



FCC WORKING GROUPS

MEETING TWO -
22 JANUARY, 2025

FAB Members:

Emily Burditt | Ravi Tara | Graeme Smith |
Ian Bason | Jo Lee

Supporter Groups:

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

Supporter Representatives:

Jenny Tasker | Imran Moledina | Carl Room |
Andy Kenney | Rishi Lakhani | John O'Brien |
Sam Carruthers | Cllr Shyam Morjaria |
Monique Louis | Adele Chalmers | Samantha Guyler

Apologies:

Tim Sutcliffe | Dave Stevens,
Leicestershire Police Dedicated Football Officer for LCFC

LCFC Representatives:

Alan Dawson, Director of Stadium Operations
Imogen Ward, Head of Fan Engagement
Dan Schofield, Director of Venue Commercial Development
Jim Donnelly, Supporter Relations & Accessibility Manager
Louise Hollingsworth, Supporter Engagement Manager

SAFE STANDING

The safe standing consultation results were presented to the room, which generated discussions summarised below:

- The main discussion about the survey results concerned the slide that asked fans who sit, why they sit. 35% of people said they sit because they're not allowed to stand. The people who responded this way were spread across a broad range of areas in the ground. There were also people who said they preferred to sit, who sit across most areas including SK1 and near away stands. It was felt that, as a result of this, the Club should consider whether full blocks of safe standing are necessary, or whether safe standing towards the back of blocks only are more appropriate, giving fans choice without them having to move to different areas. It was felt this would also give people the chance to change their minds in the future without having to relocate to different sections.
- There was discussion about location of safe standing - mainly whether there would be one big block of safe standing, or safe standing located in different sections where there is persistent standing already. There was a consensus that locations in existing areas would be better - to better impact atmosphere (someone commented they felt this would improve atmosphere across the stadium) and minimise disruption for relocations.
- A supporter raised that another club had (successfully in their view) managed to relocate a large group of fans into one new, separate safe standing area. He felt there were no complaints from their fans about the significant relocation. The Club said it would ask the club about their process and any learnings.
- A supporter asked if the Club was speaking to other clubs about best practice for relocating fans during safe standing implementation. There was a discussion about which clubs were perceived to have done it well and not so well, and the FAB members suggested that they should contact other FABs to see if there was any feedback from a fan perspective.
- There was a question about whether any safe standing would be done all at once or in phases - it was suggested it would be a phased process and the importance of getting it right was reemphasised.
- Suggestion that atmosphere would be better if safe standing was placed next to away fans.
- There was a comment about the survey respondents being low. Some Supporter Group representatives at the meeting said that they had shared the survey with their members.
- The FAB members at the meeting said they felt supporters had good awareness of the survey and they were happy with the visibility and breadth of coverage from the Club. There was a discussion about whether this meant there was more indifference about safe standing than initially thought.
- There was a discussion about the prototypes and the pros/cons of rail seating, particularly lack of seat kills required, comfort and cost control.
- There was a discussion about the next phase of the consultation process and the Club were urged to communicate plans as early as possible, with bespoke, direct communications to those that would be directly affected before the public announcement. The Club was urged to communicate the relocation plans and process in as much detail as possible when the business decision is announced in March.
- A relocation priority period for fans who wanted to move was suggested and supporters felt it was important to have provision for fans who wanted to change their minds once the season had started.

MATCHDAY EXPERIENCE BREAKOUT GROUP

FAB CHAIR – EMILY BURDITT

AGENDA ITEMS

- Fanzone
- Matchday food & drink offering & service
- In-bowl experience

FAN ZONE

Some of the group had attended the fan zone and some hadn't. Reasons for not attending included weather (no heating), kick-off times and usual matchday routine of going straight into the ground. Those that had attended gave the following feedback:

- Good atmosphere, live music and stage production.
- Value and variety of food and drink could be improved, with more dietary options.
- Snacks should be on offer – not everyone wants a hot option.
- Security checks were felt to be heavy handed and although recognised as necessary, it was suggested they could be accompanied by more staff welcoming supporters in.
- Suggestion that the fanzone could be used as a safe space meeting point, and a possible meeting point for supporter groups.
- It was felt that the look and feel of the fanzone felt 'thrown together' – and it was recommended that the Club communicate that this was the start of longer-term plans for the fanzone.

MATCHDAY FOOD & DRINK OFFERING & SERVICE

Feedback discussed is summarised below:

- Pukka Pies well received – particularly due to it supporting a local business.
- Some group members asked why there are inconsistencies with food and drink offering depending on what stand you sit in or what kiosk you go to, with some areas offering better choice and self-serve.
- It was felt that signage is poor in all kiosks – it isn't clear what you can purchase once you join a queue which isn't helpful, particularly for new visitors. A red/green light system was felt to work well at other stadiums.
- Customer service was commented on – with slow, unfriendly service being key themes.
- It was felt that self-serve screens in the East Stand make queues worse, with a lack of signage telling supporters where to go once their order has been placed, making queues bigger.
- It was felt that pre-order for half-time was a waste of time as you still have to queue.
- One supporter suggested hawkers would be a good idea in the concourses following a visit to Sparta Prague match.
- One supporter said the drink options at the stadium were good, but the food offering should be more like other stadiums (burger and chips).
- It was noted that poor experiences don't encourage supporters to come to the ground early.

