



FAN ENGAGEMENT PLAN 2026/27

Working together to shape the future of Leicester City

OUR COMMITMENT TO SUPPORTERS

Supporters are at the heart of Leicester City Football Club.

Whether attending matches, following from around the world, participating in Supporter Groups - fans play a key role in shaping our Club.

This Fan Engagement Plan outlines how fans can get involved during the 2026/27 season, how feedback is considered by the Club, and how we will strengthen relationships with supporters.

Our aim is to provide meaningful opportunities for fans to share their views, help influence decision-making, and build stronger connections across the Leicester City community, ensuring feedback is gathered from a broad cross-section of supporters.



Creating opportunities for supporters to share their views.



Using supporter feedback to inform decisions and future planning.



Communicating outcomes and continuously enhancing supporter experiences.

We are committed to constructive, transparent and meaningful engagement throughout the season.

HAVE YOUR SAY

Our Fan Engagement Framework - How Your Voice Reaches the Club



Supporter feedback can reach the Club in a variety of ways, from feedback into LCFC Help, through to formal consultation groups.

The framework ensures supporter views can be gathered, discussed and considered at different levels across the organisation, and reported on accordingly for full transparency.

Everyone can contribute. You do not need to sit on a formal group to have your voice heard. There are many ways to get involved:

- **Your 90 Minutes** – open to all supporters.
- **Supporter Surveys** - have your say from wherever you support the Club.
- **LCFC Help** – direct access to our day-to-day enquiry team.
- **Supporter Group Network** - connect with organised supporter groups.
- **FCC Working Group** - structured consultation with Supporter Groups and individual fan representatives.
- **Fan Advisory Board** - strategic supporter representation.



We'll publish opportunities to attend throughout the season. Visit www.lcfc.com/fanengagement to find out more and register for upcoming sessions.

SUPPORTER SURVEYS

The insights gathered are regularly shared with the FCC Working Group and Fan Advisory Board, helping ensure wider supporter feedback contributes to future planning and decision-making.

LCFC HELP

Whether you have a question, need assistance or would like to share feedback, the LCFC Help team is here to support you.

Supporters can contact the team throughout the season, while our Here to Help staff are also available around King Power Stadium on matchdays.



GET IN TOUCH



help@lcfc.co.uk



0344 815 5000 (Option 2)



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

SUPPORTER GROUP NETWORK

Connect with organised supporter groups.

The Supporter Group Network provides a structured framework for recognising and engaging with official Leicester City Supporter Groups across the world. The Terms of Engagement set out the principles, responsibilities, and benefits associated with becoming a recognised Supporter Group. Details can be found on the Supporter Group Network page at [LCFC.com](https://www.lcfc.com/supporter-group-network).



FCC WORKING GROUP

The FCC Working Group provides an opportunity for supporters and Club representatives to discuss matters that directly affect fans in greater detail.

Bringing together representatives from Supporter Groups, elected supporters, appointed supporters and the Club, the FCC Working Group helps explore supporter priorities, gather feedback and inform future developments across a range of topics. FAB Fan Representatives chair break out groups in the FCC Working Group sessions and feedback directly to the FAB in each FAB meeting, helping provide a broader range of opinions, alongside contributions from other elements of the Fan Engagement Framework.

Discussions typically focus on areas such as:

**Matchday
Experience**

**Ticketing &
Memberships**

**Fan
Engagement**

Accessibility

**Supporter
Services**

**Club Culture
& Heritage**

The FCC Working Group meets at least four times per season. Feedback and recommendations from the group help inform discussions across the Fan Engagement Framework, including meetings of the Fan Advisory Board.

Summaries of each meeting, including key discussion points and actions, will continue to be published on the Club's website to ensure transparency and keep supporters informed.

The FCC Working Group includes representatives from recognised Supporter Groups, elected and appointed supporters, Fan Advisory Board representatives and relevant Club staff.

The tenure of current individual Fan Representatives on the FCC Working Group is three years, which ends at the end of the 2026/27 season. We will be looking to refresh membership of the group during the season, which will feature a combination of elected positions and an open supporter application process. Supporter Groups will continue to be an important part of the FCC Working Groups.

FAN ADVISORY BOARD

STRATEGIC SUPPORTER REPRESENTATION

The Fan Advisory Board (FAB) provides strategic supporter input and feedback to senior Club decision-makers, including the Chief Executive who is the Club's Nominated Board Official.

Bringing together supporters and Club representatives, the FAB provides a formal platform to discuss issues of strategic importance and helps ensure fan perspectives are considered as part of the Club's decision-making processes.



The FAB is supported by feedback gathered through the wider Fan Engagement Framework, including supporter surveys, Your 90 Minutes sessions, Supporter Group meetings and the FCC Working Group. This helps ensure discussions are informed by a broad cross-section of supporter views and experiences.

Following each meeting, a summary of key discussion points and actions will be published on the Club's website to keep supporters informed and provide transparency around the FAB's work.

