

FANS' CONSULTATIVE COMMITTEE MEETING

LEICESTER CITY FOOTBALL CLUB

Tuesday 13 November 2018 – King Power Stadium

Attendees:	Adrian Neal	
	Alan Digby	Foxes Trust
	Becky Taylor	
	Cliff Ginnetta	Leicester City Supporters Club
	Christine Graham	
	Dinesh Prajapati	
	Jack Munton	Union FS
	Joshua Malam	
	Nicholas Heard	
	Paul Angrave	
	Peter Wilson	
	Richard Smith	
	Samantha Guyler	
	Sandra Fixter	Disability Support Association
	Sarah Mitchell	Disability Support Association
	Shaun Jackson	
	Dave Stevens	Leicestershire Police
	Susan Whelan	Chief Executive Officer
	Anthony Herlihy	Director of Communications
	Caroline McGrory	General Counsel
	Simon Capper	Finance Director
	Jim Donnelly	Supporter Liaison & Disability Access Officer
	Liam Docherty	CRM Manager
	Stuart Johncock	Head of Supporter Engagement
	Esther Walker	Executive Assistant to CEO
Apologies:	Adrian Neal	
	Andrew Keates	
	Claire Harrison	
	Dominic Palmer	
	Malcolm Carter	
	Olusola Oni	
	Graeme Smith	Foxes Pride
	Phil Simms	
	Andrew Neville	Director of Football Operations
	Jon Rudkin	Director of Football
	Kevin Barclay	Operations Director
	Mags Mernagh	Director, Estates & Infrastructure
	Richard Lymbery	Operations Director, Levy Restaurants UK
	Jamie Tabor	Head of Brand, Marketing & Digital Business

Welcome

Stuart Johncock welcomed all attendees to the second session of the current Fans Consultative Committee. He explained that he was standing in for Jamie Tabor who has been seconded part-time to OHL for six months. He gave apologies on behalf of Club staff and FCC members who were unable to attend the meeting.

1. Chief Executive Officer

Susan Whelan said the Club would be sending formal thank-you's to all who assisted during the recent accident events but she wanted to take the opportunity to express her thanks at the meeting. The support offered by everyone, especially the staff and fans, had been extraordinary and been a huge source of comfort to the families of the victims. Khun Top had displayed incredible bravery at the Burnley game. Over the next few weeks and months, the Club needs to explore how to build on the way the tragedy united the Club and the city. The spontaneous generosity and tributes from the fans were remarkable. She said every letter, card, flower and gift would be collected and archived as a tribute to Khun Vichai. She said it had been immensely important to involve the fans in moving the flowers and tributes from the brickweave.

The Club has announced that a statue of Khun Vichai will be commissioned in the future. It is too early to announce the site and timing and the family will decide on the image to be used. SW stressed the family's and King Power's long-term commitment to the Club.

SW gave an update on developments at the Club since the last FCC meeting in May. The Club was granted planning permission for the new Training Ground and as a result, the migration of the newts at the Park Hill site is now underway! Engagement with the local communities is ongoing and developing. The process of consultation and masterplanning for the Stadium Expansion project is also underway, for example to determine the optimum number and type of seats as the Club must ensure it builds the right facilities for our fans. An external company will contact supporters for their feedback. SW said the Club was always ready to listen to the fans and invited FCC members to forward their ideas and suggestions. The new giant screens have also been installed and feedback from the supporters would also be welcome.

Other works completed since the last meeting in May include ongoing development of the website, the opening of the Fan Store, the launch of the adidas kit, hosting the international game against Switzerland, having three England internationals in the squad and the success of the summer transfer window.

Nicholas Heard congratulated the Club on its handling of the recent tragedy and in the way it had come together, saying it had been magnificent. He offered his congratulations.

