



FCC WORKING GROUP

MEETING SEVEN
16 APRIL, 2026

FAB Members:

Graeme Smith, Emily Burditt, Jo Lee

Supporter Groups:

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

Supporter Representatives:

Andy Kenney, Rishi Lakhani, John O'Brien, Sam Carruthers, Samantha Guylor, Tim Sutcliffe, Carl Room, Monique Louis, Imran Moledina

Apologies:

Cllr Shyam Morjaria, Ravi Tara (FAB representative), Jenny Tasker, DSA, Dave Stevens, Leicestershire Police Dedicated Football Officer for LCFC

LCFC Representatives:

Kevin Davies Chief Executive Officer
Anthony Herlihy Communications and Marketing Director
Alan Dawson Operations Director
Imogen Ward Head of Fan Engagement
Louise Hollingsworth Supporter Engagement Manager
Jim Donnelly Supporter Relations and Accessibility Manager

ACTIONS FROM LAST MEETING

SUPPORTER GROUP PRESENCE IN FAN ZONE

- The Club encouraged Supporter Groups to confirm Fan Zone attendance and that the final Fan Zone of the season would take place at the Millwall fixture.

WSL FAN CHOICE PILOT ALLOWING FANS TO TAKE ALCOHOL INTO STANDS ON WSL GAMES: CLUB TO PROVIDE FEEDBACK FOR THE PILOT WHICH STARTED ON 25 JAN.

KEY THEMES FROM FAN FEEDBACK:

- Majority support or comfortable with the introduction (70–75%).
- Fans value choice, even if they don't personally participate.
- No evidence of behaviour issues.
- Concerns are primarily future-focused, not experience-led, with concerns mainly being about what might happen as audiences grow or if there are problems going forward.

1884 SPORTS BAR ACCESS FOR SEASONAL HOSPITALITY CLIENTS

- Relevant staff were briefed on feedback from the previous meeting that seasonal clients were refused entry and the issue is resolved with no further issues reported.

ITEMS RAISED BY MEMBERS

THE FOLLOWING ITEMS WERE RAISED FOR DISCUSSION BY MEMBERS OF THE FCC WORKING GROUP:

FINANCIAL STATEMENT AND REPORTING

Following feedback from the FCC Working Group, Kevin Davies gave an overview of the Financial Statement for the year ended 30 June 2025 and took questions from the group. Kevin stayed to discuss all items raised by Members.

Members asked whether the Club was expecting further financial sanctions and it was confirmed there was no expectation of further financial sanctions with the current reporting period complete and compliant.

There was a discussion about the different regulatory frameworks in the EFL and potential regulatory changes and it was confirmed that the Club is preparing for compliance under multiple scenarios.

Members asked about the impact of relegation on Club finances. It was confirmed that relegation would have a significant financial impact across the Club, including the men's and women's teams. There was a discussion about reduced revenues from broadcast and commercial areas, as well as parachute payments from Premier League relegation ending after next season. The Club confirmed that future planning and scenario modelling are in place.

Members asked about how the leadership structure would operate following the appointment of Kevin Davies as Chief Executive, Jon Rudkin as Chief Football Officer and James McCarron as Sporting Director. The Club confirmed that a formal governance structure is being finalised, as well as long-term strategic plans.

Members requested that a simple overview of the long-term strategy and governance structure is communicated to the wider fanbase to show alignment between football operations and the wider Club structure and the key objectives the Club is working towards.

COMMUNICATION

Members requested more communication from senior leaders at the Club with acknowledgment of previous challenges and mistakes and plans moving forward.

Communication outlining strategic priorities and governance going forward was felt to be a key part of this, as well as simplified financial summaries alongside the formal accounts. The Club acknowledged this and discussed plans to increase visibility from senior leadership, such as Chief Executive, Kevin Davies, once the plans mentioned above are finalised.

Members stressed the importance of regular, consistent communication to rebuild trust with the Club.

TICKETING

MEMBERS RAISED THE FOLLOWING ITEMS IN RELATION TO TICKETING:

SEASON TICKET RENEWAL DEADLINE

- Some Members raised concerns about the price freeze renewal deadline being before next season's league status is known. There was a discussion about the considerations for the renewal date including maintaining the 12-month direct debit option for fans, rewarding early renewals with the price freeze and commercial considerations. It was mentioned that last season's deadline was 9 April and that there had not been any complaints formally submitted about the date.
- A Member raised concerns about ticket accessibility and affordability for younger supporters and the impact of pricing on attendance levels in relation to match by match ticket pricing, which was a topic for consultation in the breakout groups.

UPDATE ON SEASON TICKET HOLDER BENEFITS FOLLOWING CONSULTATION IN THE PREVIOUS FCC WORKING GROUP MEETING.

- The Club confirmed it was looking into suggestions from Members and it would update in the July FCC Working Group meeting.

HOME TICKETS STRATEGY – MEMBER RAISED DIFFICULTY BUYING HOME TICKETS DESPITE EMPTY SEATS IN THE STADIUM.