FAB SCOPE

- 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.
- Matters raised by the Independent Football Regulator.
- 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.

Topics NOT included for discussion at the Fan Advisory Board meetings:

- Player transfers.
- Player loans.
- Player contracts.
- Club staffing matters.
- Proposed commercial partnerships.
- Academy pathways.
- Any matter restricted by law, contract or data protection regulations or considerations.

FAB MEMBERSHIP



The FAB is made up of supporter and Club representatives.

Fan representatives include individuals elected through the former Fans' Consultative Committee (now FCC Working Group), individuals appointed as part of a recruitment process supported by the Football Supporter's Association and the Foxes Trust and a Foxes Trust nominated representative.

Club representatives include **Kevin Davies, Chief Executive, Anthony Herlihy, Communications and Marketing Director, Louise Hollingsworth, Fan Engagement Manager and Jim Donnelly, Supporter Liaison Officer & Disability Access Manager.** Colleagues with expertise relevant to the topics being discussed also join the FAB from time to time.

The tenure of the individual FAB Fan Representatives is three years, which ends at the end of the 2026/27 season. We will be looking to refresh the membership of the FAB during the season. This will include some positions elected from the FCC Working Group and an open supporter application process.

Opportunities for supporter representative positions will be advertised through Club channels when they become available.

To find out more about the Fan Advisory Board, its members and terms of reference, visit www.lcfc.com/fanengagement.

WORKING WITH SUPPORTER GROUPS

The Supporter Group Network has been created to strengthen relationships between Leicester City and organised Supporter Groups through regular and collaborative dialogue.

Information on Terms of Engagement, ways to sign up, individual supporter group meetings and support you'll receive from the Club can be found in the Supporter Group Network section of [LCFC.com](https://www.lcfc.com).



SUPPORTING FANS BEYOND CONSULTATION

Throughout the season, supporters engage with the Club through experiences, events and community programmes alongside structured consultation.

2026/27 Highlights

70

Over 70 Junior STH/
Members as Mascots
across Men's and
Women's games

1K

Over 1,000 Season Ticket
Holders & Members involved
in supporter experiences
outside of matchdays

350

Over 300 Leicester
City In The Community
complimentary ticket
recipients

850

850 Girl Guides attended
their first WSL match

4K

4,000 pupils visited at
schools in Leicester and
Leicestershire

1K

Over 1,000 Leicester City in the
Community participants engaged
through community programmes

400

400 Grassroots Clubs
Engaged and already
registered for the
2026/2027 season

REVIEWING 2025/26

During 2025/26, supporter engagement activity included:

53 Supporter engagement meetings in total

FAB

4 scheduled meetings
8 additional meetings

FCC WORKING GROUP

4 meetings

YOUR 90 MINUTES

6 meetings

SUPPORTER GROUP MEETINGS

27 meetings

INTERNATIONAL GROUP MEETINGS

4 meetings

FAB REVIEW

Approach Taken to Complete Review

To fulfil the Fan Engagement Standard requirements, at the final FAB meeting of the 2025/26 season, FAB Members reviewed the performance of the Fan Advisory Board and wider Fan Engagement Framework through a structured survey and discussion.

The review sought feedback from both Club and supporter representatives on what is working well, where progress has been made and where further improvements are needed. The review considered the FAB's composition, meeting effectiveness, communication and visibility, influence on decision-making, the wider impact of fan engagement activity and supporting engagement mechanisms such as the FCC Working Group, Your 90 Minutes and supporter surveys.

The findings from the review will help shape the continued development of the Fan Engagement Framework during the 2026/27 season.

Summary of Performance

Overall, FAB members feel confidence in the quality of discussion in meetings, the openness of dialogue between Club and supporter representatives and the overall structure of the Fan Engagement Framework.

Compared to the previous year's review, there has been a notable improvement in meeting preparation, understanding of Club processes, strategic discussion and confidence that supporter feedback is contributing to decision-making. Members also recognised the continued development of more formal and structured routes for supporter engagement across the Club.

While confidence in the FAB itself remains strong, there continues to be a perception challenge around the visibility of its work and the extent to which supporters can see the impact of engagement activity. Improving communication, demonstrating outcomes and increasing understanding of how supporter feedback influences decisions were identified as key priorities moving forward.

Areas of Strength

Members highlighted the quality and openness of discussions within the FAB, with discussions widely viewed as honest, constructive and conducted in a positive environment where different perspectives can be shared.

There was recognition that the Fan Engagement Framework has matured during its second season, with clearer routes for supporter feedback and greater confidence that discussions are helping to inform decision-making. Improvements were also noted in meeting preparation, action tracking and the strategic focus of discussions compared to the previous year.

The FCC Working Group continues to be valued as an important supporting mechanism, helping bring a broader range of supporter perspectives into discussions and providing a structured route for issues to be escalated to the FAB.

FAB REVIEW

Areas of Development

The most significant area for improvement remains demonstrating the impact of supporter engagement activity to the wider fanbase. While FAB members generally feel supporter feedback is being heard and considered, there is less confidence that supporters can clearly see the outcomes and influence of those discussions.

