



# FAN ENGAGEMENT PLAN

SEASON 2024/25



At Leicester City, we are  
**committed to creating an  
inclusive and passionate  
community** where all our fans  
**feel valued and listened to** as  
part of our **audience  
first culture.**



# INTRODUCTION

**We want to create memorable experiences for all our supporters, and make sure we're continuously learning from the experiences of our fans through a structured programme of dialogue that is representative of all supporters.**

Our 2024/25 Fan Engagement Plan will provide even more opportunities for fans to engage with their Club, using consultation to support decision making on matters that directly affect fans' experiences.



## FAN ENGAGEMENT FRAMEWORK

The Fan Engagement Framework allows the Club to listen to a broad range of feedback and provides a pathway to cascade information to the Fan Advisory Board.

# FAN ADVISORY BOARD

**The implementation of our Fan Advisory Board will provide a structured programme for dialogue from a diverse range of supporters, giving more of our fans more chances to share feedback and ideas.**

Building stronger relationships with our fans will help us deliver more informed decision making and enable us to learn from a diverse range of insights.

The Fan Advisory Board will meet four times a year to discuss key strategic issues that affect fans. These meetings will take place in August, November, February and May, with the exception of Year One, where the first FAB meeting will be in September.



**There are a number of topics planned for discussion at the Fan Advisory Board meetings, including:**

- The Club's strategic vision and objectives
- Facilities development and matchday experience
- Equality, diversity and inclusion
- Community activities
- Heritage assets
- Commercial growth to facilitate continued investment and its impact on supporter experience
- Management of supporter behaviour
- Issues raised by the Safety Advisory Group
- Issues raised by any government appointed regulatory body
- Environmental sustainability issues
- Long-term audience growth and supporter pathway
- Any other topics as may be proposed by the Club and included on the relevant agenda



# FAN ADVISORY BOARD

## The format of each Fan Advisory Board meeting will be as follows:

- Updates from the Club.
- Key discussion items tabled by the Club and Supporter Representatives.
- Fans' Consultative Committee Working Group updates.
- AOB.

## Our Fan Advisory Board will consist of five Club representatives and six fan representatives.

The Club representatives will include Chief Executive, Susan Whelan, Director of Communications, Anthony Herlihy, and Head of Fan Engagement, Imogen Ward, as well as two further Club representatives with expertise relevant to the topics being discussed.

The Club Representatives and the Supporter Representatives will each appoint a chair for each FAB meeting. For the Football Club, this role will be taken up by Chief Executive, Susan Whelan. Supporters will be represented by one member of the Foxes Trust, two elected members of the current FCC and three independent supporters following a recruitment process.

Minutes of all meetings will be circulated to the members of the FAB, with a redacted version published on the Club's website.

The Terms of Reference for the Fan Advisory Board can be found [HERE](#).

# FCC WORKING GROUPS

**The Fan Advisory Board will be supported by the introduction of three FCC (Fans Consultative Committee) Working Groups focusing on specific topics, helping the Fan Advisory Board to receive feedback from a diverse range of opinions and specialist knowledge.**

The FCC Working Groups are an evolution of the Club's previously established Fans' Consultative Committee to ensure the value of the Club's existing engagement processes is maintained in its new engagement framework.

Each working group will be chaired by a Fan Advisory Board member to cascade information and canvas views.

The groups will be based around the following topics:

## Matchday Experience

Stadium facilities and atmosphere.

## Ticketing and Products

Commercial growth, long term audience growth and the supporter pathway.

## LCFC Culture

Equality, diversity and inclusion, community activities, heritage assets and management of supporter behaviour.

**FCC Working Groups will meet four times per year in July, October, January and April. Meetings will take place concurrently and in the same location to enable appropriate rotation of personnel and collective debriefs.**

Minutes for each FCC Working Group meeting will be recorded, with actions documented and shared with other FCC Working Group members and published on the Club's website.

Each FCC Working group will be made up of:

- 1x** Chair who will be a member of the Fan Advisory Board
- 4x** Independent supporters on a rotational basis
- 2x** Supporter Group representatives on a rotational basis
- 2x** LCFC Staff with relevant expertise to each FCC Working Group

## SUPPORTER GROUP REPRESENTATION ON THE FCC WORKING GROUPS

**There will be one space on the FCC Working Groups allocated to each of LCFC's six Supporter Groups based in the UK, where the views of each Supporter Group may be represented by a nominated person.**

This does not need to be the same person at every FCC Working Group meeting given the role of the nominated person is to represent the views of their Supporter Group.

Supporter Groups:

- **Foxes Trust**
- **Official Supporters Club**
- **LCFC Women's Official Supporters' Club**
- **Foxes Pride**
- **LCFC Disability Support Association**
- **Union FS**



# YOUR 90 MINUTES

To ensure the Club gathers diversity of opinion on a wide range of topics, the Club will run six 'Your 90 Minutes' meetings per year. These sessions will be open to all supporters, the first of which will meet to discuss Matchday Experience on Wednesday 31 July, 2024.

The discussion topics will be aligned to FCC Working Group topics and customer survey feedback as well as there being the opportunity for topics to be raised by those in attendance. Consistent themes will be fed into the FCC Working Groups agenda by Jim Donnelly, Leicester City's Supporter Relations and Accessibility Manager.

# SURVEYS

We will be running regular surveys for match attendees to gather a diverse range of feedback from as many of our supporters as possible – with a frequency of at least one survey per month.

Recurring themes from customer feedback in the surveys will support in building relevant agenda items for Your 90 Minutes sessions.

# MONITOR AND REVIEW

We will regularly review the Fan Engagement Plan and assess the effectiveness of the Fan Advisory Board, with the help of feedback from the Fan Advisory Board and the wider fan community, making necessary adjustments to maximise its effectiveness.



