

Leicester City Football Club

Fans Consultative Committee

24 July 2024



Agenda



1. **Welcome and Introduction – Susan Whelan**
2. **Actions from previous FCC meeting**
3. **FCC Member agenda items**
4. **Fan Engagement Framework**
5. **Fan Advisory Board**
6. **AOB**
7. **Men’s First Team Manager Introduction**



Leicester City Football Club

Welcome




**KING
POWER**

Introduction and Welcome: Chief Executive, Susan Whelan



**Actions from previous
FCC Meeting
11 December 2023**



From our last meeting



Actions from the FCC 11 December 2023

1. Fan Representation on SAG

- **SAG interaction with Fan Engagement Framework (at appropriate level) to be proposed by Fan Advisory Board.**

2. Clap Banners distribution at turnstiles affecting DSA members accessibility especially in North Stand.

- **Club investigated and ensured all staff aware there were to be no blockages at turnstiles.**

Member Agenda Items



Member Agenda Items – Digital Ticketing

Digital Ticketing

£25 charge

- **£247,125** total charitable contribution
- Season Ticket Holders that purchased a physical card will be able to select a charity from the four chosen by the VS Foundation - **LOROS Hospice, Rainbows Hospice for Children and Young People, Leicester Children's Hospital** and **Heartwize**

Uptake

- **22,549** Season Ticket Holders for 2024/25 - 98% renewal rate
- **6,469** Mobile Season Ticket Holders
- **9,885** opted for a physical card at a fee of £25
- **6,195** Concessions eligible for a free physical charge
- Four-fold increase in Season Ticket Holder mobile ticket usage compared to 2023/24 season.

Appointments

- Appointments to introduce supporters to Mobile Tickets available from 22 July.

Road to full implementation

- Compliance with Premier League regulations.
- Work within the Engagement Framework to achieve compliance.



Member Agenda Items – Match Ticket Pricing

Rationale:

- Creation of a third pricing category to guarantee the entry-level price
- Comparison to 22/23 Premier League season - average 10% increase.
- Benchmarked against 2023/24 Premier League prices, LCFC’s most expensive ticket ranks 11th and lowest priced ranks 9th.

Match Ticket Pricing and General Sale:

- Season Ticket Holders access to the re-sale platform (five fixtures) and the ticket forwarding platform (five fixtures).
- Premier League status likely to result in fewer games going to general sale, but where this is more likely due to potential reduced uptake of away allocations the Club will activate plans to push sell out, including options for Season Ticket Holders to bring a guest, County FA contacts, community and charity partners.
- The Club has provisionally identified the following games: AFC Bournemouth, Crystal Palace, Fulham, Brentford, Southampton.

Source: The Athletic (Based on 2023/24 Premier League prices)

Cheapest Premier League tickets

-  £9.00
-  £25.00
-  £25.00
-  £28.00
-  £28.50
-  £30.00
-  £30.00
-  £30.00
-  £30.00
-  £35.00
-  £35.00
-  £36.00
-  £37.00
-  £38.00
-  £40.50
-  £42.00
-  £44.00
-  £44.00
-  £55.00



Most expensive Premier League tickets

-  £240.00
-  £105.00
-  £103.00
-  £103.00
-  £100.00
-  £80.00
-  £75.00
-  £74.00
-  £72.00
-  £70.00
-  £70.00
-  £65.00
-  £63.50
-  £60.00
-  £60.00
-  £55.00
-  £53.00
-  £52.00
-  £46.00



Member Agenda Items – Principal Partnership



- Record deal for Principal Partnership (like for like)
- Club's appeal to high-value partners remains high, despite same category now making up half of the PL's FoS sponsorships
- Commitment to responsible gambling messaging secured
- Enables diversification of King Power investment (including training wear, LCFC Women and both Academies)
- King Power's ongoing commitment to the establishment and improvement of women's football in Leicestershire
- Includes investment into grassroots that will provide equipment to 300-350 women's and girls teams in Leicestershire & Rutland
- Declined third-party offers to maintain King Power positioning while we continue to establish LCFC Women presence

Safe Standing



Revisiting Safe Standing:

- Your 90 Minutes discussion on 31 July.
- Updated supporter survey to ensure diverse range of opinions.
- Fan Advisory Board and FCC Working Group focus.
- Continues to be considered in the context of the stadium development.