- A Member raised there were difficulties contacting the Ticket Office, with long queues experienced during the renewal window. Some Members felt the process of buying tickets online was complicated and there was a discussion about working with SeatGeek to enhance the supporter journey and that this was a priority for the Club. Members encouraged the Club to look at a simpler way to buy on behalf of others.
- There was a discussion about the impact of fixture date and time changes largely due to broadcast selections. The Club committed to sharing the EFL broadcast selection deadlines more regularly to try and improve communication about fixture changes.

AWAY TICKETS ALLOCATIONS AND 'ON-THE-DAY' TICKET SALES.

- Members raised concerns about whether the Club had been taking full allocations for away fixtures.
- Members raised questions about whether the Club had consistently taken full away ticket allocations. The Club shared that full allocations had been taken for all but two fixtures this season (Southampton and Sheffield Wednesday). At Southampton, 684 tickets remained unsold. For Sheffield Wednesday, the Club initially took 2,450 tickets based on sales trends for comparable fixtures, before securing an additional allocation on a sale-or-return basis once demand exceeded expectations. The discussion highlighted that away allocations are influenced by several factors, including stadium infrastructure, host club allocation processes, and financial terms, with some clubs requiring payment for the full allocation regardless of sales. The Club noted the importance of balancing supporter demand with responsible financial decision-making.

AWAY PRIORITY POINTS PROCESS – CONFIRMATION OF IMPLEMENTATION DATE

- It was confirmed, as discussed in the previous FCC Working Group, that amendments to the Away Priority Points Process as a result of this season's consultation would be implemented in the 2027/28 season. Further consultation on the proposed new system will take place in the upcoming season. The Club was encouraged to make sure fans with a long history of attending away games were considered and consulted with about the new system.

CATERING

- Members expressed concerns about quality, pricing, and lack of visible improvement in catering, complaining that food is sometimes unavailable and service is slow on matchdays.
- The Club confirmed long-term plans for improvements remain in place, but timelines are being reviewed in light of short term cost considerations. Short-term improvements are being explored e.g. service speed, menu adjustments.

STEWARDING AND MATCHDAY OPERATIONS

- A Member raised a concern about stewards conducting unnecessary searches, overly authoritative communication with supporters and ticket re-checking within the stadium. The Club encouraged Members and all fans to report all incidents to the Club as soon as possible so they can be formally investigated.
- Ongoing staff training and reinforcement of inclusive Club values highlighted as a priority.

FAN ENGAGEMENT FRAMEWORK

- There was a discussion about the visibility of the Fan Engagement Framework, and Members suggested there should be more communication about what the Framework has achieved with “You Said, We Did” content pieces.
- There was a discussion about meeting minutes and the Club confirmed that summaries of the FCC Working Group are shared with the FAB Fan Representatives for review before they are shared publicly.
- The Fan Engagement Plan states that summaries of each FCC Working Group will be recorded, with actions documented and published on the Club’s website, with an accompanying news story. The Club provide a summary of the meeting, which is circulated to the FAB Chairs for comments/approval before being shared publicly

FOXES TRUST SURVEYS

- Foxes Trust discussed their recent survey about Fan Engagement and mentioned the results indicated a general preference for the Foxes Trust to remain part of the Fan Engagement Framework, but that there were concerns that respondents may not be fully aware of the Framework or engage with meeting minutes.
- Foxes Trust informed the group that their end of season survey was about to be made live and encouraged Members to let other fans know about it and complete it. They plan to promote it using leafleting and online messaging.
- They informed the group that the survey has been reviewed by professionals to ensure quality, and the aim is to exceed previous response numbers of 3,000+.
- A member raised concern that the Foxes Trust survey questions may have been leading and potentially biased. They felt some of the statements from the Foxes Trust contributed to division in the fanbase and could negatively affect individual’s mental health and urged the Foxes Trust to review its approach. It was requested this feedback be formally feedback to the Foxes Trust through its representative in the meeting.

BREAKOUT GROUPS

THE GROUP DISPERSED INTO THREE SEPARATE BREAKOUT GROUPS, EACH CHAIRED BY A FAN REPRESENTATIVE FROM THE FAN ADVISORY BOARD. THE GROUPS DISCUSSED THE FOLLOWING TOPICS:

LCFC Women - Discussion Points

- WSL Fan Choice Pilot feedback – Club to share feedback and invite any feedback from experiences of taking alcohol into stands at women’s games.
- Season Tickets 2026/27
- Season Ticket product and benefits
- Attendance incentives
- Season Ticket pricing
- Further considerations around women’s ticket pricing

Men's Match Tickets - Discussion Points

- Fixture categorisation
- Ticket categories
- League considerations
- Accessibility for new audiences

SUMMARIES OF DISCUSSIONS IN THE THREE BREAKOUT GROUPS CAN BE FOUND BELOW:

LCFC WOMEN

Members felt the current Women's Season Ticket pricing represented good value, although some felt the product was underpriced and that modest price increases could be justified as the women's game and matchday experience continue to grow. Some felt that the low cost of Season Tickets contributed to low attendance from Season Ticket Holders.

