



FAN ADVISORY BOARD

MEETING EIGHT - 13 MAY, 2026

Supporter Representatives:

**Paul Angrave
Emily Burditt
Becky Taylor
Jo Lee
Ravi Tara
Graeme Smith**

LCFC Representatives:

**Kevin Davies
Chief Executive**

**Anthony Herlihy
Communications & Marketing Director**

**Russell Jones
Commercial Director**

**Imogen Ward
Head of Fan Engagement**

**Louise Hollingsworth
Supporter Engagement Manager**

**Jim Donnelly
Supporter Relations &
Accessibility Manager**

WELCOME & INTRODUCTION

Members were welcomed to the meeting by Kevin Davies. Kevin Davies was formally confirmed as NBLO (Nominated Board Level Official) and FAB (Fan Advisory Board) Co-Chair.

Fan representatives voted for the FAB Fan Representative Co-Chair position, with Graeme Smith being elected following the vote. It was agreed that this vote would carry over for season three of the FAB term.

Minutes of the previous meeting were read and agreed.

ACTIONS FROM PREVIOUS MEETING

FAB Matchday Presence

- The FAB had previously discussed FAB Fan Representatives having a presence at matchdays, possibly in the Fan Zone. This will be discussed once fixtures are known for future matches.

Women's Season Ticket Consultation

- Women's Season Ticket consultation for 2026/27 took place in the April FCC Working Group as planned and will be further discussed in today's FAB meeting.

Men's Match Ticket Consultation

- Men's match ticket consultation for 2026/27 took place in the April FCC Working Group as planned and will be further discussed in today's FAB meeting.

AGENDA ITEMS

TICKETING

Season Tickets 2026/27

- The Club confirmed that the Season Ticket cap of 22,253 has been reached and there was a discussion about whether or not the Club should or could exceed the cap.
- Renewal rates were discussed subject to failed direct debit reconciliation, and the Club confirmed that more than 4,500 new Season Tickets had been sold, with a significant proportion of these being sold to under 18s.
- The Club confirmed there were more than 250 safe standing spaces available on a match-by-match basis.
- FAB representatives commented favourably on the increased number of under 18 Season Ticket Holders and identified this as an opportunity for future growth.
- There was a reminder that the Club had responded to FCC Working Group feedback by allowing supporters aged 14 and over to attend and hold a Season Ticket without an adult.

Season Ticket Product & Benefits

- Members discussed potential future benefits and added value initiatives. Suggestions included food and beverage offers, the inclusion of cup games and family-focused benefits.
- The Club advised that it would look into feasibility of some of the suggestions gathered in this session and previous FCC Working Group sessions and would feed back in the July FCC Working Group, as per the timeframe committed to in the previous FCC Working Group.
- There was a discussion about price benchmarking against League One teams. A Member noted the importance of taking a strategic and supporter-focused approach rather than viewing pricing solely through a commercial lens.
- The Club highlighted the need to balance supporter expectations with continued investment in improving on-pitch performance.
- Members emphasised that any initiatives introduced should feel supporter-led and informed by fan consultation. Some felt that feedback on Season Tickets benefits should happen before fixtures are released and the Club said it would be happy to feed back to the FAB before the FCC Working Group in July if the Club is in a position to confirm benefits earlier.

ACTION

Club to feed back on Season Ticket holder benefits in July FCC Working Group.

Men's Match Tickets 2026/27

- There was a discussion about match-by-match tickets, with the Club confirming that work to finalise pricing is underway following completion of the Season Ticket renewal process and will include benchmarking.
- Feedback from the FCC Working Group was shown to the group and discussed including reviewing ticket categorisation, group sales, school engagement and community initiatives.
- Members suggested that small changes to the ticket pricing categorisation could improve supporter sentiment and understanding.
- The Club confirmed they were targeting the end of June for the release of match-by-match ticket information, following the confirmation of fixtures.

Matchday Experience

- Members discussed the importance of making the matchday experience accessible and engaging for younger supporters and first-time attendees, with discussions about Family Zone opening times and stadium atmosphere. This was deemed particularly important given the amount of new and younger Season Ticket Holders.
- Ideas discussed included enhanced team arrival engagement opportunities, more visible half-time entertainment and a review of pre-match videos. Some Members felt the pre-match videos celebrating the Club's history should remain the same, but some felt they should be adapted and focus less on the Premier League victory.
- The group discussed differences between traditional football-going audiences and newer, family supporters, particularly around experience expectation and behaviours on matchdays. The importance of communication about matchday itineraries and family offerings was discussed, which was felt to be more relevant due to the amount of new and younger Season Ticket Holders.
- There was discussion around encouraging greater attendance from Season Ticket Holders and improving use of ticket forwarding and resale systems. The ticket exchange limit (10) was raised, with a discussion about the pros and cons of increasing the cap of 10 ticket exchanges.
- A Member raised concerns regarding the long-term value of Memberships if more tickets move to general sale and there was a discussion about the requirement for Membership products to evolve beyond ticket access and confirmed further work is ongoing regarding supporter benefits and structure.