IN-BOWL ATMOSPHERE

- Honesty flags were well received – with comments about it being nice to see kids enjoying them (the bigger the better) – but messaging about not taking them away from the ground could be more prominent.
- Suggestion that flags were placed on all seats, similar to Champions League games.
- Clappers – new system well received because of less waste but recommended collection points moved so they aren't forced upon supporters as soon as they enter the stadium. Suggestion that clapper stands are introduced similar to free papers in train stations.
- Matchday announcer – discussion around the matchday announcer and building connections with fans.
- When You're Smiling and video montage pre-game was well received by all, although some comments about volume sometimes being too high.
- Supporters miss Birch's rallying call pre-match and suggested a legend come out at half-time and help the atmosphere.

TICKETING AND PRODUCTS BREAKOUT GROUP

FAB CHAIR – RAVI TARA

AGENDA ITEMS

- 2025-26 ticketing sequencing & products
- Digital ticketing – exemptions & readiness

Introduction from the Club about Premier League mandated move to digital ticketing.

The group felt the fact that this is mandated from Premier League was lost in the debate around the £25 charge for Season Cards that was introduced this season and recommended that the Club adopt an early communication strategy to highlight digital ticketing plans in advance of the 25/26 season.

The PL mandate is that clubs achieve 70% of entries via digital ticketing for the 25/26 season, and 100% for the 26/27 season, with accepted exemptions.

The group further discussed what those exemptions could be. The Club introduced the benchmarking the Club has done with known exemptions at other clubs.

Possible exemptions based on benchmarking from other clubs:

- Mobile Device not compatible to download tickets
- Does not have a mobile device
- Financially not able to purchase a mobile device
- Supporter is elderly
- Various illnesses – For example, Dementia
- Various disabilities
- Not technically literate
- Supporter is a child
- Large/group booking
- VIP supporter

In addition, the group recommended the Club consider the following exemptions:

- Mobile phone lost (this is an operational consideration not an exemption)
- Employment restrictions (can't download to phone if governmental employee for example)
- Religion (for example, if Jewish, not able to use technology on the weekend)

Next steps confirmed that recommendations would be discussed in the next FAB meeting.

MEMBERSHIPS

The group briefly touched on Memberships and how the membership proposition could be evolved with some actions for the Club to takeaway and further understand.

- Why are supporters members, is it for the benefits or just tickets?
- If it is just tickets, should the membership price be cheaper or could a "ticket access only" membership be developed with the only benefit being the access to tickets?
- Should all points be pooled into one to allow supporters to get tickets easier?
- A suggestion that friends and family should be able share their points to get family members season tickets quicker.
- It was felt that communication from the Club is poor.
- It was acknowledged that the Club had 18,000 members in 24/25, 22,000 in 23/24 but appx 5,000 applied for a season ticket - how many members are active?

LCFC CULTURE – BREAKOUT GROUP

FAB CHAIR – GRAEME SMITH

AGENDA ITEMS

- Matchday behaviour and reporting
- Promoting inclusivity and community initiatives

Phone signal on matchdays and lack of wi-fi identified as a barrier to reporting bad behaviour on matchdays.

Two members of the group described situations where they were unable to report incidents to stewards or where they thought stewards had not responded to incidents of discrimination or stepped in. There was a view that fellow fans responded to bad behaviour more than stewards.

The group suggested steward training and reporting capabilities for stewards are enhanced, acknowledging how difficult it is for stewards to intervene at the time on their own. There was a suggestion that all stewards wear body cams that self-reflect. There was a suggestion for the Club to facilitate a stewarding presence at away train stations and during the last mile up to away stadiums.

There was a discussion about communication and some members of the group felt that there should be clearer messaging for fans to be able to report issues to staff and stewards, alongside more visible inclusivity messaging. There was a suggestion that there should be dedicated members of staff identified that abuse can be reported to.

There was discussion about whether the Club should introduce feedback points in concourses until connectivity improves, where fans could report discrimination immediately through tablets stationed in concourses, and it was suggested that a specially trained member of staff should also be at these feedback points in case fans wanted to report abuse to a staff member rather than online.

There was a discussion about the impact of abuse and discrimination online as well as on matchdays and a request for the Club to see if there's more it can do to follow up online discrimination as part of the Sanctions process.

There was a discussion about there being a perceived lack of communication from the Club about the Club's performance and strategy and a request for leadership to be more public facing.

RECONVENING AT THE END OF THE SESSION

The groups reconvened and the group Chairs shared key themes and next steps with the whole group.