Member Agenda Items



FCC Member (Sam Guyler)

- Club communication – increase in corporate speak
- Disconnect from fans
- Pricing policy in Fanstore - majority of items are highly priced
- Plans for Stadium Development - any updates

Union FS

- Stadium expansion
- Safe standing
- £25 physical card payment and general ticket concerns

FCC Member Becky Taylor

- Communication
- Benchmarking against other clubs
- Ticket pricing and ST charge
- Ticketing system
- PSR overview and expectations

Foxes Trust

- Feedback on General ticket sales for 23/24 and potential for 24/25
- Match ticket prices 24/25 - any discounts for members (On all sales or after X number of games?)
- Physical Season cards - Total sold split - How many sold, how many issued for free?
- Fans remembrance service - when will this be held this year, not if?
- Adult replica shirts, why is the option not clear on the website that shirt can be bought without sponsors name

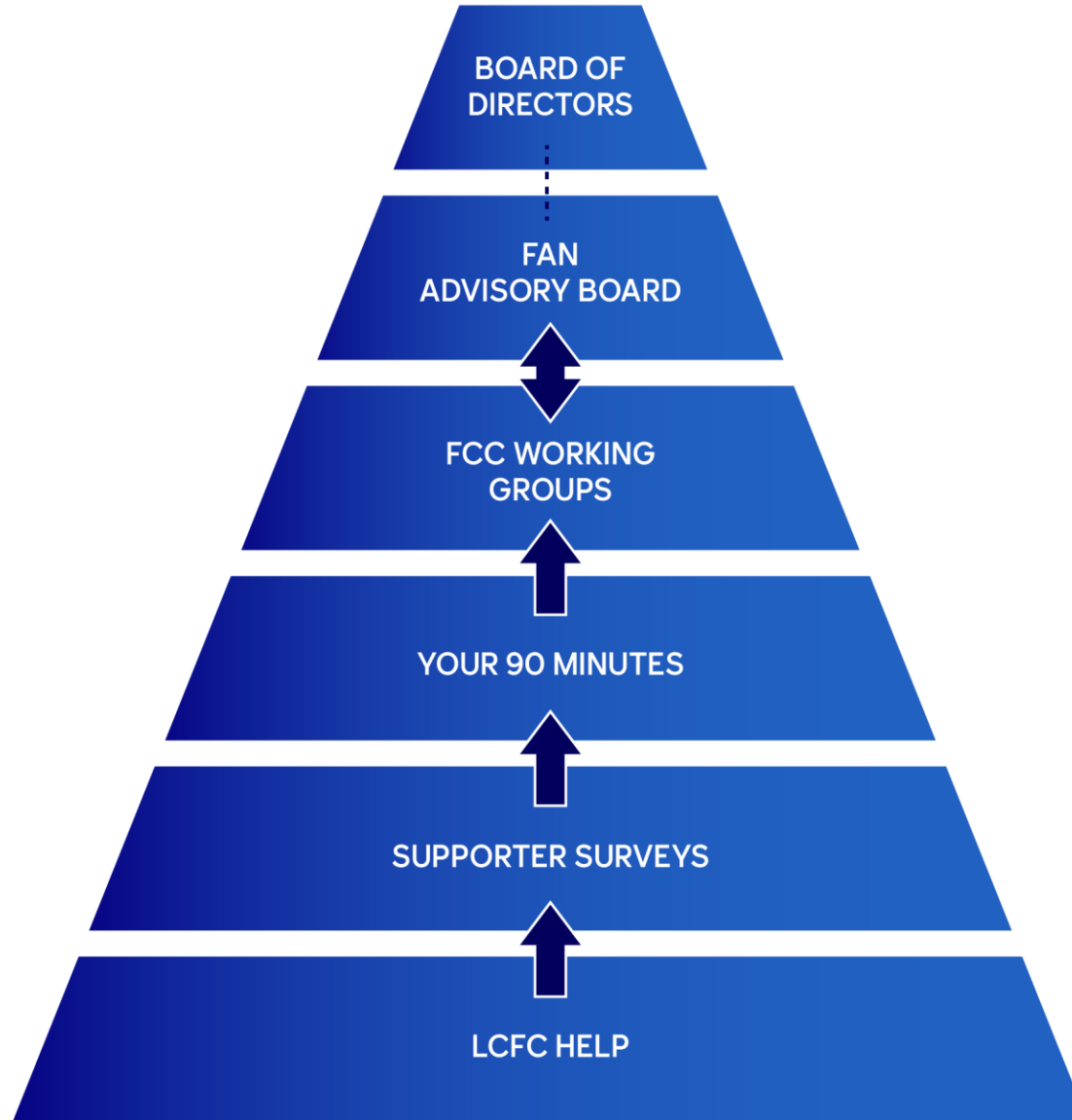
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Fan Engagement Framework

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Fan Engagement Framework



Fan Advisory Board – Composition



Supporter Representatives x 6

1 x Foxes Trust representative

2 x Elected representatives from the current FCC

3 x independent supporters

Club Representatives x 5

Chief Executive, Susan Whelan

3 x LCFC Engagement Staff including
Communications Director, Anthony Herlihy and
Head of Fan Engagement, Imogen Ward

