

**Fans Consultative Committee Meeting**  
**Wednesday 26 February 2014**  
**King Power Stadium - Banks Lounge 6.30pm:**

**Present:**

Alan Digby, Ali Grimsley, Andy Gubbins, Angela White (LCFC), Bernard Rice, Beverley Wallis, Brian Langston, Cameron Nimmo, Chloe Dexter, Edward Ball, Gregory Floy, Ian Flanagan (LCFC Commercial Director), Jamie Tabor (LCFC), Jim Donnelly (LCFC), Kathy Freeman, Mark English, Maz Hallam, Richard Tullis, Scott Paul (LCFC), Simon Capper (LCFC Finance Director), Susan Whelan (LCFC Chief Executive Officer), Trevor Kirtley, Yogesh Kholia.

**Apologies:**

Andrew Neville (LCFC Football Operations Director) Cliff Ginetta, Steve Robertshaw,

<b>OPENING ADDRESS BY THE CHIEF EXECUTIVE OFFICER</b>	<b>Action By:</b>	<b>Date By:</b>
SW welcomed everyone to the meeting. SW explained that the Club is in the process of working on budgets for next season, in relation to the stadium in general, and we would welcome feedback through the FCC e-mail address with any ideas or suggestions for the enhancement of our fans matchday experience. SW advised that the financial results will be announced and lodged with Companies House on Friday evening, 28 February 2014. They are in line with the last couple of years. The accounts are for the 2012/13 season. SW confirmed that the Club's debt has been wiped out by the owners and we will be FFP compliant. There was a historic playing budget and the current manager has helped the Club to address this.		
<b>HEAD OF MARKETING</b>		
JT passed on apologies from Cliff Ginetta and Steve Robertshaw.		
The minutes from the last meeting were approved.		
<b>Action Points from the last meeting:</b>		
Long queues in the City Fanstore – IF advised that this has been addressed and a dynamic queuing system is in place.		
Away Travel Ticket Information - Fox Travel supporters are given information on away ticketing when the fixture permits and this information is also displayed on the video screens on home matchdays.		
E-newsletter; different story headlines - there are still restrictions from the Football League and we are not allowed to include any football content.		
Senior Citizens Lunch - there will be a joint venture for this coming year.		
FCC minutes are now displayed on the Club's website.		
Suggestion Boxes in the concourses - this was actioned as requested by the FCC however the one in the Kop was damaged and pulled off the wall by a supporter. This is being replaced. To date we have received a total of 18 suggestions, one of which was from a child asking for his dad to play for the first team!		
Tannoy system – the Club is aware that there is an issue in some areas of the stadium. Microphones have already been upgraded and replaced and the speaker system is being reviewed as part of an overall exercise the Club is undertaking in close season.		
Season ticket holder packages for mascot places – we are completely sold out for this season and this will be reviewed over the course of the summer.		

PROPOSED AGENDA ITEMS RECEIVED FROM FCC MEMBERS		
JT reminded everyone that you can always e-mail <a href="mailto:fcc@lcfc.co.uk">fcc@lcfc.co.uk</a> with any questions/issues on an ongoing basis.		
<b>Home Matchday Transport:</b>		
Park & Ride – SC advised that we have engaged with the council on a number of occasions and also ran home travel from different parts of the county in the past. Home Travel was phased out due to the lack of use. <b>SW is happy to speak to the council again to explore new possibilities although on previous occasions the council were not prepared to change their normal route to accommodate LCFC matchdays.</b>	SW	Close season
<b>Matchday Pricing of Tickets:</b>		
AD had advised the Club that Ipswich Town Supporters conducted a survey regarding their concerns over future generations of football supporters. IF advised that LCFC had the cheapest ticket in the Championship last year. We have a number of fantastic offers for families and encourage young supporters to attend matchdays. We extended our under 8's go free (t's & c's apply) to under 10's in the Family Stand which is virtually full for every game.		
<b>Away Ticket Allocation – Barnsley:</b>		
SP pointed out that general sale refers to people who have not purchased a ticket in the last 2 seasons. It was recognised that 2 weeks may not be long enough to plan an away fixture and the Club therefore decided to give supporters on average 4 weeks to buy an away ticket. A supporter history is also taken into consideration and those supporters who have been to more games will be given priority.		
It was noted that in some cases the lead person booking bulk tickets only give their own details. Supporters are encouraged to provide details of everyone purchasing a ticket in order that their personal purchasing history is up to date. This will ensure they are given the correct priority level when applicable.		
<b>Season Tickets 2014/15</b>		
IF advised that at this point there is no concrete information to share. The season ticket proposal is currently with the Board for approval and we hope to go on sale towards the end of March. Our priority is to fill the stadium and get more season ticket holders. GF asked should we be promoted will there be 2 price points - IF explained that there was only 1 plan that has been submitted to the Board. YK asked if the Club has taken into consideration the potential different days that games will be played if we are in the FAPL. SW explained it is very difficult to maintain a balance for every situation and asked everyone where their main area of concern would be? GF felt it was important to reward existing STH's. SW advised that it will be a sensible pricing model. EB asked if the ticket exchange system still be the same. SW advised it will not be in its current form as it will be impossible operationally in the event of FAPL fixtures being played. CD asked if there are any plans to have a ST pack. IF explained that there is a balance between keeping prices affordable and supplying a good quality pack. If we can find a cost effective solution we will definitely consider it and we are currently talking to a number of companies. It was noted that the older type fixture cards had more information regarding games. SW took on board everyone's comments and the Club will endeavour to include the suggestions.		
<b>Information on Facilities at Away Games</b>		
We have considered this before but it is difficult to know where to direct supporters and there are potential problems. Previously Notts County facility		

