



FCC WORKING GROUPS

MEETING THREE -
30 APRIL, 2025

FAB Members:

Emily Burditt | Ravi Tara | Graeme Smith |
Ian Bason | Jo Lee

Supporter Groups:

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

Supporter Representatives:

Jenny Tasker | Carl Room |
Andy Kenney | Rishi Lakhani | John O'Brien |
Sam Carruthers | Cllr Shyam Morjaria |
Monique Louis | Adele Chalmers |
Samantha Guyler | Tim Sutcliffe

Apologies:

Imran Moledina | Adele Chalmers

LCFC Representatives:

Sam Chambers, Head of Content & Brand
Allison Tripney, Head of Leicester City in the Community
Imogen Ward, Head of Fan Engagement
Dan Schofield, Director of Venue Commercial Development
Jim Donnelly, Supporter Relations & Accessibility Manager
Louise Hollingsworth, Supporter Engagement Manager
Dave Stevens, Leicestershire Police Dedicated Football
Officer for LCFC

The FCC Working Group discussed the following topics together as one group, before joining break-out groups:

SUPPORTER GROUP FRAMEWORK

- The Club is exploring the implementation of a Supporter Group Framework which was presented to the group for initial feedback.
- Next steps to include consultation sessions with existing supporter groups, a 'Your 90 Minutes for all supporter groups registered in the survey, distribution of a survey to all groups (through existing contacts and also via a Club communication to ensure the Club reaches groups we aren't currently engaged with) and a benchmarking exercise.
- The Club hopes to distribute the survey by the end of May 2025, with findings being presented to the Fan Advisory Board for further discussion in August/September 2025.
- Any updates to be shared with the FCC Working Group in July.

LEICESTER CITY IN THE COMMUNITY

- Allison Tripney, Head of Leicester City in the Community, updated the group on the work being done by Leicester City in the Community and opportunities to get involved.
- The following link was shared with the group and summarised the Community Team's work: https://linktr.ee/lcfc_Community
- Group members commented positively on the vast amount of work taking place and felt that it should be communicated more widely on Club channels. Some of the group hadn't heard about the Trust's work previously and felt that lots of other fans would be unaware of it. The group felt they could add value to their work by supporting with promoting and networking.

MATCHDAY EXPERIENCE BREAKOUT GROUP

FAB CHAIR – EMILY BURDITT

AGENDA ITEMS

- Safe Standing
- Final home game plans
- Matchday experience 2025/2026

SAFE STANDING

Feedback discussed is summarised below:

- The Safe Standing priority relocation window was discussed, and the Club and Members agreed that it had been a smooth process with no complaints.
- Members asked for the Club to share information about numbers of supporters that have relocated out and into Safe Standing areas.
- All members agreed that there should be an agreed number or percentage of match-by-match tickets ringfenced in Safe Standing areas. Number to be determined by the Club once Season Ticket sales process completed.

FINAL HOME GAME PLANS:

Feedback discussed is summarised below:

- The Club outlined its current plans for the Leicester City vs. Ipswich match, which will include a tribute to Jamie Vardy for his final home game.
- The group suggested that the Lap of Appreciation should feature only the players, led by Jamie, covering all four stands. Provided this takes place first, there were no objections to subsequently inviting VIP guests and players' families pitchside.
- The group also discussed how these plans would be communicated to fans. To ensure strong support and engagement, members thought this should be from the Chairman.

MATCHDAY EXPERIENCE 2025/26

Feedback discussed is summarised below:

- It was felt by most members that using agency staff for stewarding, security and catering affected the 'customer service' element of the matchday experience negatively, with suggestions for more in-house staff/better training for staff.
- The group strongly supported making the fanzone a permanent feature and to continue to feature local food and drink suppliers. It was suggested that heating is installed to ensure supporters had a more comfortable experience during the colder months.
- Brighton & Hove Albion was referenced as a strong example of a Club who have made recent matchday improvements. Positive elements included beer hawkers, quality of staff and fanzone.
- The group proposed dedicating a Your 90 Minutes specifically to matchday experience.
- Half time entertainment was discussed, and it was suggested the Club introduce more half time entertainment, using fan feedback from the proposed Your 90 Minutes session about matchday entertainment.
- It was suggested there should be a specific Your 90 Minutes session for LCFC Women including matchday experience at Women's games. Going forward, it was suggested that each FCC Working Group should feature a specific agenda item around women's matchdays and how the Club should utilise the Women's team to grow audiences across the Club.

