



FCC WORKING GROUP

MEETING SIX
22 JANUARY, 2026

FAB Members:

Graeme Smith, Ian Bason, Jo Lee

Supporter Groups:

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

Supporter Representatives:

Andy Kenney, Rishi Lakhani, John O'Brien,
Sam Carruthers, Samantha Guyler, Tim Sutcliffe,
Carl Room, Jenny Tasker, Monique Louis

Apologies:

Imran Moledina, Cllr Shyam Morjaria,
Emily Burditt (FAB representative)
Ravi Tara (FAB representative),
LCFC Women's Official Supporters' Club

LCFC Representatives:

Alan Dawson Operations Director
Imogen Ward Head of Fan Engagement
Howard Lewis-Jones Head of Safety & Security
Louise Hollingsworth Supporter Engagement Manager
Jim Donnelly Supporter Relations and Accessibility Manager
Dave Stevens Leicestershire Police Dedicated Football Officer for LCFC

ACTIONS FROM LAST MEETING

CLUB TO CONTACT FSA TO DISCUSS TICKET TOUTING RESEARCH

- The FSA advised that the project is ongoing and there are no further updates currently.

PRICE TYPE CHANGE WHEN FORWARDING TICKETS

- It's not currently possible to do this on our ticketing system. The suggested upgrade has been fed into the Club's Digital Working Group for consideration and feasibility.

2026 DIVERSITY & INCLUSION STRATEGY

- Two members have expressed an interest to work more closely with the Club to build the new Diversity & Inclusion Strategy. Members still have the opportunity to be involved by emailing the Fan Engagement Team.

SUPPORTER GROUP PRESENTATION OPPORTUNITIES AT THE FCC WORKING GROUP

- The Club welcome expressions of interest from Supporter Groups to present at the FCC Working Group.
- The Foxes Trust spoke to the group about their fundraising plans for Leicester City in the Community's 'Goal Difference' programme.

OPPORTUNITIES FOR SUPPORTER GROUPS TO MEET FANS IN THE FAN ZONE

- Supporter Groups were encouraged to contact the Fan Engagement Team if they would like to have a space in the Fan Zone.
- UPDATE: DSA to host a stall in the Fan Zone at the QPR fixture.

ITEMS RAISED BY MEMBERS

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

FAN ZONE

The Club confirmed plans to operate a Fan Zone for weekend afternoon kick-offs up to the end of the season. Feedback highlighted a lack of variety in the food and drink offering with the Club looking to enhance options but highlighting the challenges faced by a relatively low capacity in the current location (1,000).

KHUN TOP COMMUNICATION

An overview of fan sentiment from social channels towards Khun Top's interview in November 2025 was shared with the group. The summary of online feedback was cautiously positive but conditional on further communication about plans going forward. Overall, the tone from social media at the time the interview was released was: 'Right step, now show us the detail and the changes'.

Some Members felt the interview lacked follow-through and was poorly timed, which damaged trust from supporters. Some felt communication from the Club should be more proactive, with more access and visibility from leaders at the Club. It was suggested that this could be a different senior employee or ambassadorial figure to rebuild trust.

There was deep frustration from the group that no follow-up communications had taken place and the group strongly encouraged the Club to provide an update following the interview in November, outlining clear actions and objectives. The meeting was held three days before Khun Top spoke to various media outlets in January, giving an update on matters including recruitment for a Chief Executive Officer, Technical Director and Commercial Director.

MEN'S HOME ATTENDANCE - SPECIFICALLY LCFC VS. WBA

Members had requested the Club share the results of the recent survey with Season Ticket Holders who didn't attend the LCFC vs. WBA match, including any information that might suggest the proposed boycott as a reason for the low attendance. 911 Season Ticket Holders submitted a survey response, with the reasons given for non-attendance listed below.

THEME	NUMBER OF RESPONSES MENTIONING THIS THEME	WHAT SUPPORTERS TYPICALLY SAID
Other/personal reasons	297	One-off personal circumstances, brief or non-specific explanations.
Scheduling/kick-off time	279	Monday night fixture, late kick-off, impact on next working day, school night.
Illness/health	211	Being unwell, caring for someone unwell, avoiding attendance due to health.
Work commitments	185	Early starts, night shifts, inability to get time off, first day back at work.
Travel/transport issues	80	Distance, late public transport, driving time, travel fatigue.
Weather/cold conditions	70	Very cold/freezing conditions mentioned as a contributing factor, usually alongside other reasons.
Family/childcare responsibilities	58	Childcare availability, caring responsibilities, family commitments.
Did not attend because of the boycott	57	Clear, deliberate non-attendance in support of a boycott or protest.
Explicitly stated that non-attendance was not because of the boycott	17	Specific clarification that absence was not connected to the boycott.