ACTION

Club to feed back to the FAB on the reasons behind the Family Zone closing 30 minutes before kick-off.

Club to hold a "Your 90 Minutes" session on matchday experience, focusing on family experience.

Away Ticket Allocations 2026/27

- Members raised whether there would be changes to the allocation process for away tickets given lower away allocations in League One. There was a discussion about the importance of keeping the same process for the upcoming season before changes are implemented as a result of the Away Priority Points Process consultation in 2027/28. The recalibration of points thresholds and proportionality within the current system due to smaller allocations was discussed.
- The Club confirmed there would be further consultation with supporters on the proposed new structure of the Away Priority Points Process during the 2026/27 season.
- The importance of clear communication regarding away ticket allocations and processes was emphasised.
- The Club outlined its intention to pilot away ticket ID checks for selected fixtures following the Away Priority Points Process consultation, where this measure received significant support, including unanimous backing in the 'Your 90 Minutes' session, which was attended mainly by fans who travel to away games, a survey and FCC Working Group discussions. Members expressed mixed views. Some strongly supported away ID checks, citing improved safety, reduced discrimination and greater protection against the unauthorised transfer or misuse of tickets. Others strongly opposed the approach, expressing concern about the optics of it at a time where some felt there was a disconnect between fans and the Club, as well as concern that it could be perceived as overly restrictive and create unnecessary inconvenience for supporters.
- The discussion highlighted a broader consideration for the Club in balancing differing views expressed within the FAB meeting against the clear feedback received through the wider consultation process, which supported away ticket ID checks.

ACTION

Club to consider feedback from across the Fan Engagement Framework relating to away ticket ID checks.

Women's Season Tickets 2026/27

- Feedback from the FCC Working Group was shown to the group and discussed. This included feedback suggesting Women's Season Tickets currently represent strong value, with broad support for a modest adult price increase, ensuring low price points for families and junior supporters. Discussion highlighted the importance of maintaining the family-friendly, inclusive matchday experience at King Power Stadium, while recognising fixture scheduling as a barrier to repeat attendance and supporting targeted promotions to drive growth.
- Members discussed future pricing strategy and product flexibility for Women's Season Tickets, with general support for a price increase for adult Season Tickets. The Club confirmed current pricing remains among the lowest in the league.
- It was noted that repeat attendance rates remain comparatively low and that there may be opportunities to tailor products more specifically to the women's football audience.
- Members discussed whether women's ticketing products should differ more significantly from the men's structure, particularly regarding flexibility and bundled offerings.
- Fixture scheduling and kick-off times were highlighted as significant factors affecting attendance.
- Members also discussed whether Women's team communications should become more integrated within wider Club communications.

EFL Financial Regulation Proposed Changes

- The Club provided an overview of proposed EFL Squad Cost Ratio (SCR) regulations and their relationship to current Profit and Sustainability rules, which had been requested by Members.
- Members discussed financial sustainability and the importance of supporters having confidence in the Club making responsible long-term financial decisions.

Summer / Pre-Season Communication

- There was a discussion about the next phase of the Club's communications strategy ahead of the new season and the intention of the Club to work towards consistent senior leadership visibility. Members highlighted increased visibility from football leadership being key to building long-term trust.
- It was acknowledged that communication from senior leadership during this season received mixed reactions. There was agreement that consistent communication was important despite the mixed response and challenges from on pitch performances.
- Members emphasised the importance of visible accountability and clarity around leadership responsibilities.
- Members discussed the balance between accountability, transparency and protecting individuals from unacceptable personal abuse.
- Members suggested communication from relevant senior leaders should occur in advance of key supporter announcements such as ticket pricing releases to ensure that it wasn't perceived as reactionary.
- The Club confirmed the FAB will continue to be engaged during the development of future communication approaches where appropriate.

FAN ADVISORY BOARD & FAN ENGAGEMENT FRAMEWORK

FAB review including discussion of FAB fan and staff representative survey results

As part of the yearly FAB review, fan and staff representatives completed a survey about the FAB, which prompted discussion points about performance of the FAB in five key areas.: Composition; Meetings and Administration; Communication; Contribution of the FAB and Fan Engagement Impact. A summary of the review will be shared in the 2026/27 Fan Engagement Plan.

ACTION

Club to include FAB assessment in 2026/27 Fan Engagement Plan.

Supporter Group Ways Of Working

- The Club provided an update regarding the next phase of the Supporter Group Network rollout.
- Discussions focused on ways of working and managing public communication responsibly. The importance of being able to have informal, open discussions with Supporter Groups with clear terms of engagement about what would be shared publicly or not was seen by Members as key to relationship building.
- Members suggested that direct engagement with Club officials should be viewed as a valuable opportunity for dialogue and influencing Club decision-making and acknowledged a vast improvement in opportunities for fans to engage with the Club since the introduction of the Fan Engagement Plan.



DATE OF NEXT MEETING

To be confirmed once fixtures for 2026/27 are released.