



FCC WORKING GROUP

MEETING FIVE
25 SEPTEMBER, 2025

FAB Members:

Graeme Smith, Emily Burditt, Paul Angrave,
Ian Bason, Jo Lee.

Supporter Groups:

Foxes Trust, Leicester City Official Supporters Club,
Union FS, Foxes Pride.

Supporter Representatives:

Andy Kenney, Rishi Lakhani, John O'Brien,
Sam Carruthers, Cllr Shyam Morjaria, Samantha Guyler,
Imran Moledina, Tim Sutcliffe, Carl Room.

Apologies:

Jenny Tasker, Monique Louis,
Ravi Tara (FAB representative),
LCFC Women's Official Supporters' Club.

LCFC Representatives:

Imogen Ward Head of Fan Engagement
Dan Schofield Director of Venue Commercial Development
John Olaleye Equality and Inclusion Lead
Jim Donnelly Supporter Relations and Accessibility Manager
Ashley Ward Event Operations Manager

ACTIONS FROM LAST MEETING

FCC WORKING GROUP SURVEY

- A survey was sent to all FCC Working Group participants to review the first year of meetings.
- Respondents suggested that the group functions well, with strong openness in discussions and useful updates provided by the Club.
- The group is seen by respondents to be diverse and constructive.
- Breakout groups are felt to be effective but often too short or under-used.
- The biggest issue is the wider fanbase not hearing enough about outcomes.
- Some respondents want more visibility of the group in the wider fanbase, more transparency and recognition of the group's impact.

RECIPROCAL TICKET PRICING

Reciprocal ticket pricing deals with other Clubs were discussed. Some Members felt that the Club should adopt the £30 cap that was used in the Premier League.

COMMUNICATION OF FCC WORKING GROUP IMPACTS

- The Club confirmed impacts of the FCC Working Group and the Fan Engagement Framework as a whole were listed in 2025/26 Fan Engagement Plan and accompanying news story.
- Infographic, news story and social posts about FCC Working Group meetings were published, in line with FAB meeting publication.
- Improving wider fanbase engagement with the Fan Engagement Plan listed as a LCFC Culture breakout group topic for this session.

AWAY PRIORITY POINTS PROCESS

- Survey to be released by the end of September.
- Slightly delayed to incorporate full FAB feedback.

UPDATE: *The survey was publicised at the end of September and closed on 18 October.*

SUPPORTER GROUP NETWORK

The Club provided an update on the launch of the Supporter Group Network, including:

- Twenty-three Groups registered to date.
- Six UK based, 17 overseas.
- Seven new Supporter Groups registered.

NEXT STEPS:

Discussion at the next FAB Meeting on 19 November:

- Football Supporters Association (FSA) representative will attend the FAB.
- Discussions to help shape benefits for registered groups e.g. recognition and support with building memberships, access to events and engagement opportunities as well as terms of engagement.

Group Feedback Sessions:

- Series of online sessions with registered groups (UK and International).
- To discuss outcomes from FAB meeting and encourage feedback.

FCC Working Group – 22 January:

- Further update to be provided at next FCC Working Group meeting.

ITEMS RAISED BY MEMBERS

The following items were raised for discussion by Members of the FCC Working Group.

DIGITAL WORKING GROUP – YOUR 90 MINUTES SESSION:

Session will take place on Thursday 13 November 2025. Fans can sign up now [HERE](#).

Agenda to include:

- Introduction to digital team and what they do.
- LCFC App - what developments have been done, and what we should do next.
- Feedback on upcoming projects.
- Opportunities for more involvement in consultation on LCFC digital products.

TICKET TOUTING

It was raised that the FSA is carrying out a research project into ticket touting. The Club confirmed it has a safe buying guide on the website, which can be read [HERE](#).

ACTION: The Club will contact the FSA to discuss their ticket touting research and feedback at the next FCC Working Group.