WSL KICK-OFF TIMES

- The Club confirmed it has raised the impact of kick-off times on attendance to the WSL.

FOXES TRUST FUNDRAISING CAMPAIGN

- The Foxes Trust representative provided an update on their intention to raise funds for Leicester City in the Community's 'Goal Difference' project, supporting mental health.
- An invite was extended to other Supporter Groups to take a joint approach to this fundraising moving forward. The Club confirmed it would share the Foxes Trust's contact details for those wishing to get involved.

CLUB UPDATES

THE CLUB PROVIDED THE FOLLOWING UPDATES TO THE GROUP:

WSL FAN CHOICE PILOT

- The Club confirmed it would be part of the pilot for allowing alcohol to be consumed in the stands for WSL games at King Power Stadium for all games from Sunday 25 January up to the end of the season.
- No behavioural problems have been reported by other clubs participating in the pilot so far.
- The Club invites feedback about the pilot through the post-match surveys and help@lcfc.co.uk.

ACTION: Club to provide feedback at the next meeting.

FAN ENGAGEMENT PLAN OUT-OF-SCOPE

- The Club confirmed that, following feedback from the Fan Advisory Board, it has updated the Fan Engagement Plan to include topics that are out of scope for the Fan Engagement Framework. This will sit beside the topics that are in-scope, which are already included in the Fan Engagement Plan. The Fan Engagement Plan can be found [HERE](#).

LATEST 'YOUR 90 MINUTES' SESSION

- The Disability Matters session (14 January, 2026) was held online due to poor weather.
- The meeting discussed accessibility on matchdays, both home and away. Key findings included access to toilets and parking, signage clarity, and post-match road closures.
- An incident relating to away travel was raised, in which a driver refused to store scooters and wheelchairs in the coach hold, citing company policy. The Club have investigated and resolved this issue.
- The Disability Supporters Association flagged key committee vacancies that may impact its future.

ACTION: Club to introduce the DSA to the FSA.

ACTION: Update: Club have provided contact details to DSA.

SUPPORTER GROUP NETWORK

- The group reviewed the proposed registration benefits and Terms of Engagement for the Supporter Group Network.
- Benefits included official Club recognition, engagement and event support, promotional opportunities, limited consultation through the Fan Engagement Framework, and other structured support.
- The Terms of Engagement focused on alignment with Club values, clear governance and contacts, annual reviews and encouraging community activity, with support relative to factors including group's size and activity.
- The FSA supported the proposals overall and recommended withholding recognition or engagement from groups that do not meet the required standards or provide lead contact details.

ACTION: Online consultations with international supporter groups in early February.

UPDATED: Online consultations took place on 4 February with groups in Italy, Greece, Indonesia and the USA.

ACTION: Club to continue to work with the FSA on implementation of the Supporter Group Network.

ACTION: Incorporate the Supporter Group Network into the 2026/27 Fan Engagement Plan.

AWAY PRIORITY POINTS SCHEME

- Results of the Away Priority Points Process survey were presented to the group.
- The general theme from the survey was that those who have the most Away Priority Points (and therefore get easier access to tickets) were most in favour of keeping the system the same, while those with fewer points often felt 'locked out' of the system or that it was unfair.
- It was felt that there should be further consultation with affected groups on proposed new processes and the Club confirmed they would hold 'Your 90 Minutes' sessions to talk through any new processes.
- Given the further consultation required, the Club confirmed any changes to the system would be introduced in the 2027/28 season.
- Members requested that some feedback might be implemented in the 2026/27 season, such as identity checks at away games, which were generally supported across consultation (with exceptions). It was also suggested that the Club might be able to provide some juniors with opportunities to attend away games next season, to ensure young fans were able to experience away games.
- There was strong feedback from the group that the existing system has unintentionally encouraged supporters to buy away tickets purely to gain points, rather than to attend matches. It was felt that this has resulted in tickets being sold on, given away, or left unused
- Members noted that tickets cannot currently be sold back to the Club, which exacerbates the issue.
- Several members felt the system should operate more like airline loyalty schemes, where points reflect actual usage/attendance, not just purchase.
- The principle of earning points only when attending received strong support.
- The allocation of 50 points for Season Ticket renewal was widely viewed as too high.

ACTION: Club to develop an implementation timeline for 2027/28 and share with the FCC Working Group.

ACTION: Club to identify and confirm any feedback that can be implemented for the 2026/27 season, before the introduction of any new Away Priority Points Process.

ACTION: Club to explore options to encourage more junior attendance at away fixtures in the 2026/27 season.

BREAKOUT GROUPS

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

1. Matchday Behaviour

2. Season Tickets 2026/2027

MATCHDAY BEHAVIOUR TALKING POINTS

- What aspects of matchday atmosphere should always be protected?
- What types of behaviour most negatively affect other supporters?
- Where or when do issues tend to arise and what could help prevent issues escalating?
- What role can supporters/Supporter Groups play in setting the tone? Opportunities for supporter-led messaging or peer influence?
- What could the Club do differently to support positive behaviour?