was damaged by LCFC fans and as the Club had promoted their venue it put us in a difficult position. Manchester City has recently launched an App for away supporters travelling to their club which is an avenue to look at in the future for fans coming to LCFC. MH advised that Leeds United has opened a bar specifically for away supporters which she felt was a good idea. IF remarked that a number of clubs are very helpful in making visiting clubs welcome.		
<b>Smoking Areas at Half Time</b>		
The Club does not have any designated smoking areas in the stadium. We currently open the concourse doors for ventilation purposes. If smoke is coming into the concourses this will be monitored and reviewed over the next few games with a view to a system that is more comfortable for supporters next season.		
<b>Cup Scheme</b>		
<p>SP advised he is currently looking at features and benefits for the new ST pack and would be happy to receive any ideas. Currently STH's receive 10% discount in the Fanstore. SP is hopeful of setting up a Home Cup Scheme whereby supporters can register at the beginning of the season and your season card will be automatically charged and activated for Cup games. (Terms and conditions will apply) Supporters are also encouraged to use our Away Ticket Scheme whereby you register your interest in advance with payment details.</p> <p>MH would like the Ticket Office back separately to the Fanstore/retail. SC advised that we now have 22 tills compared to 9 tills in the old ticket office. IF advised that all the staff who work in the Fanstore sell tickets with the exception of the shirt printing and mail order staff. It was pointed out that supporters who buy in bulk and order for different people who have different eligibility, and ask for particular seats, will always create a problem. Away tickets are distributed between the Fanstore, Sales Centre and on-line bookings.</p>		
<b>New Website</b>		
<p>SP is delighted that we can finally launch our new website for retail, ticketing and hospitality. It is anticipated that the overhaul will be ready by 7 March however SP will keep FCC members updated. It will have extra functionality and supporters will be able to purchase hospitality on-line for the first time. STH's will also be able to arrange their direct debit and store card details securely. You will be able to use the website on your mobile phone/ipad and use a quick booking facility. You will be able to view from your seat when purchasing your season ticket which will be particularly helpful for new supporters.</p> <p>SP confirmed that the Mastercard issues we have had previously for on-line business has been resolved.</p>		
<b>OPEN DISCUSSION</b>		
<p><b>Concourse Facilities:</b></p> <p>BW pointed out that the bins are still not in the correct position in the Family Stand. <b>SW felt that this was unacceptable and she will personally take this matter up and have an answer by the Charlton game.</b></p> <p><b><i>LCFC staff met with BW and the new bins have since been fitted and are being trialled in the Family Stand.</i></b></p> <p>BW felt it was nice of the Club to text you when it is your birthday but she knew of supporters where their message had arrived a month after their birthday. SP pointed out that we had no birthday offers through December</p>	<b>SW</b>	<b>01.03.14</b>