GENERAL SALE FOR MEN'S MATCHES

There was a discussion about men's games going to general sale to ensure as many fans as possible could watch a game. The Club confirmed Sheffield Wednesday had gone to general sale and that they would encourage general sale where possible, whilst taking into account areas near away fans being at higher risk operationally. There was a discussion about some away clubs giving back tickets very late which limited time for the Club to sell them. The Club confirmed it was talking to other clubs to request any returns are given back in a timely manner. Members suggested that tickets that were returned late or went unsold should be gifted to community projects to help grow future audiences. Some Members said ticket prices were too high and felt that was the reason not all games sold out. Some suggested the fixture times moving, with very few Saturday 3pm kick offs, contributed to some games not selling out.

COMMUNICATION

The Club confirmed that feedback from the FCC Working Group about the need for communication from senior leadership has been passed on and is under consideration. These views have been reinforced at Your 90 Minutes Sessions and FAB meetings.

LCFC WOMEN'S SUPPORTERS CLUB

LCFC Women's Supporters Club confirmed that they would be hosting an online information session to promote the Group and try and enlist more support for running the Group. The Group was due to meet with Foxes Trust and Foxes Pride to align activity for LCFC Women.

SAFE STANDING

The Club confirmed that there have been no operational issues with safe standing after the first four games. The Club confirmed that there are match-by-match seats available in all safe standing areas.

DIGITAL TICKETING

The Club confirmed that it hasn't issued any physical cards outside of the three main exemptions. Supporters facing ill health fall under exemptions, with fans able to provide the following as evidence:

- Disability Living Allowance.
- Care or Mobility Allowance at Middle or High rates.
- Personal Independent Payment.

- Standard or Enhanced rates.
- Attendance Allowance.
- Registered as being Blind / VISTA Members.
- Nimbus Access Card
- Any other supporting evidence from specialists.

The Club confirmed that most issues reported on matchdays were from supporters using old cards or wrong cards, rather than issues with mobile tickets.

A Member commented that tickets can't be downgraded when forwarding tickets.

ACTION: Club to update if it's possible to introduce changing price type when forwarding tickets, as currently the ticketing system is not able to facilitate this.

SANCTIONS

The Club confirmed that sanctions were discussed at the FAB meeting on 20 August, with a recommendation that a rotating FAB representative sit on the Appeals Committee on a rota system. FAB representatives are to be given training and fans would have the option to choose whether they have a FAB representative in attendance.

The Club are coordinating next steps internally, and are in contact with the FSA about facilitating this.

CLUB UPDATES

The Club provided the following updates.

MEMBERSHIPS

The Club confirmed that, following feedback from previous FCC Working Groups, it would add the following new benefits to Fox Memberships this season. Season Ticket Holders will also receive these benefits:

- App Exclusive Member Area.
- Free Digital Matchday Magazine for Members on App.
- Zoom Q&A for International Members (x2).
- Exclusive, free Member events.
- Priority and discounted access to LCFC events.

CATERING

The Club confirmed its new catering partner, Oak View Group, is now operating all food and drink provisions across the King Power Stadium.

The structure of the new deal allows LCFC to be more reactive when remedying issues, as evidenced by changes implemented following Sheffield Wednesday fixture which have been positively received.

There has been significant investment in kitchen facilities to facilitate a new range of food concepts in lounges and on concourses.

There will be further investment in concourses (Box Bars, cooking equipment), Fan Zone units and across hospitality areas (new crockery, cutlery, glassware in all lounges, Walkers Hall & Reception Lounge upgraded).

SCHOOLS AND GRASSROOTS ENGAGEMENT

The Club updated the Group about its new schools and grassroots programmes which will be launched this season, offering valuable resources to registered schools and grassroots teams. This will benefit schools and clubs across the county and surrounding areas, as requested by the FCC Working Group in previous meetings.

Members provided positive feedback about these schemes, particularly to grow the younger fanbase and encouraged the Club to do more storytelling about their work in these areas.

DIVERSITY AND INCLUSION

The Club provided an update on its Diversity and Inclusion Strategy and that it would be seeking feedback from the Fan Engagement Framework about its 2026 strategy. Some Members expressed an interest in being more closely involved in this area.