BREAKOUT GROUP 1

FAB Chair: Graeme Smith

- A Member raised a recent incident between LCFC fans at the home game against Derby County and there was a discussion with the input of Dave Stevens about the incident.
- Members raised concerns about an increase in politically charged chants in recent weeks. Some supporters expressed worry that challenging such chants or behaviour could lead to backlash.
- Some Members suggested there was a need for supporters to unite around the Club. It was also agreed that consistent, positive messaging from all Supporter Groups would be beneficial.

BREAKOUT GROUP 2

FAB Chair: Jo Lee

- Some Members felt that it was more important than ever to get behind the team.
- Some Members commented that fans should expect a certain level of chanting/shouting/swearing at football games but that there was a line that shouldn't be crossed around inciting hatred and discriminatory language.
- There was a discussion about declining matchday behaviour and some chants and comments crossing a line and contributing to families, in particular, not wanting to attend games, which it was felt contributed to the problems on the pitch.
- There was a discussion about managing fan behaviour issues by discussing the impact of their behaviour on other fans, and there was support for this approach from the group.
- It was felt that social media contributed greatly to division within the fanbase, magnifying issues and making them worse.
- A Member suggested that drug use was a contributing factor for negative matchday behaviour and there was a discussion about drug use across football grounds, with most of the group recognising this as an issue.
- A Member suggested the Club create a slogan or messaging for fans to get behind to unite the fanbase. There was a discussion about the difficulties of the Club instigating this, which may be criticised as unauthentic, and that it might be better if it was fan-led.

BREAKOUT GROUP 3

FAB Chair: Ian Bason

- A Member raised the same incident at the Derby County game that was mentioned in Group 1 and the Club confirmed that this had been referred to LCFC's sanctions team. Some Members felt stewards should have done more in relation to the incident and there should have been more communication about it from the Club. There was a discussion about the duty of the Club to follow the sanctions process and adhere to confidentiality.
- Some Members said they had witnessed smoking/vaping and drinking in the stands without consequence. The Club encouraged Members and all fans to report things like this using the text service or LCFC Help.
- Members suggested there should be positive messaging before every match from all Supporter Groups to ask supporters to report any issues at matches to stewards.
- Members felt that all fans should feel safe on matchdays and individual targeted abuse should be dealt with swiftly. There was a discussion around having specially trained stewards to deal with issues, to allow them to report things quicker and be dealt with.
- Some Members felt information about poor fan behaviour and sanctions should be more prominent on Club channels.
- Some Members commented that there was a need to respect fellow fans and differing opinions.

SEASON TICKETS 2026/27 TALKING POINTS

- Adding value to Season Ticket product through Season Ticket Holder benefits.
- Proposal to lower current minimum age for unaccompanied attendance from 16 to 14 to move in line with industry standard and attract younger audiences.
- Whether there should be a ring-fenced allocation of safe standing match-by-match tickets – 398 safe standing seats currently available (not taken as Season Tickets).

BREAKOUT GROUP 1

FAB Chair – Graeme Smith

SEASON TICKET HOLDER BENEFITS

- Some Members felt the relatively low cost of a Season Ticket was enough of a benefit on its own, without needing to introduce extra benefits.

Members suggested the following benefits should be considered:

- Season Ticket Holder 'special price' for replica shirts during launch period.
- Money can't buy opportunities and experiences.
- Competitions to win signed shirts or Season Tickets for the following season.
- Increased discount in the Foxes Fanstore.
- Discounts in food and drink kiosks (it was noted that this must be a significant discount and that a 10% discount wouldn't be enough).
- Free or reduced public transport example shared by a Member who watches Bochum games in Germany where travel on the metro is free upon production of a valid match ticket.

PROPOSAL TO LOWER THE MINIMUM AGE FOR UNACCOMPANIED ATTENDANCE TO 14

- Members broadly agreed that aligning with the industry-standard age was sensible. While there were no issues anticipated once supporters are inside the stadium, it was noted that anti-social behaviour could occur in surrounding areas.
- Questions were raised about the potential impact on the Club's away travel policy, specifically whether 14 and 15 year-olds would be permitted to travel unaccompanied on official away coaches.
- In addition, Members asked what safeguarding support, guidance, and education the Club would provide to young supporters if the age limit were lowered.

ATTENDANCE INCENTIVES/CONSEQUENCES

- Members felt that any consequences should be applied with discretion, recognising that Season Ticket Holders may miss matches for legitimate reasons, such as being out of the country, work commitments, or illness, rather than through a lack of interest in attending.
- It was agreed that Season Ticket Holders should not be penalised where reasonable steps have been taken to ensure their seat is used, including making use of the resale or ticket-forwarding options.
- Members suggested that a cumulative reward-based system could be effective, whereby rewards increase with consecutive match attendance (for example, attending 1 out of 1 game earns a base reward, 2 out of 2 a higher reward, and so on). While there was general support for this approach, some Members were unsure what form the rewards should take.

