



FAN ADVISORY BOARD

MEETING TWO - 27 NOVEMBER, 2024

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
Jim Donnelly
Supporter Relations &
Accessibility Manager
Alan Dawson
Director Of Stadium Operations

WELCOME & INTRODUCTION – SUSAN WHELAN

Chief Executive Susan Whelan opened the meeting and was pleased to welcome everyone for the second FAB meeting.

Minutes of the previous meeting were read and approved. Members asked that the minutes for public-facing documents should use less corporate language or there should be a separate, more succinct summary with less corporate language.

SW welcomed Alan Dawson, Director of Stadium Operations. Among other responsibilities, he will be leading on the safe standing proposal, as a special project.

Members were advised that this meeting would not include discussions about the appointment of a new men's Manager.

The Club were pleased to announce a new Foxes Fanstore had opened in Highcross Leicester and a new website had been launched since the last FAB meeting. The FCC meeting and Your 90 Minutes meetings had progressed as planned.

AGENDA ITEMS

MATCHDAY EXPERIENCE

Safe Standing Consultation:

- The Club shared that their main objective when looking at safe standing, with supporter safety as the priority, is to deliver a robust, fan-friendly solution with a clear communication strategy, to positively add to supporter experience and fan atmosphere.
- There were discussions about the challenges of relocations to and from any safe standing locations.
- The FAB members who chaired the FCC Working Group meetings reported that feedback on the pre-Christmas consultation process at the FCC Working Group meeting on 20 November was positive, especially around the outputs proposed for consultation.
- Discussions took place around the proposed safe standing survey consultation questions. Members agreed that supporters should disclose information such as supporter number and seating area, and communications should be clear that this would be solely used for the purposes of the survey and not used to reprimand supporters if they admit to standing. It was acknowledged that the tone of messaging would be important.
- The survey will go live week commencing 2 December and will close on 22 December.
- The location of safe standing has not been decided and the Club advised the best solution could be a hybrid (rail/seat) approach with different methods of safe standing to be considered, depending on location.
- The Club confirmed there would be prototypes installed prior to the West Ham game, which would remain in place for the Brighton and Wolves games. It was acknowledged that some supporters might not be familiar with what safe standing options look like and that there would be opportunities for supporters to visit the prototypes through appointments on 9 and 10 December. It was agreed that the FAB could visit the prototypes before the Brighton game on 8 December. Communication is key.
- There will also be an information point at the three home games before Christmas where LCFC staff will be present to raise awareness about the consultation process and help supporters complete the survey and ask questions.
- Members discussed if there should be tickets made available match-by-match in the safe standing area – it was agreed this would be discussed in further detail once appetite for a safe standing area was confirmed, as Season Ticket Holders shouldn't be displaced; however it was recognised that match-by-match availability would also be a desired outcome.

ACTION

JD to arrange members preview at 11am on Sunday 8 December.

FCC Working Group, including Supporter Groups, to be invited to review the prototypes.

Supporter Groups should be encouraged to share the survey with their members and encourage participation, to ensure the most comprehensive result.

Fanzone:

- The Club were pleased to announce they will be introducing a sequence of test Fanzones, starting at the Leicester City vs. Wolverhampton Wanderers match on 22 December.
- The Fanzone will be situated in Car Park C, opening two hours prior to kick-off and for 90 minutes after the final whistle.
- There will be an enhanced food offering, using local vendors, and beer will be sold at a reduced cost, from £5.50.
- Capacity will be 1,000, and there will be free entry for valid ticket holders only.
- Family focused activations will continue on the brickweave at the front of the stadium, to complement and complete the area for fans.