ACTION: The Club to engage with Members who expressed an interest to be more closely involved with the 2026 Diversity and Inclusion Strategy

YOUR 90 MINUTES SESSIONS

The Club shared feedback summaries from the previous two Your 90 Minutes sessions, which can be seen below.

WOMEN'S AUDIENCE GROWTH AND MATCHDAY EXPERIENCE 18 SEPTEMBER, 2025

MATCHDAY EXPERIENCE

- Pre-match music: lack of connection to When You're Smiling for the women's audience.
- A lot of pre-match elements are linked to the men's team – need to build connection to this or introduce own, fan-led aspects.
- Food and drink options at ground required, especially around brickweave areas, especially for earlier games – encourage early arrival.
- Earlier, more detailed information about what's on required.
- Half-time to include adult options as well as children and be promoted more visibly.
- Accessibility – BSL on big screen for example.
- Acknowledgment that fans and Club should work together to enhance atmosphere – working with Supporter Groups.

MATCHDAY AND NON-MATCHDAY EVENTS

- Opportunities to come to the ground earlier to meet like-minded supporters.
- Opportunities to link up/travel with like-minded fans appreciated.
- STH events encouraged to promote sales and attendance.

AWAY GAMES

- Issues around information about away games being communicated.
- Parking at away games is a problem.
- Club to raise this with WSL. Foxes Trust to look at raising with their network.

AUDIENCE GROWTH

- Promotion of inclusivity and safety is important.
- Audience demographics were discussed – LCFC Women audience is younger, more female and more local (with some travelling from further afield) than LCFC Men and WSL as a whole.
- Ticket pricing and bundles discussed, including the view from some that Season Ticket prices could be raised going forward as their low price can result in low attendances for Season Ticket Holders.
- Impact of match timings - 12 noon start clashes with girls grassroots fixtures.
- Better utilise player personalities and legends of the women's game including Lionesses/broadcast talent.
- Utilising the Lionesses' success.

MEN'S MATCHDAY EXPERIENCE

11 SEPTEMBER, 2025

GETTING TO THE STADIUM

- Comments about it being better getting into ground than people thought, with digital ticketing working well.
- Praised ticket download comms.
- More and earlier comms about what's happening at ground and in Fan Zone required.
- Praise for new Manager comms at start of season.

IN BOWL

- Fireworks and light shows felt to be OK at evening games and for special occasions but pointless in the day. Fans felt they should be used sparingly to avoid losing their impact.
- Discussion about 'toxic' atmosphere with negative chanting and the need to hear more positive chanting, not chanting against players/Club.
- Call from the fans for supporters to make their point about Club before the game but not on the pitch, where players should feel supported.
- Everyone misses Birch – discussion of other figures who might be able to make an impact.
- Music can be too repetitive and too loud at crucial moments. Discussion about stopping music 10 mins pre-game.
- Local artists searches praised as a good touch by the Club.
- Half-time entertainment – Club presented half-time entertainment in response to feedback, which was well-received.

WORKING WITH SUPPORTER GROUPS TO ENHANCE EXPERIENCE

- A Supporter Group representative said that they were worried that Fan Engagement Framework consultation on Tifo displays would delay sign off and impact them being able to deliver them. There was concern raised about the amount of time it had taken for the Club to respond to Tifo requests.
- The Club confirmed that it suggested that the format of Tifo displays should be consulted on in the Fan Engagement Framework when the Tifo requested went beyond the Supporter Group area to ensure a diverse range of feedback is taken into account in decision-making. The Club would still sign-off design and work directly with Supporter Groups to finalise logistics.
- Suggestion of using Fan Engagement Framework meetings to promote the group and understand Tifos better.
- Foxes Trust survey was mentioned, specifically that fans felt chanting positively adds to matchday experience and fans not being aware of the Fan Engagement Plan. The Club confirmed that the FCC Working Group would discuss how the Club could work with Supporter Groups to enhance matchday experience.