2. Action Points from the Previous FCC Meeting

2.1 Development of Away Priority Ticket Scheme

The Club is meeting with SeatGeek (formerly known as TopTix) throughout the week and is investigating the options for an Away Priority Ticket Scheme. Current options only allow adult tickets to be processed.

2.2 Foxes Rewards' Donations to Vichai Srivaddhanaprabha Foundation

Work on this function is at the feasibility stage and the Club hopes to launch relatively quickly. The aim is to add a "Donate" button at the online "CheckOut" and/or supporter

account page. Since May, customers have been able to round up their total spend to the nearest £10.

2.3 Centenary Year Magazine Feature

Supporters had asked for a centenary year magazine feature for supporters. SJ confirmed that the Club Historian and Archivist, John Hutchinson, is working on a matchday magazine feature for next season. He will be looking at fan features and at collating 100 voices/stories. SJ noted that John is always looking for new stories.

2.4 Foxes Rewards' Life-Cycle

LD explained that in line with industry standards, Foxes Rewards expire at the end of each season and this system will remain in force for the current season. The Club will review the system on a seasonal basis and will ask supporters for their suggestions on reformatting for next season.

Your 90 Minutes

Jim Donnelly noted that the take-up of places for the last three sessions of "Your 90 Minutes" had been very low. He asked FCC members what topics they would like to see discussed.

SJ explained that "Your 90 Minutes" is a focus group of 12-18 people that discusses a different topic each month. The invitation to attend Your 90 Minutes is advertised on the website and social posts. The session is held in the Players' Changing Room. Some FCC members said that they hadn't heard about Your 90 Minutes until it was mentioned at the last FCC meeting. SW stressed that the Club was committed to listening to its supporters and Your 90 Minutes is a good forum. She said the fanbase is a great pool of experience that the Club is keen to utilise.

SJ asked the meeting for the best ways to broadcast upcoming sessions. Suggestions included notices in the matchday programme, messages on the big screen, by SMS, messages alongside marketing campaigns. SC suggested that the selection process might be too targeted. It was also suggested that weekends might be more convenient.

SJ asked FCC members what topics they would like discussed at future Your 90 Minutes. Suggestions included:

- Creation of a Fans Park to make the matchday experience more appealing especially for families. SJ explained that the Club was looking for the right location. It was suggested that the topic, "Matchday Experience", should be sub-divided. SJ asked for suggestions to be emailed to help@lfc.co.uk. It would be useful to look at other clubs which have created diversified fans zones including parks, shopping areas, bakeries. SW confirmed that the Club is working with external experts, looking at the feasibility.

2.5 Wifi and Mobile Phone Signal

SC explained that more market research will be carried out in order to make a final decision as to the optimum solution in a constantly evolving market place..

2.6 Update on Safe Standing

Opinions on safe standing were very divided at the previous FCC Meeting. AH explained that the Premier League has been consistent in its response and is awaiting the outcome of the government's review, to ensure that Clubs make an educated decision based on

facts. Recent surveys have shown that finally only 5% of respondents are in favour of safe standing.

In response to a question on the police's viewpoint, Dave Stevens noted that safe standing had worked well at Celtic Park where the standing area is entirely comprised of rail seating. He stressed the importance of being very careful that standing is done in the right way.

The 6th edition of the Green Guide (Guide to Safety at Sports Grounds, issued by the Sports Grounds Safety Authority) focuses on risk assessment but doesn't cover safe standing as a topic. SC noted that new developments will have to comply with the latest version of the Green Guide as stadia must comply with the Green Guide applicable at the time of their construction.

SW confirmed that the architects working on the Club's stadium expansion project are part of the government's advisory group. She added that the Club and the Premier League want to ensure the enjoyment level of the fans, in line with government guidelines.

2.7 Update on Bad Behaviour/Language within Away Section near the Family Stand

JD confirmed that the Club has written to every visiting club asking them to ensure that seats allocated next to the family stand should be sold only to families. It was suggested that signs could be erected, stating "Family Stand" and advising that bad language will not be tolerated. JD said the problem was prominently caused by visitors. The Leicestershire Police representative mentioned that away fans were unlikely to take much notice of signs.

