



# FAN ADVISORY BOARD

MEETING SEVEN - 11 FEBRUARY, 2026

## **Supporter Representatives:**

**Paul Angrave**  
**Emily Burditt**  
**Ian Bason**  
**Jo Lee**  
**Ravi Tara**  
**Graeme Smith**

## **LCFC Representatives:**

**Monica Netthanomsak**  
Managing Director

**Jon Rudkin**  
Chief Football Officer

**Russell Jones**  
Commercial Director

**Anthony Herlihy**  
Communications & Marketing 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 and Jon Rudkin was formally introduced.

Russell Jones was welcomed in his capacity as newly-appointed Commercial Director. It was noted that he is among the first in a series of senior appointments, with further announcements anticipated regarding CEO and Sporting Director positions.

Communication of these appointments was discussed, with fan representatives emphasising the importance of clarity for supporters regarding reporting lines, responsibilities and overall structure.

Minutes of the previous meeting were read and agreed.

# ACTIONS FROM PREVIOUS MEETING

## Sanction Appeal Committee

- Howard Riley-Jones, LCFC Head of Safety & Security, is continuing discussions with the IFO (Independent Football Ombudsman) and FSA (Football Supporters' Association) regarding possible FSA representation on appeals.

## Ticket Donations

- The Club confirmed that over 450 tickets have been allocated to Leicester City in the Community and Leicester Hospitals Charity. These allocations have supported 19 separate community initiatives, including programmes across education, health & wellbeing, young carers, women's and girls' development, partner schools and provision for hospital staff, carers, and donors through Leicester Hospitals Charity.

## Away Priority Points Process

- The Away Priority Points Process consultation feedback was reviewed, following the survey results being discussed at the FCC Working Group. It was agreed that further consultation will be required next season on specific amends to the process.
- It was noted that broader policy change will not take place before the 2027/28 season. However, the Club was encouraged, following feedback from the FCC Working Group, to look at whether some feedback can be implemented during the 2026/27 season, such as away ticketing ID checks, positive incentive measures especially to encourage more juniors to attend away games and clearer communication about ticket availability and processes.

## Supporter Group Network (SGN)

- It was discussed that further consultation around SGN benefits and Terms of Engagement took place at the FCC Working Group.
- The Club fed back that, following feedback from the consultation, it had held online consultation sessions with International Supporter Groups. Representatives from groups based in the United States, Greece, Italy and Indonesia attended and discussions focused on governance, communication channels, supporter benefits and strengthening alignment between domestic and international fan communities.
- The Club is in the final stages of developing the formal Terms of Engagement and the associated benefits framework and completion of the Supporter Group Network Hub within the Club's website and app. The network will be incorporated into the 2026/2027 Fan Engagement Plan.

## Season Ticket Holder Attendance

- The Club are continuing with the 'no show' surveys with follow up contact from the LCFC Help team.

## Men's Season Ticket Consultation

- Discussions took place at the FCC Working Group meeting in January, with outcomes being discussed later on in this meeting.

## Women's Season Ticket Consultation

- Consultations will commence at the next FCC Working Group meeting in April, with subsequent discussion and review at the FAB meeting in May

## FAB Matchday Presence

### ACTION

Fan representatives to confirm proposed dates for matchday presence following confirmation of dates for Fan Zones.

## FCC Working Group Format

- A new format was implemented at the most recent FCC Working Group meeting, featuring all breakout groups addressing the same topics and a revised meeting location. This was met with positive feedback.

## Concourse Opening

- The Club has explored the possibility of opening the concourses earlier but it isn't currently feasible due to the associated staffing costs and the promotion of the Fan Zone pre-game.
- There was a discussion about kiosk enhancements and the Club confirmed that it is evaluating the possibility of kiosk renovation at the earliest opportunity.

# AGENDA ITEMS

## FOOTBALL INSIGHTS

### Reporting structures and processes of the Club

- It was noted that this topic falls outside the scope of the Fan Engagement Framework. However, insight from the Football Department was shared to provide additional context.
- Jon Rudkin provided detailed insight into football reporting structures and recruitment processes.
- It was explained that the incoming Sporting Director will oversee football performance strategy, reporting to Jon Rudkin as Chief Football Officer.
- Members asked about plans to improve current performance and the steps being taken to move the Club forward. The response acknowledged the immediate priority of improving results on the pitch and efforts to provide the team with as much support as possible from all quarters to achieve this.
- Members raised that there had been a more positive atmosphere during recent first halves but visible frustration during latter stages was noted. There was a discussion about the influence of supporter sentiment on players and performance and some Members said sustained positivity from fans could have a measurable impact. It was felt that any messaging around backing the team should be authentic and organic rather than campaign-driven by the Club.