SAFE STANDING

- Some commented that this was a missed opportunity by the Club and that the whole of the South Stand should have been made safe standing. Some disagreed.
- Discussion about there not being demand for more safe standing as its not sold out.
- It was felt the Club should better publicise people being able to move throughout the year.
- Some comments that there was a marked improvement after safe standing was introduced.

CLAPPERS

Mixed views – some in favour given collectibles and kids favouring them. Some felt unnecessary and not authentic.

FOOD AND DRINK

- Pricing mentioned as an issue - £3.10 for a water in the concourse and £6+ for a pint.
- Local breweries requested, especially in Fan Zone.
- Service – can be slow and lack of proactivity from staff.
- Fan Zone – call for local breweries, cheaper than the ground prices. Local music and bands requested.
- 1884 Sports Bar – be clearer when its open.

BREAKOUT GROUPS

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

1. Matchday Experience

- a) Enhancing men's matchday experience including the role of fans and Supporter Groups.
- b) Matchday catering including Fan Zone.

2. Ticketing and Products

- a) LCFC Events including Member and Season Ticket Holder events.

3. LCFC Culture

- a) Supporting inclusivity as a fanbase and Club.
- b) Communication of Fan Engagement Plan and its impacts.

MATCHDAY EXPERIENCE BREAKOUT GROUP

FAB Chair Emily Burditt

MATCHDAY CATERING INCLUDING FAN ZONE

- Members said that the feedback from the men's matchday experience Your 90 Minutes session was positive.
- Members questioned why there was no Fan Zone for the Coventry Fixture, which was due to the early kick-off time. Clear, early communication about when the Fan Zone was taking place was suggested.
- A Member said that the catering at the Sheffield Wednesday match was poor, but commented that it had improved at the Birmingham City game.
- Members felt there was a lack of information for fans about the new food offering and that food had run out early in some areas for the Coventry game. Members requested on-going communication about the food offering for every match, in particular highlighting what is new, and where it is located.
- Some felt that the concourses are too small to cater for everyone so welcome the addition of extra outlets around and outside the stadium to relieve the queues in the concourses. Despite the new self-serve bars in place, some supporters are still not sure about these and will stand in long queues because that is what they have always done.
- It was suggested that the Club needs to look to change behaviours around the offerings available across the stadium e.g. pushing information about catering on social channels.
- A supporter mentioned that you can now pre-order drink in hospitality which helps with service.
- It was mentioned that the recent Fan Zone didn't include local beers or craft ales, which would go down well with fans.
- A member suggested that the smoking corrals have food and drink outlets in them at half-time to help with the queues in the concourses.
- Some Members felt there should be big screens showing live matches in the Fan Zone with commentary on them.
- A Member said that there should be cheaper deals in the Fan Zone and that water and soft drinks were too expensive.

ENHANCING MEN'S MATCHDAY EXPERIENCE INCLUDING THE ROLE OF FANS AND SUPPORTER GROUPS

- The Union FS representative in the breakout group gave an overview of their displays, detailing the work that goes into creating them and that they are fan-funded.
- There was a suggestion that the Club could capture content of Union FS creating their Tifos to show the work that goes into making them, as it was felt there was a lack of awareness about what the Supporter Groups offer in general.
- Union FS mentioned the support from the Fan Engagement team to ensure the smooth running of their Tifos on matchdays and there was positive feedback about Club communication about the latest Tifo at the Coventry game.
- Some Members mentioned that some supporters don't like the big surfer Tifos as it can restrict their views, and that mosaics with foils are less obstructive and look good.

ACTION: Supporter Groups to be given the opportunity to present at FCC Working Groups to highlight their work and objectives.

ACTION: The Club encouraged Supporter Groups to have an area to meet fans in the Fan Zone, and asked Supporter Groups to let them know when they might want to execute this.