2.8 Posting Pre-Match Build-up Videos/Montage on YouTube

AH said there was a great team working on video content with the aim of creating a certain matchday magic. He said the matchday montage signifies to the fans that they are present, in the stadium, at the game. The VT played out before the Burnley game on 10 November 2018 was a one-off production, intended to be shared on a level that reflected the global response generated by events that preceded it. The general pre-match montage is intended exclusively for in-stadium matchday use, but the Club will consider making these available when in-stadium VTs are refreshed from time to time.

2.9 Fan Cam – Safeguarding Concerns

The Club's Head of Safeguarding has confirmed that the Club is indemnified to utilise photos/videos as the ground matchday T's & C's state that coming to the stadium provides consent to the use of images. However, as an additional duty of care, photographers always try to ask a group or a group leader if they are happy to be photographed. Obtaining permission for video images, however, is more difficult although videographers will try to let people know that they're going to be filmed. Requiring Minor and Adult Release Forms would be problematic, for example when filming a throw-in.

2.10 LCFC Supporters Standing at Away Games

This is very difficult to eradicate. Currently the first four rows are only sold to people with disabilities or older people. The Ticket Manager is communicating to fans that they have to sit down. Tickets for home and away games state, "Your ticket is a seated ticket".

The DSA representative said the situation is improving but at away games, some supporters with disabilities find their view blocked by supporters standing in front of the wheelchair bays. Some clubs close off a few rows in front of the disabled bays.

2.11 Away Game Ticket Distribution

JD has asked the other Premier League clubs if we can sell “out of synch” but none of them had agreed. The current system prevents us from deciding how we sell our allocation. It was explained that for away games, the Club estimates how many seats it can sell and applies for that allocation. FCC members agreed that at the moment most games are going to general sale so there were no major issues.

2.12 Update on Ticket Resales

SC explained that the facility for season ticket holders to sell tickets back to the Club will be launched imminently. The key question was protecting personal payment details when processing a refund.

2.13 Update on apple and Android Access

LD advised that SeatGeek are in the process of building the functionality and the “smart phone” access launch is imminent. The access control system is nearly “NFC ready”, pending an upgrade of the software which is being costed.

2.14 Relocation of the Burger Van Electrics

JD explained that this relates to the matchday burger van being parked directly in front of the memorial wall, blocking access. The van has now been moved further forward away from the wall but there is a potential hazard from the electrical cabling connecting the van to the mains. The Club is looking at ways of moving the electrics to a new location so the van can be moved from its current site.

2.15 Update on Child Ticket Prices for 2019/20 Season

Currently there is a big difference between the ticket prices for 11 and 12 year olds. The Club is drawing up a plan for next season which will include a new age bracket of under-16s.

2.16 Update on the Draw for Mascots

SJ advised that all season ticket holders are now entered into the mascot draw with members.

2.17 One-way Vehicle System for Matchdays

The point was raised at the previous FCC meeting that pedestrians are walking outside the barriers around the VIP parking in front of Main Reception. JD said the Club’s Head of Security will explore options in the closed season.

3. Agenda Items from FCC Members

3.1 Marketing and communication for non-internet users

The Club recognises that not everyone has a smart phone or laptop and ensures, for example with season ticket campaigns, that any member who doesn’t have an email address receives a printed copy. The Club is working hard to reduce its use of paper as part of its environmental responsibility but at the same time does not want to exclude any supporters. AH pointed out promotional material is included in the matchday

programmes and Q magazine, as well as national and local media such as the Leicester Mercury.

Q. Has the Club looked at digitising matchday programmes?

A. AH: The Club is exploring the option of digitising the matchday programme but said that digital content is already available on established platforms. The Club has invested heavily in its digital platform and the printed matchday magazine carries a certain amount of unique content as a printed alternative.