LONG-TERM AUDIENCE GROWTH & SUPPORTER PATHWAY

Games Identified For General Sale:

- This was an agenda item raised by a member.
- Information was presented about the number of match tickets sold for games that have been on General Sale this season.
- The Club confirmed 3,200 match tickets are made available for match-by-match sales, and if there are still tickets available, access is given to supporters with booking history and then General Sale.
- The number of tickets visible online is fluid, as there can be more tickets available if an away club doesn't take a full allocation and when Season Tickets are put up for resale. Resale tickets are usually all taken up.

Ticket Resale & Transfer:

- A member advised that a lot of supporters don't understand the process for reselling and forwarding their Season Ticket.
- ACTION: Club to review communications, as all agreed that empty seats were not desirable, and opportunities to attend games should be extended, whenever possible.
- A member raised the issues around forwarding tickets to concessions, especially an Adult to Under 18. Transaction required multiple emails and conversations with the Ticket Sales Team.

ACTION: Club to review process.

There were discussions about the cap on ticket resales and forwarding took place. Currently ticket exchange is not maximised by supporters and the Club was encouraged to look at ways to encourage greater uptake of ticket exchange options.

A member asked what the feedback was from the no-show surveys. The surveys have a low response rate and there is a mix of responses with no key trends coming through.

LCFC Women Attendances:

- This was an agenda item raised by a member.
- Information was shared on attendance figures for women's games so far this season.
- The Club advised they are attempting to grow awareness for the women's game and have employed significant resources to engage with schools and grassroots clubs to grow the audience. The games against Manchester United and Chelsea include a schools and grassroots promotion, with teams from the ETC also being engaged, and involve free tickets, on-pitch activities and so forth, to encourage attendance and participation.

Digital Ticketing:

- The Premier League guidance on digital ticketing, which becomes mandatory from 2026/27, was shared with the group, along with the requirement for clubs to use exclusively digital tickets for away games this season – it was discussed that the Club would identify three away games to trial this.
- Discussions took place around which fixtures this should be, with members expressing a preference for it to be at the more modern stadiums to alleviate issues for travelling fans. Manchester City and Tottenham Hotspur were identified as two preferences.
- Members discussed the Club's approach to implementing digital ticketing at the start of the season and how, for next season, this should be a 'just do it' approach. The Club were encouraged to communicate the process early, ideally letting supporters know the details by Easter-time.
- Exemptions are to be a discussion point among members, with an application process suggested. Members suggested offering those exempt a trial of three games using digital ticketing before committing for the whole season.
- The group discussed selecting a game this season for all entry to be digital, as Season Ticket Holders who have a physical card can still download a digital version.
- Feedback shared from the FCC Working Group was that communication shouldn't be over-complicated, it should be early, upfront and any exemptions made clear.
- Discussions around offering a 'slow lane' for those supporters who are not comfortable with technology or using phones to access, to be further discussed.

SUPPORTER BEHAVIOUR

Supporter Behaviour At Away Games:

- Information was shared from the FCC Working Group.
- The Club confirmed they have had 74 Court and Club banning orders this season to date, with the average across the league being 10-15.
- In the 2022/23 season, the Club introduced randomly selected ticket collections at away grounds, on average 49 from 100 were not collected, inferring that up to half of the Club's away tickets might be being exchanged to supporters who are unknown to LCFC.
- Some members felt that a main reason for supporters purchasing away tickets, but choosing not attend, is for them to gain priority points. Members agreed the priority points system and digital tickets could address supporter behaviour issues.
- There were discussions about the Club deploying additional Leicester City stewards at away grounds to assist with supporter behaviour. Currently between six and seven LCFC Stewards attend away games. Members reported that they felt this helped, although they have no jurisdiction at away grounds. This has been raised by the Club at a meeting with the Premier League.
- Recent issues with migration at away games have resulted in our own fans being injured. Members asked for a communication to be sent to supporters highlighting the requirement for them to sit in the seat they have been allocated and to share evidence of potential consequences of not doing so.
- Connectivity issues at football grounds was discussed and how poor WIFI affects the ability to report an incident either via the Kick It Out App or via direct messaging. Members thought it would be beneficial to understand any plans to improve connectivity at the stadium going forward.