BREAKOUT GROUP 2

FAB Chair – Paul Angrave

LCFC EVENTS INCLUDING MEMBER AND SEASON TICKET HOLDER EVENTS

- There was a discussion about the Fan Zone, with discussion focused on pricing, entertainment, and heating provision as winter approaches.
- A marquee or cover was suggested to help create a warmer environment and gas heaters would be a welcome addition.
- Family activities on the brickweave area were seen as a positive addition to matchdays.
- LCFC events were discussed, with supporters keen to see the continuation of free events, especially for Season Ticket Holders and Members. There were suggestions that revenue could be generated through upsells within events (e.g. hospitality upgrades, exclusive merchandise).
- There was a strong view that supporters would like greater access to players, or for signing opportunities to be communicated more widely.
- Some Members expressed a desire to have a fan-led end of season awards event re-introduced.
- Signed merchandise was noted as being difficult to obtain and tightly controlled by the Club and it was felt more supporters should have access to these items.
- A summary of the new Events Programme that the Club is working on was presented and positively received. Members encouraged the Club not to charge high prices for events and to maintain free events for supporters as well.

LCFC CULTURE – BREAKOUT GROUP 3

FAB Chair – Graeme Smith

SUPPORTING INCLUSIVITY AS A FANBASE AND CLUB

- A member suggested that recent fixtures haven't felt inclusive, with 'toxic' chanting, especially at away games. There was a desire to avoid political chanting and focus on inclusivity, noting that most of the fanbase wanted to be positive and get behind the team.
- It was discussed that Supporter Groups could come together to condemn chanting, showing a united front. It was suggested this could be supported by the FAB.
- There was a suggestion that fans should be able to call out bad fan behaviour, supported by the Club.
- Some members felt that stewarding was not effectively dealing with some discriminatory behaviour and the Club took an action to update on steward training at the next meeting.

- A member commented that there was an over-use of male-only images on social channels and asked the Club to make sure there is diverse fan imagery on its channels.
- It was mentioned that better connectivity would improve reporting of discriminatory behaviour. It was difficult to use the text service due to lack of connectivity on matchdays which meant supporters struggled to report anything confidentially. There was a suggestion that the Club implements a dedicated steward with enhanced training that discrimination could be reported to.
- A member mentioned that at a recent Lincoln City game there had been an announcement condemning homophobic chanting in direct response. This was seen as very positive and should be replicated if the same thing happened at LCFC.
- The importance of storytelling to promote inclusivity was mentioned, with suggestions to revamp inclusivity messaging and make it more positive, including looking at videos supported by players, fans and supporter groups.
- It was felt that celebrating Leicester's diversity is key.
- Members were hopeful that the new Supporter Group Network would encourage representation, with a desire for more diverse Supporter Groups.
- A member mentioned the White Ribbon Premier League campaign, which was particularly positive for men backing women's position.
- A member praised the Club as a trailblazer for the work it has done with Foxes Pride.

COMMUNICATION OF THE FAN ENGAGEMENT PLAN AND ITS IMPACTS

- Storytelling about the new Manager being out and about in the city was praised, with a desire for more content like this. It was felt this kind of content should be used for inclusivity messaging and to communicate the Fan Engagement Framework impacts.
- Members suggested the introduction of short, punchy videos to communicate the Fan Engagement Plan impact. There was a discussion about resource and fan interest in this, but it was felt fans would be more likely to engage with videos and shorter summaries of Fan Engagement Meetings. A 'did you know' series was suggested, to showcase the impacts of the Fan Engagement Framework.
- It was felt that full summaries and minutes should also be published, to ensure transparency.
- It was felt the Club could communicate the Fan Engagement Framework impacts on screens at matchdays, which might also encourage more fans to attend the Framework sessions. There could also be representation from the FAB/Supporter Groups at the Fan Zone.
- Some Members suggested the Club creates case studies of successful outcomes from the Fan Engagement Framework e.g. Safe Standing consultation.
- The Foxes Trust said that it would be publishing a survey about the Fan Engagement Framework.
- A FAB member said they were surprised at the level of change the FAB has managed to implement and the structure of the Fan Engagement Framework had been praised by Premier League and FSA.

RECONVENING AT THE END OF THE SESSION

The groups reconvened and the group Chairs shared key themes and actions.

NEXT FCC WORKING GROUP MEETING

The next meeting will take place on 22 January, 2026.

