggested further improvements, including submitting agenda items earlier, introducing a shared communication platform between meetings (such as a WhatsApp group or online portal), and allowing greater flexibility around agenda submission deadlines.

Demonstrating Impact

Members agreed that future meetings should place greater emphasis on solution-focused discussions, measurable outcomes, regularly highlighting achievements and progress, and avoiding repeated discussion of the same topics to ensure meetings remain productive and action-oriented.

ANY OTHER BUSINESS

Members raised several additional topics including:

Pre-season Streaming

Members discussed the introduction of paid streaming for pre-season fixtures.

Views were mixed, although some felt free access for Season Ticket Holders could have been included as a benefit.

Kit Launches

Members suggested future home shirts should be released earlier in the summer, particularly before school holidays.

The Club confirmed contractual arrangements can influence launch dates.

Pre-Season Fixtures

Members suggested greater variety in pre-season opposition.

The Club agreed to review future fixture planning.

Shirt Sponsorship

Members discussed supporter views regarding gambling sponsors appearing on playing shirts.

Stadium Connectivity

The Club confirmed improvements to stadium Wi-Fi and 5G connectivity are planned in partnership with EE ahead of the new season.