TICKETING AND PRODUCTS BREAKOUT GROUP

FAB CHAIR – RAVI TARA

AGENDA ITEMS

- Match ticket pricing
- Away priority points
- Digital tickets (Foxes Trust)

MATCH TICKET PRICING

- The Club acknowledged feedback suggesting match by match ticket pricing should be more affordable and there was a discussion about utilising different pricing categories to make matches more accessible throughout the season.
- Four different pricing models for the 2025/26 Season were discussed, acknowledging that different game categories couldn't be confirmed until after the fixture release at the end of June. The group members emphasised the importance of having some accessible prices for games to encourage new and younger fans into the Club.
- 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 among fans and failed to "read the room".

AWAY PRIORITY POINTS

As a follow up to the Your 90 Minutes session and an action from the FAB, the group discussed the current Away Priority Points system and gave the following feedback:

- Members felt that the automatic 50 points given to Season Tickets who renewed each year was excessive and made it impossible for new or younger supporters to catch up on points. There was a consensus that this should be reduced to 15 points instead of 50 points.
- There was a discussion around supporters being able to gift points between families to allow children to "get up the ladder" to buying tickets and Season Tickets in the future.
- There was a discussion about ID checks for supporters at away matches, to collect tickets at the host stadium. It was felt by some that this may be restrictive, others felt that it was a good idea to try and stop supporters selling on tickets to ineligible people.
- It was suggested that a review of the refund policy for away tickets might help reduce illegal selling-on of tickets. Currently away tickets are non-refundable.
- Supporters felt that a three-year rolling cycle for away points would be best, much like the England setup for away tickets, with the oldest year dropping off every third year of the cycle.
- A member brought up that Women's Season Ticket holders do not get points for matches as the demand doesn't currently require it. There was a discussion around using a points system for Women's games and Women's game attendance providing points for both Men's and Women's games, although some were worried that people might buy the Women's tickets without attending due to the cheaper cost.

DIGITAL TICKETS (FOXES TRUST)

The Foxes Trust requested to discuss the implementation of further digital ticketing and their recent survey about digital ticketing. The summary of the discussion is set out below:

- The Foxes Trust survey suggested the majority of fans surveyed were not in favour of the Club introducing further digital ticketing to comply with Premier League rules when it was in the EFL.
- Some members suggested the Foxes Trust survey about digital ticketing was biased towards a negative opinion about digital tickets. One member of the group said they couldn't fill it in because there were no answers to show support for digital tickets, which they were in favour of.
- An issue was raised by a member who has Season Tickets for both Men's and Women's matches, there seems to be an issue with them at the turnstile, they don't always work and can bring up the wrong match ticket. This is caused by the digital reader picking up the first ticket in the wallet. It is easily rectified by choosing the correct ticket
- It was highlighted that Manchester United charge £20 for forwarding tickets and there are rules that supporters must do something with their tickets otherwise they are not permitted to renew them the following season.
- A member suggested that the Club doesn't show fans how easy it is to use digital tickets, it's difficult to find the information about how to use them or how supporters can access their accounts online.
- Supporters who attended the recent away match at Brighton & Hove Albion commented that Brighton had staff on all their turnstiles with PDA machines to help with entry to the stadium. This eliminated the worry for some supporters who hadn't used digital tickets before. It was a positive experience for most supporters in attendance and members felt it was a good example for LCFC to follow.
- It was felt that the 10 forwards/resale was not enough for supporters to be able to do something with their tickets throughout the season. It sparked a debate around why supporters should have a season ticket if they can't attend more than half the matches in a season. Illness was given as a reason for this example. Club representatives said that it already allows for some increase for exceptional circumstances such as illness on a case-by-case basis.
- Supporters felt that the mechanism for forwarding tickets is too complicated and asked if the Club can look at making the process much easier for supporters to do this online.
- Some supporters said that some supporters kept their season tickets as keepsakes and wondered if there was an option for the Club to produce fake cards as souvenirs.