<p>therefore December, January and February were included altogether <b>however it was noted that we should change the message in these circumstances. <i>Our marketing department has confirmed that the messages do in fact reflect whether the birthday is coming up or just passed as the e-mails are sent out individually.</i></b></p> <p>It was suggested that the catering staff should pre-make some of the drinks in the kiosks ready for half time. IF explained that we had tried this in the past but received complaints from supporters because they were not freshly poured.</p> <p>It has been noted that the service is poorer with higher attendances. SW advised that we are having discussions with Compass, our catering provider, in general. <b>SW to check if the kiosks can be kept open during the game. <i>Compass General Manger has advised that the kiosks open as soon as the concourses are open and do not close until 15-20 minutes into the second half. They have kept them open until the end of the game in the past but the uptake was very low.</i></b></p> <p>SW advised that Compass's contract does not expire soon. GF felt that the junior staff who worked on level 1 do not have sufficient knowledge behind the bars.</p> <p>SW would like the Club to instigate a survey particularly about food choice at the end of the season. <b>JT will include this in a broader survey which will go out in mid-April.</b></p> <p><b>Matchday Experience:</b></p> <p>Union FS, a group of supporters who would like to have a singing section, will be meeting with our Operations Director and JD in due course.</p> <p>AD brought up the subject of Park and Ride. As AD had arrived late SC reiterated his comments made at the beginning of the meeting.</p> <p>SW asked if anyone has any ideas to please let us know as it would be tremendous to relieve some of the traffic problems. MH said that a number of pubs offer a Park &amp; Ride service.</p> <p>BW pointed out that the Oadby Racecourse has a very large parking area. SW felt it was worthwhile speaking to them. <b>IF to make contact.</b></p> <p><b>Stadium Footprint and Activities:</b></p> <p>IF asked if everyone would you like to see more activities around the stadium. There were no particular views. KF felt that the children enjoy activities going on particularly with the community coaches. A family facility would be great with indoor football tables and play stations etc. The poster and sticker collection which we have done previously was very popular.</p> <p>It was felt that the Club and hotel bars prices are too high and the service can be slow.</p> <p>BW felt that good advertising is key as some people were unaware that the Sports Bar is open for season ticket holders on a first come first served basis. Everyone felt that it would be advantageous to offer food in the Sports Bar.</p> <p><b>SW to speak to Compass.</b></p> <p><b><i>Compass General Manager has advised that we sell pies in the Sports Bar up until kick-off.</i></b></p> <p>IF advised we are looking at various options in terms of food outlets and activities for next season. MH suggested a marquee.</p>	<p>JT/SP</p> <p>SW</p> <p>JT</p> <p>IF</p> <p>SW</p>	<p>Ongoing</p> <p>01.03.14</p> <p>Mid April</p> <p>April</p> <p>03.03.14</p>
<p><b>Hospitality Improvements:</b></p> <p>ME felt that the Club's hospitality compares favourably with other clubs. ME has guests who support other clubs that visit the Club on matchdays and they think LCFC is better.</p>		

<p>The Club was asked how we make decisions about platinum and gold games. IF said it is always a balancing act. The pricing is based on 4 platinum games per season. We also take into consideration whether games are played on a Saturday, if they are on TV, and evenly spread across the season.</p> <p>CD asked if there are any plans for the student ticket deal to continue if we are promoted. IF advised we are continually monitoring the sales and we will review the corporate ticketing for next season. IF felt it is important to attract new supporters to the Club. De Montfort University have a partnership with the Club and that agreement will continue.</p> <p>CN said that a lot of clubs link up to make reciprocal deals. IF advised that the Club has tried to offer deals but have not had the support of the away clubs. It was noted that the FAPL works differently as they set aside some money to encourage more fans to go to games. The Club is very grateful for everyone's support and particularly those fans that travel to away games to support the team.</p>		
<p>CD safe standing - SW advised that we have been asked to keep all information confidential. SW advised that a significant amount of clubs did respond to the FL and a lot of the comments made were very worthwhile. SW advised that she felt there will be further discussion between the clubs going forward.</p>		
<p>JD confirmed that the sub-committees are still functioning but TR has now left the Club and JD needs to schedule a meeting.</p>		
<p>BW said that she very often has to look for a programme seller as a number of them sell out. <b>AW to speak to the Head of Retail and ask him to look at our distribution. This has been addressed and staff have been deployed as requested.</b></p> <p>JT confirmed that we no longer offer a subscription service due to the low uptake. <b>JT to look at the potential for re-instigating the Mercury shop outlets and pre-orders for next season.</b></p>	<p><b>AW</b></p> <p><b>JT</b></p>	<p><b>03.03.14</b></p> <p><b>Close season</b></p>
<p>BR asked how successful the e-mail FCC members designated accounts have been. JT advised that several of the accounts are locked which shows they are inactive. CN had received 5 or 6 e-mails. <b>JT will reactivate the locked accounts and continue to publicise them. Accounts will be re-activated week commencing 31 March 2014.</b></p>	<p><b>JT</b></p>	<p><b>ASAP</b></p>
<p>BR said as the Club has a new Head Groundsman it might be an opportunity to offer a behind the scenes tour. <b>AW to look into the logistics. AW has spoken to the Head Groundsman. If the staff are working on the pitch when there is a tour they will give them a short talk, otherwise our tour guide will pass on the information.</b></p>	<p><b>AW</b></p>	<p><b>March</b></p>
<p>SW thanked everyone for attending the meeting. Any new ideas can be sent to the FCC e-mail address over the next few weeks. SW looks forward to seeing everyone again at our next meeting in May – date to be confirmed.</p>		
<p>The meeting closed at 8pm.</p>		