Q. Is it possible to gauge international usage of the website?

A. LD: There has been a big increase in international exposure as the Club aims to recruit fans worldwide. AH added that the website carries dedicated Thai content and that much of the Club's social media output is translated by territory. SJ noted that the Club's international visits were key drivers of the expanding international fan base eg to Bangalore, and out of all the Premier League clubs had collected the most international supporter data.

3.2 **Away Ticket Scheme Buying Process**

Q. Under the old system, fans filled in a form saying they'd like to attend all the away games. The Ticketing office processed the requests and sent out the tickets for each game during the season. Currently, fans have to go online for each away game to get tickets. Can the Club go back to the form as previously?

A. JD: The data protection requirements of GDPR prevent the Club from reverting to application forms. CM added that from a legal perspective, the Club can only keep personal data for as long as it is absolutely required. Digital data is safe. Furthermore, the old system could be subject to widespread abuse. The Club is assisting SeatGeek to develop a system that will enable fans to apply for away tickets once per season. Should this be successful, the Club is working to get this in place for next season but is not in a position to guarantee it as yet.

3.3 **Female clothing range in the Fan Store**

Q. Although the range of female clothing available in the Fan Store is much better than before, the range consists of one page online for women's clothing compared with ten pages for the men's. Many female FCC members agreed they didn't like the current female replica shirt, particularly the V-shaped neckline, and thought the female sizes were too small. Many women end up buying the men's shirts.

A. SC pointed out that the range is to some extent driven by the kit supplier, ie adidas currently. LD noted that the Club has worked with adidas to change the kit for next season.

Q. Did the Club highlight the high proportion of female members when negotiating the contract with adidas?

A. SC: Historically sales of the women's range have been poor despite taking feedback from the FCC. CM said adidas had told the Club during the negotiations that their research showed that women preferred a V-neck shirt. SW added that the downside of having a big brand as kit supplier, is that the Club doesn't have the flexibility it would like in all matters.

3.4 Stadium Expansion

- Q. It appears that Union FS has not been involved in feedback on the stadium expansion project and that there hasn't been any communication to FCC members on the subject.
- A. LD: the Club commissioned an independent study by an external group which selected individual fans to attend a total of 15 sessions. The sessions were targeted to different groups, with attendees selected by ballot. SW noted that the complete consultation on the stadium expansion has not started and the consultants' report wasn't expected until December. SJ stressed that the topic was more about matchday pricing in the new stand and that the Club had no intention of excluding any group. The representative of Union FS expressed concern that the group had been under-represented but SJ reassured him that the selection was not focused at supporter groups but was driven rather by individual supporters.

3.5 Early Carabao Cup competition

- Q. As the stadium wasn't fully sold, could the Club have sold more tickets by reducing the price, eg selling tickets for children at £1?
- A. All ticket prices have to be agreed with the other club. SC advised that the ticket revenue is split between 45% to the home club, 45% to the visitors and 10% to the EFL and The FA. Visiting lower league clubs are reluctant to cut prices too much as it is an important source of revenue for them.

4. Any Other Business

4.1 eSports

- Q. Some football clubs, eg Paris St Germain, Manchester City, are getting into eSports, thereby attracting a younger audience. Has the Club looked into this?
- A. SW confirmed that the Club is looking into eSports in the context of the longer term.

4.2 Leicester City Womens Football Club

- Q. Could the Club give an update on the development of LCWFC?
- A. SJ said the Club had worked hard with LCWFC in their successful bid to meet the criteria for entering Tier 2. AH explained that LCWFC is an independent organisation and the Club is offering support financially, via marketing and media also.
- Q. Would the Club consider total integration with LCWFC?
- A. SW responded that the Club is not looking at diluting LCWFC's achievements. Although Belvoir Drive is full and the Club doesn't have any available space, the Club is providing support where it can, such as with media and kit.
- Q. Could LCWFC be used at half-time?
- A. AH: The Club is looking at raising the LCWFC's profile while respecting their existing set-up and the progress they have made. The Club ensured that LCWFC was included in the celebrations around the Premier League championship.