ACTION

The Club to include consultation on priority points in a Your 90 Minutes consultation.

FAN ENGAGEMENT FRAMEWORK

FCC WORKING GROUP FEEDBACK

Matchday Experience:

- The Chair reported that the session received positive feedback, with the main discussion point being safe standing.
- Members of the Working Group suggested the Club considered safe standing in areas where supporters already stand.
- The Working Group encouraged transparency about the communications plan and had raised whether there would be sight of the survey before it's sent out. It was discussed that the survey would be shared with the FAB for feedback before its shared.
- It was discussed that supporter groups who have done a lot of work on safe standing previously are keen to assist the Club in pushing out communications.
- Discussions took place around Fanzones and it was reported that there is a positive appetite from supporters for the Club to introduce a Fanzone. Food and drink and seating areas were the key things that supporters would like to see in a Fanzone, especially suppliers local to Leicestershire, with affordable prices.
- Overall, the group reported a positive experience and were interested to see how the rotation of group members works for future meetings.
- The only concern raised was around the allocated time, it was felt that such important topics require a longer discussion time and that the next session should be an extra hour in length.

Ticketing & Products:

- The Chair reported discussions took place around digital ticketing, memberships and communication.
- Members of the FCC Working Groups had very good insight and provided valuable feedback.
- Fox Membership was an area of concern, with no clear journey or pathway or exclusivity. A Membership product for LCFC Women was identified as being an area to explore.
- Access to events and players was discussed, with group members feeling a disconnect. The player signing sessions were discussed and it was felt that the charge should be redeemable in store.

LCFC Culture:

- The Chair reported the group held discussions around supporter behaviour at away games and how important it is for supporters to be able to report incidents in a quick and easy manner, with quicker response times.
- Steward training was discussed and it was felt that stewards would benefit from further training for dealing with supporters who raise issues around discrimination or threatening behaviour.
- Matchday themes and campaigns were discussed, with the majority of the group not being aware of what they were and calling for more communication across channels, with more player involvement.

FCC Working Groups – Members Discussion

- There was discussion about communicating how feedback is shared and implemented from the FCC Working Group meetings and the rest of the framework. It was felt important that there is clear communication about the consultation with the FAB and how the feedback from across the framework is being used to support the Club.
- Members requested for minutes of the FAB to be sent directly to members of the FCC Working Groups, before they are in the public domain.
- Members felt that the Club communicates very well in a corporate manner, but they have become less personable. Proposed insights into Club representatives could help fans feel more of a connection.

ACTION

The Club to email minutes to members of the FCC Working Groups before they are made public.

FAB Visibility:

- Agenda item raised by a member.
- With the FAB now being established and two meetings having taken place, it was discussed how this is communicated to the wider fanbase.
- More visibility was requested on the Club's website, with quotes from FAB members on importance of the role of the FAB.
- It was deemed important to be able to communicate the difference between the FAB and supporter groups.
- The FAB email address was discussed, and the Club advised there are safeguarding and GDPR challenges around giving FAB members direct access to the LCFC email account. It was agreed that, currently, emails received into the FAB inbox, will receive an acknowledgement from the Club and be circulated to members on a weekly basis, with any personal supporter information removed, and that this will be monitored ongoing.
- Six emails have so far been received and already circulated to members.

ACTION

LCFC Content Team to look at FAB visibility on website.

LH to email FAB members with an update on FAB emails received, and any actions needed or taken, every Monday.

AOB

- Members would like to be included in Your 90 Minutes sessions, perhaps on a rota system.
- Summary of FAB emails to LCFC Help have not been circulated. The Club confirmed that nothing has been received for FAB, however this will be updated also each Monday by LH.

ACTION

JD to advise dates and topics. Members to indicate their preference.



DATE OF NEXT MEETING

Wednesday 26 February, 2025