Communication and visibility remain recurring themes. Members felt there is an opportunity to improve awareness of the FAB's role, increase transparency around decisions and strengthen the communication of outcomes through clearer "You Said, We Did" reporting.

Following the attendance of the Club's Chairman and owner at two extraordinary FAB meetings, the visibility of senior leadership engagement was also identified as an area supporters would like to see strengthened, alongside improving the timeliness of meeting follow-up and publication of meeting summaries.

Supporting engagement mechanisms such as supporter surveys and Your 90 Minutes sessions were viewed positively but would benefit from increased participation, stronger feedback loops and clearer communication about how supporter input is used.

These findings will inform the ongoing development of the Fan Engagement Framework throughout the 2026/27 season.



FCC WORKING GROUP REVIEW

Approach Taken to Complete Review

FCC Working Group members reviewed the performance of the group through a survey and discussion at the end of the 2025/26 season. Feedback focused on meeting effectiveness, communication, representation, and overall impact.

Summary of Performance

Members remain positive about the FCC Working Group and value the opportunity for direct engagement with the Club. Discussions are viewed as open and constructive, with the group providing an important forum for supporter representation.

Areas of Strength

The group's key strengths are the quality of discussions, positive engagement with Club staff and its role in bringing supporter perspectives into the Fan Engagement Framework.

Areas of Development

Communication, visibility, and demonstrating impact were identified as the main areas for improvement.

Members highlighted the need for clearer action tracking, greater visibility of outcomes, more strategic discussions, and stronger links with the wider supporter base.

These findings will inform the continued development of the FCC Working Group during the 2026/27 season.

You Said. We Did.

Here are some selected examples of how supporter feedback has influenced decisions and improvements during the 2025/26 season.

AREA	YOU SAID	WE DID	OUTCOME
Ticketing	Lowering the minimum age for unaccompanied attendance from 16 to 14.	In direct response to supporter feedback, we have lowered the minimum age requirement for unaccompanied match attendance.	This adjustment recognises the growing independence of younger supporters and their desire to attend fixtures with friends. Safeguarding measures remain in place, with clear guidance and stadium policies supporting the safety, welfare and wellbeing of all young attendees.
Ticketing	Ticket donations to charities (LCitC and VS Foundation nominated charities).	Supporters told us they wanted more meaningful ways to contribute to the wider community through football. In response, we introduced a ticket donation scheme enabling fans to donate unused tickets. These are distributed through Leicester City in the Community (LCitC) and charities nominated by the Vichai Srivaddhanaprabha Foundation (VS Foundation) .	This initiative helps ensure seats are filled wherever possible while providing access to matches for individuals and groups who may not otherwise have the opportunity to attend.
Ticketing	Ring-fence Safe Standing for match-by-match sales prior to sales of Season Tickets for the 2026/27 season.	Following feedback regarding accessibility and fairness in the allocation of Safe Standing areas, we have committed to ring-fencing a proportion of Safe Standing tickets for match-by-match sale for the 2026/27 season.	This approach ensures that occasional attendees, younger fans, and those unable to commit to a full season still have the opportunity to experience Safe Standing, while maintaining a balanced allocation for season ticket holders.
Fan Engagement	Improve transparency and clarity of scope.	Supporters highlighted the importance of transparency around the scope of the Fan Engagement Plan and clarity on which topics fall outside its remit. In response, we have strengthened the Plan to explicitly include a section outlining out-of-scope topics .	This addition ensures supporters have a clear understanding of the boundaries of the Fan Engagement Plan, helping to manage expectations, improve transparency, and provide greater clarity on how and where different types of feedback are addressed across the organisation.

LOOKING AHEAD

Priority areas of focus for Fan Engagement in 2026/27 will continue to be guided by what we have learned from the two years our Fan Engagement Framework has been in place and by feedback received from supporters during that time. Particular areas of focus include:

- Building wider awareness of and increasing participation in the Fan Engagement Framework
- Demonstrating the impact of Fan Engagement and how fans providing their views makes a difference
- Increasing understanding of the Club's strategic direction through leadership visibility
- Developing the Supporter Group Network and identifying areas where greater representation is required
- Supporter engagement across men's and women's football

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.

Respectful Dialogue

To ensure meaningful and respectful dialogue, all participants engaging with us through the Fan Engagement Plan are expected to treat fellow supporters and Club representatives with respect, courtesy, and professionalism at all times.

Constructive feedback is welcomed, but it must be shared in a manner that is respectful to other supporters' views and in line with the Club's values of integrity, inclusion, and mutual respect.

Abuse, discrimination or harassment will not be tolerated and may result in exclusion from future engagement opportunities.

EMAIL: HELP@LCFC.CO.UK

TEL: 0344 815 5000 (OPTION 2)

**LEICESTER CITY FOOTBALL CLUB; KING POWER STADIUM;
FILBERT WAY; LEICESTER; LE2 7FL**



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