FCC members praised the LCWFC's considerable achievements at grass-roots level and noted that they get coverage on The Women's Football Show aired on Sunday nights.

4.3 Tributes to Khun Vichai

- Q. Could the flower tributes be mulched and spread on the pitch? Could the shirts be laid out in the ground and covered with glass.

- A. SW: the Club has a plan for regeneration which will integrate all the messages, cards, tributes and shirts. She gave her assurance that the flowers would not be thrown away.
- Q. What is the Club doing about people selling the matchday give-aways and how can this be stopped? There has been a big uproar about this on social media and some supporters are making very high bids and then refusing to pay, in an effort to stop people selling.
- A. The Club is very disappointed by this but cannot track the sellers. CM added that people selling matchday give-aways can only be banned if the Club states as such beforehand.

FCC members praised the tribute matchday programme as absolutely brilliant.

4.4 Decorating the outside of the stadium

- Q. The outside of the stadium is rather plain and there's nothing to show that LFC were champions of England and how proud we are of the achievement. Other clubs have their history displayed on their walls. Coming to the stadium should provide an experience for youngsters. At the moment, people coming to the stadium only see "King Power".
- Q. Next year, 2019, will mark the 100th anniversary and an ideal opportunity to celebrate the Club's identity and achievements. The Club is in contact with the artist who did the street art, Richard Wilson, to capture the Club's magic moments.

4.5 Pricing in the Fan Store

- Q. Many items, particularly small ones, are not individually priced and the prices are not displayed on the shelves. One FCC recalled buying a football annual from the Fan Store for £8.99 while his wife bought the same annual in town for £6.99.

Post-meeting response from Richard Tebbutt-Hall, Store Manager:

All products are individually priced, albeit sometimes small on the back of every product. The requirement for price labels to be fixed to individual items is included in the agreements with our suppliers and this forms part of the cost. Large POS was thought to devalue the brand as we strive to become a fashion and leisure retailer rather than just a "football shop". Of course there will be items that occasionally slip through the net due to human error, or a tag has been pulled/fallen off. The annual was simply somebody undercutting our price. All our annuals are priced at a fair price in comparison to other retailers. We will of course use the feedback to review our store for pricing.

4.6 Big Screens

- Q. The big screens and score updates are excellent and the position of the screens is very good. It's not always possible, however, to tell which club score is which. The acoustics have also suffered and there is an echo when people are speaking from the pitch, particularly heard by fans in the Family Stand.

Post-meeting response from Sam Chambers, Head of Content, Media:

Re identifying the scores, the screens now show the club crests and club names. Re acoustics: we are looking at further improvements and developments to the overall matchday experience, one of those items is to look at general audio requirements. Due to the age of the current system, it is difficult to make noticeable improvements but we're currently looking into other options.

- Q. Could the big screens show highlights from the U21's and LCWFC on matchdays?
- A. AH: the Club is very keen to know what people are interested in seeing and welcomes any such feedback. He made it clear that if such footage did appear, it would be earlier on in the schedule.

4.7 Buying tickets online through a browser

- Q. Why is it easier to buy tickets online using Chrome rather than Windows Explorer?
- A. LD: Web developers look at the most widely used browsers and prioritise accordingly based on their usage research. The version of Windows Explorer being used can also be a contributing factor.

4.8 Reselling Tickets

- Q. Can season ticket holders with a disability resell their carers' tickets?
- A. JD: No - companion tickets are only valid in conjunction with a named disability concession holder and have no independent validity.

Stuart Johncock closed the meeting by thanking everyone for their participation in the meeting and for their invaluable feedback.