1 x LCFC Staff – identity dependent on relevant
expertise

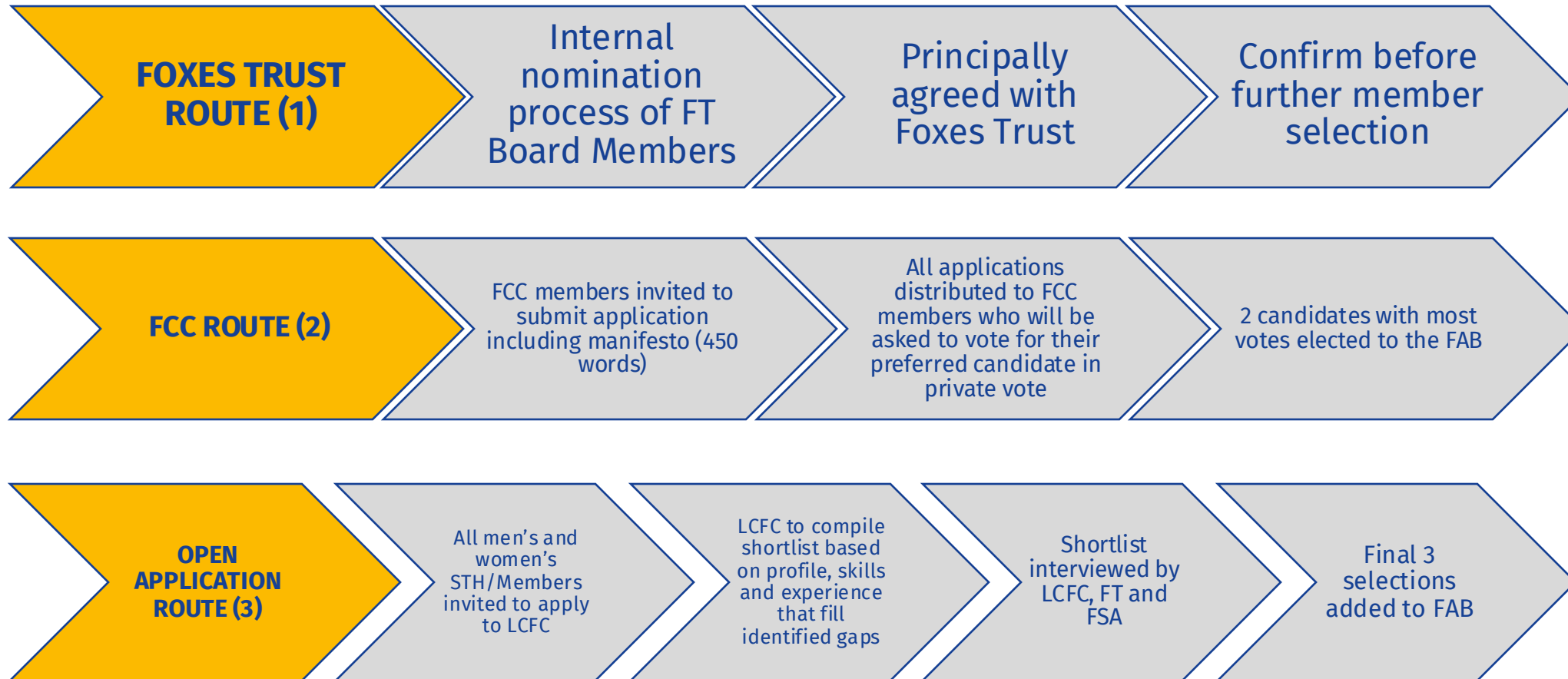
Fan Advisory Board – Frequency



Four meetings per year

Minimum requirement for Fan Advisory Board members to attend at least two meetings in person with the option to join two meetings remotely.

Fan Advisory Board - Recruitment Process



Fan Advisory Board – Scope



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
- 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



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FCC Working Groups

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1

MATCHDAY EXPERIENCE

Remit:

- Stadium facilities development;
- Atmosphere.

1 x FAB Chair

2 x Supporter Group reps on rotational basis

4 x Independent supporters

2 x LCFC Staff: Ops & Engagement

2

TICKETING & PRODUCTS

Remit:

- Commercial growth;
- Long term audience growth and supporter pathway.

1 x FAB Chair

2 x Supporter Group reps on rotational basis

4 x independent supporters

LCFC staff: Ticketing & Marketing

3

LCFC CULTURE

Remit:

- EDI;
- Community activities;
- Heritage assets;
- Management of supporter behaviour.

1 x FAB Chair

2 x Supporter Group reps on rotational basis

4 x independent supporters

LCFC staff: Engagement & People Team

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Broader Engagement Framework - Detail

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Broader Engagement Framework - Detail

YOUR 90 MINUTES

6 x meetings per year open to all supporters, the first of which will meet about MDEX on 30 July.

Discussion topics aligned to FCCWG topics, customer survey feedback as well as the opportunity for topics to be raised by those in attendance.

Recurrent themes to be raised to be fed into FCC agenda by LCFC SLO.



SUPPORTER SURVEYS

Regular customer surveys – end of season and post-match – minimum of 1 per month

Recurrent themes support in setting agenda for Your 90 minutes.



LCFC HELP

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Fan Engagement Framework Timeline

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AOB




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Men's First Team Manager Introduction – Steve Cooper



Steve Cooper, Men's First Team Manager



Thank you




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