Some Members suggested a price point in the region of £60–£80 could be appropriate as the women's game develops further, while others stressed the importance of maintaining accessible pricing to continue building attendance. It was also suggested that adult Season Ticket pricing should remain below £100, while ensuring supporters still feel they are paying for a product that offers value.

There was a strong view that accessibility should remain central to the women's ticketing strategy, particularly for families and younger supporters. Suggestions included free or heavily discounted tickets for younger children, Family Tickets and Family Season Tickets, adult and child bundles, and keeping junior pricing low or subject to only minimal increases.

Members discussed the importance of building long-term attendance habits and growing a fanbase specifically connected to the women's game. It was felt there was a significant opportunity to continue growing women's football and developing the Club's women's supporter base as the quality, atmosphere and visibility of the game continue to improve.

Members highlighted that the King Power Stadium remains a major attraction for supporters attending women's matches and felt there was a risk of losing momentum if matches were no longer played there regularly. Some Members also noted that the women's matchday experience differs from the men's game with socialising, inclusivity and supporters feeling safe highlighted as important parts of the experience.

Attendance incentives and promotional activity were discussed, with Members suggesting targeted offers and benefits to encourage trial and repeat attendance. Suggestions included discounted or free entry offers linked to Men's Season Ticket Holders or Members, match-by-match incentives such as food offers including examples such as a free hot dog, targeted promotions around key fixtures and high-profile opposition and loyalty or attendance rewards.

Members also discussed the importance of improving the wider matchday experience and atmosphere through coordinated fan activity, stronger promotion of pre-match entertainment and clearer communication around what supporters can expect on a matchday. The first home fixture of the season was highlighted as an important opportunity to attract new audiences through targeted introductory offers.

Fixture scheduling was raised as a significant challenge to growing consistent attendance with irregular scheduling, long gaps between fixtures and Sunday midday kick-offs making it difficult for supporters to build routine attendance habits. Members particularly noted the impact on families due to clashes with grassroots football fixtures, while acknowledging that some scheduling factors are outside of the Club's control.

There was discussion around the accessibility and flexibility of the Women's Season Ticket product including whether Season Ticket transfer and resale options were necessary given the current pricing structure and ease of access to tickets.

The Club invited feedback on the WSL Fan Choice pilot including supporter experiences of alcohol being permitted in the stands. Feedback from Members was generally positive, with supporters noting reduced congestion during half-time and no significant issues reported during implementation. Members encouraged the Club to continue gathering feedback from a wider supporter audience.

MEN'S MATCHDAY TICKETS

Members felt maintaining accessible pricing remained important, particularly in ensuring opportunities for new supporters, younger fans and families to attend matches. There was a view that the Club should continue balancing affordability with ensuring supporters feel they are paying for a product that offers value and a positive matchday experience.

Members discussed how supporter behaviours may continue to evolve, with some supporters increasingly likely to choose selected fixtures rather than commit to every home match. As a result, some suggested introducing greater flexibility within the ticketing strategy including two-game or flexible ticket packages, half-season tickets and family-focused offers.

Fixture categorisation formed a significant part of the discussion with Members considering whether different match categories could help maximise attendance and revenue depending on demand, opposition and scheduling. There was also discussion around whether a simpler single-price structure across the season may be preferable, particularly in League One where demand differences between fixtures may be less pronounced. Midweek fixture pricing was also discussed, with some Members suggesting lower pricing compared to weekend matches.

Members highlighted the importance of ensuring all matches are placed on General Sale and clearly communicated and advertised as such to supporters, within plenty of time.

Members discussed a range of opportunities to strengthen value and engagement through ticketing incentives and linked benefits. Suggestions included additional Member discounts on tickets, loyalty rewards, attendance incentives, food and drink offers and corporate or partner offers connected to match attendance and Season Tickets.

Members also suggested targeted pricing initiatives and ticket categories aimed at broadening attendance across different audiences including supporters aged 15–20, students, university audiences, NHS and Blue Light card holders, families and community groups. Members felt junior pricing should remain affordable and accessible, with juniors being a key audience for growth.

There was discussion around the importance of growing and retaining supporters over the longer term including encouraging repeat attendance habits and building stronger emotional connections with newer audiences. Members also highlighted the importance of creating a strong early-season “reset moment” and providing a good experience to encourage supporters to arrive earlier and create greater atmosphere within the stadium.

Members discussed opportunities to improve operational aspects of the ticket-buying journey including greater integration through the Club app and simplifying digital ticketing processes.

Greater flexibility for existing Season Ticket Holders was also discussed including easier seat relocation options for individual fixtures and simpler guest ticket purchasing for friends and family.

Members discussed the importance of continuing to engage supporters from communities across the city and county through targeted offers and outreach activity, although it was noted that some Members were not aware of existing work already being delivered through Leicester City in the Community in these areas.