LCFC CULTURE – BREAKOUT GROUP

FAB CHAIR – GRAEME SMITH

AGENDA ITEMS

- Supporting local communities 2025-26
- Engaging our core fanbase

Some group members felt there was discontent among the fan base around two key areas:

- 1. A disconnect between the Club and its fans**
- 2. A discontent between fans themselves**

It was suggested that there is hostility between fans due to some feeling that fans should appreciate the good times the Club have had in recent years and support the players on the pitch, whereas some fans feel that the current position on the pitch isn't acceptable in any circumstances and feel that all fans should be calling this out.

It was acknowledged that fan expectations have changed and that different fans have different expectations. One group member said that he gets shouted at for clapping the players at the end of games and there was a discussion about fans chanting 'We love you LCFC' in previous relegation situations and how the Club has lost that support. Members discussed there being a positive, supportive atmosphere at the first game in the Championship last time and there was a desire from some to recreate this for next season.

Members raised that Alan Birchenall's rallying cry pre-match is missed, and suggested Steve Walsh as a replacement.

It was felt that the disconnect between fans and the Club was largely due to a 'communication void' from the Club. Group members felt unhappy with the lack of communication from senior leaders/owners at the Club about relegation and requested a statement from the owners/leaders. They felt this should be across multiple channels including video and should be backed up with personalised communication, such as a personalised letter or calls to some Season Ticket Holders. Members would like the Club to outline what the plans are to rebuild, even if that is a long-term plan which doesn't immediately include returning to the Premier League – they want to know that there is a plan that they can get behind.

Group members encouraged the Club to set out what role it wants the fans to play in any rebuild and how important fans are to it. It was felt this is particularly important if the Club has lots of new season ticket holders next season.

One member cited the recent Club Accounts publication as an example of where the Club could communicate more effectively. It was felt that the Club could do more to de-mystify and simplify the Accounts and provide more of a narrative. Without this, they felt that there was a communication void, which was filled with various narratives from some fans that weren't accurate.

Some group members raised that some of the chanting they had heard against Club staff was criminal and upsetting, with some telling stories of families no longer attending games because of it. The group acknowledged the statement the Club had released recently but felt it had made little impact. It was acknowledged that there is often abuse towards charity and community initiatives that the club promotes – both at games and online. The group encouraged the Club to continue promoting these initiatives despite these comments.

There was a suggestion that more could be done to promote the Community activities carried out by the Club at half-time on matchdays and on social media, with ideas about storytelling to showcase the good work the Club are doing in the community, which most fans said they were unaware of.

There was a comment that general ‘customer service’ at the Club could be improved to make all interactions warmer. The Club said that it had recently implemented a new plan to make these interactions more personable and efficient for supporters.

A member said that the Club should introduce a free under-18s membership to encourage more young people into the stadium.

There was a suggestion that school engagement should be broader than the Leicester City area, engaging a wider catchment including areas such as Loughborough, especially at primary school age.

RECONVENING AT THE END OF THE SESSION

The groups reconvened and the group Chairs shared key themes and next steps with the whole group.

AOB

The Club would like to set up a Digital Working Group to provide feedback on current digital products, such as the website and app, and upcoming features we’re designing, with opportunities to get involved in the following ways.

Some of the group expressed an interest in joining the group and the Club asked the members of group to share with anyone who might be interested, contacting Imogen Ward with their contact detail to express an interest in joining.

Ways fans can help include:

- You can provide feedback on our current website and app, or upcoming features we’re designing. This will help shape their development and ensure fan alignment.
- You can test upcoming features for our website and app to help us discover areas of improvement early in the design process
- You can share your suggestions for changes and new features, helping guide future developments across our website and app.
- You can meet with our team and answer questions about our website and app enabling us uncover insights that will inform future development.