# CLUB HERITAGE ASSETS

**Fan Engagement Standard requirements mean all clubs planning to make a material amendment to their name or their crest must undertake a fan consultation. These are deemed Club Heritage Assets due to their importance to each club's history.**

The Club considers the following to be Heritage Assets – important parts of the Club's history and identity, changes to which would only ever be considered following extensive prior consultation with our supporters through our formal engagement framework and wider fanbase:

- **Club Name: Leicester City Football Club**
- **Club Crest**
- **Home shirt colours**
- **Home stadium location**



# LCFC HELP

**Our LCFC Help team are on-hand to assist with supporter enquiries, Monday to Friday from 9am-5pm, and will endeavour to respond to all correspondence within eight business hours of receipt. Where possible, we will try to resolve your query within five working days.**



On matchdays, our Here to Help staff, who are easily identified by their pink uniforms, are on hand to assist all supporters. They can provide helpful directions to various areas of King Power Stadium our supporters are looking to reach, support with stadium admission and directions to Leicester's public transport links.

On a matchday, LCFC Help is also operational through a dedicated text message service, which can be used to alert our stewards to any situations occurring within King Power Stadium. To use the service, **text 60066**, starting the message with the word 'FOXES'.



help@lfc.co.uk



0344 815 5000  
(Option 2)



Leicester City Football Club, King Power Stadium, Filbert Way, Leicester LE2 7FL

## LCFC FAN ENGAGEMENT TEAM



**Anthony Herlihy**  
Communications  
Director



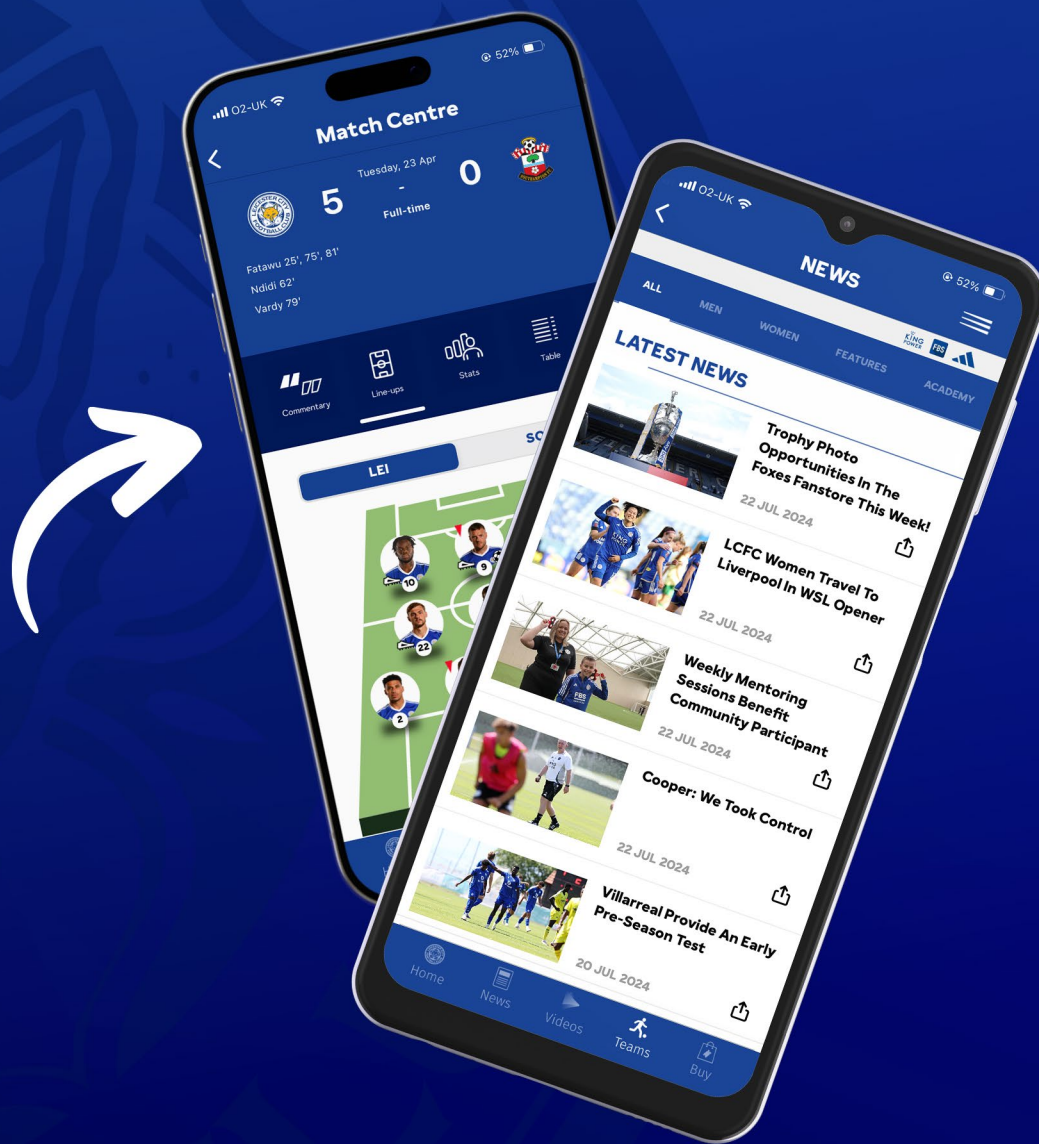
**Imogen Ward**  
Head of  
Fan Engagement



**Louise Hollingsworth**  
Supporter  
Engagement Manager



**Jim Donnelly**  
Supporter Relations  
and Accessibility  
Manager



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