SAFE STANDING MATCH-BY-MATCH TICKETS

- Members felt there should be an allocation of match-by-match tickets ringfenced in safe standing areas.

BREAKOUT GROUP 2

FAB Chair – Jo Lee

SEASON TICKET HOLDER BENEFITS

- Renewal discount for use of Season Tickets (either attended or put up for ticket exchange) was positively received, so long as Season Ticket Holders were not penalised if they had already used all their exchange options or if their Season Tickets didn't sell on the re-sale platform. There were also concerns raised about those who were unable to attend at late notice, making it too late to use ticket exchange. Chelsea's use of their app for instant ticket transfers was highlighted as a good example.
- It was felt that there was a significant ticket discount on matchday prices with a Season Ticket which was a very valuable benefit. There was criticism from some Members that the Club hadn't increased Season Ticket prices across the last eight years, although there was acknowledgment that it wasn't the right time to increase prices this season, and Members felt prices should remain frozen.
- A food and drink discount across the stadium was encouraged – some Members mentioned that 20% off all food and drink would be the ideal amount.
- Food and drink was raised as a key issue for fans, particularly value, pricing (mini-wine quoted as being £8-£10) and variety, with kiosks often running out of hot food. Queues were a significant frustrating issue and it was suggested that fan education on self-serve stations was required as these often went unused or weren't busy while long queues formed next to them.
- Other benefits such as discounts around the city were encouraged but the group warned that benefits should be focused on matchdays and on matchday products, so people aren't disincentivised to attend.

PROPOSAL TO LOWER THE MINIMUM AGE FOR UNACCOMPANIED ATTENDANCE TO 14

- The group as a whole encouraged this being changed to attract new audiences into the ground but one member raised the impact on hospitality and was concerned about the ratios of children to adults in hospitality, claiming unsupervised children in hospitality areas damaged the experience in some hospitality areas.

ATTENDANCE INCENTIVES/CONSEQUENCES

- There were mixed views about this with some feeling that if fans don't put their Season Tickets up for use in some way they should be penalised or at least miss out on rewards, but some Members felt the opposite, and that football clubs had instilled consequences across other clubs to their detriment and it went against the tradition of being a football fan and 'owning' your Season Ticket.

SAFE STANDING MATCH-BY-MATCH TICKETS

- The group encouraged the Club to keep some match-by-match tickets but that this should be a relatively small percentage so it didn't prohibit too many Season Ticket sales in safe standing areas.

BREAKOUT GROUP 3

FAB Chair – Ian Bason

SEASON TICKET HOLDER BENEFITS

- Members agreed there should be clear added value attached to Season Tickets, beyond the price saving compared to match-by-match tickets. Improved communication at launch was highlighted as important to ensure supporters fully understand the benefits available to them.
- A food and drink discount of at least 10% was suggested, with the view that this should apply across the concourse (and potentially in Fan Zone areas) to feel meaningful on matchdays.
- Free hospitality upgrades were proposed as a reward mechanism, particularly for loyal or renewing Season Ticket Holders.
- It was suggested that the loyalty of renewing supporters could be used more strategically to help attract new supporters, for example through referral-style incentives.
- Members discussed linking the away points allocation system more closely to Season Ticket Holder rewards. Suggestions included awarding a point for each home game attended and reviewing how away points could form part of a broader reward structure.
- A discount on the following Season's Ticket was discussed as an incentive, with examples including 10% off for attending a set number of matches, or for those attending more than 75% of games.
- It was suggested that there could be a 'Your 90 Minutes' session about Season Ticket rewards.

PROPOSAL TO LOWER THE MINIMUM AGE FOR UNACCOMPANIED ATTENDANCE TO 14

- The group unanimously supported reducing the age limit from 16 to 14.

ATTENDANCE INCENTIVES/CONSEQUENCES

- Members supported an attendance-based incentive model, for example offering 10% off the following campaign's Season Ticket where a supporter attends a defined number or percentage of matches.

SAFE STANDING MATCH-BY-MATCH TICKETS

- The group felt that tickets should be ringfenced for match-by-match sales to ensure availability for non-Season Ticket Holders, particularly if safe standing areas approach sell-out. It was felt this should be around 100 tickets.

AOB

- Union FS shared details of their foodbank collection, for distribution to the wider group.
- A member commented that access to the 1884 Sports Bar post-match had been refused for Seasonal Hospitality clients.

ACTION: 1884 Sports Bar security to be briefed accordingly to ensure the situation doesn't happen for future games.