## CLUB'S STRATEGIC VISION & OBJECTIVES

### Strategic Planning

- There was a discussion about the evolution of the Club's senior leadership structure, with focus on clarifying responsibilities and enabling long-term development across football and commercial operations.
- A key priority for the leadership will be the development of the corporate framework structure, including the refinement of Club objectives and KPIs to enhance operational efficiency and ensure measurable progress across all areas of performance.

## 2016 Premier League victory anniversary

- A reunion event for the 2016 title-winning squad will take place after the end of the 2025/26 season.
- The Club are working closely with players from that era to develop and deliver the event and details will be made public in due course.

## Season Tickets 2026/27

Following consultation at the FCC Working Group, the group discussed the following in relation to Season Tickets for the 2026/27 season:

- Renewal pricing for 2026/2027 Season Tickets will be frozen, with renewal prices maintained to ensure continued accessibility for supporters.
- Renewal applications are anticipated to open in late March, with new Member applications scheduled for April.
- The 12-month direct debit payment option will continue to be available.
- The Club proposes to ringfence up to 15% of safe standing area tickets for match-by-match access, which was encouraged across all consultation to allow access for as many fans as possible to experience safe standing areas.
- Efforts are underway to simplify the ticket resale and transfer processes, making them more user-friendly.

## Product and Terms

Following consultation at the FCC Working Group, enhancements to the Season Ticket product are being considered, including:

- Matchday transport support and food and drink discounts.
- Lowering of the unaccompanied attendance age from 16 to 14. Members agreed this adjustment is appropriate and supportive of younger fan engagement.
- Attendance incentives are under review, including potential renewal discounts for supporters with consistently high match attendance, aimed at rewarding loyalty and encouraging long-term engagement. It was noted that trust in the system is paramount and so the Club needs confidence in the tech before roll-out.

## Memberships

- Members raised a discussion about the Membership product, given significant consultation has taken place over the last year.
- The Club confirmed that Membership development remains a key area of focus. This season has seen the introduction of enhanced benefits, including expanded digital content, access to exclusive events, and participation in supporter competitions.

## FAN ADVISORY BOARD & FAN ENGAGEMENT FRAMEWORK

### FCC Working Group Feedback

- FAB chairs of the FCC Working Group provided feedback about their break-out groups.

### Matchday Behaviour

- Members agreed on the need to protect a positive matchday atmosphere while tackling behaviour that disrupts other fans.
- Concerns included politically charged chants, discriminatory language, smoking/vaping, alcohol and drug use, and perceived inconsistencies with stewarding or sanctions.
- Supporters and Supporter Groups were seen as key in setting the tone for matchday atmosphere, promoting peer influence, and sharing consistent, positive messages.
- Ideas included education, restorative justice approaches, and more visible communication from the Club.

### Season Tickets 2026/2027

- Strong support for freezing renewal prices and lowering the minimum age for unaccompanied attendance from 16 to 14.
- Suggestions for added value included food and drink and retail discounts, loyalty rewards, competitions, transport, or hospitality perks.
- Attendance-based rewards were supported, provided reasonable absences are accounted for, and resale/ticket-forwarding options are available.
- Ring-fenced match-by-match tickets in safe standing areas were recommended to keep access for non-Season Ticket Holders.
- Clear communication about benefits at launch to attract new fans were highlighted as important.

### Foxes Trust Representation

- The recent Foxes Trust election resulted in a change of Fan Advisory Board representation.
- Appreciation was formally recorded for Ian Bason's service and contribution to the Fan Advisory Board.
- The Co-Chair Fan Representative position will be subject to a vote at the next FAB meeting.

## AOB

**A member raised the proposal to potentially expand the EFL play-offs to include seventh and eighth placed teams. It was confirmed that the formal documentation had not yet been reviewed at the time of the meeting.**



**DATE OF NEXT MEETING**

Wednesday 13 May, 2026