

Candidate statements

Ian Bason

I have been involved in the running of the Foxes Trust since its formation, serving as Chairman until late 2024 when I became the Trust's Fans Advisory Board representative and Trust Treasurer, roles I would like to continue if re-elected.

The next few years look to be challenging for our club and it's important that the views of our members and the wider fan base are communicated to the club at every opportunity, therefore it's vital that we utilise our role on the Fans Advisory Board to maintain constructive dialogue with our club's leadership particularly during a period of change and that our place on the Fans Consultative Committee is also used to raise operational issues, to add to any other direct dialogue the Trust has with the club.

The recent introduction of the Independent Football Regulator will see further pressure on clubs to widen the scope of fan engagement and our involvement at every level will maximise that opportunity. Nationally the Trust needs to continue to utilise its contacts at the Football Supporters Association and with fellow fan groups to join national lobbying, in addition I now have a network of Fan Advisory Board Fan Leads to share information and campaigning strategy.

Currently we have a divided fan base, while all are unhappy with the club's current position the range of feelings range from disappointment to extreme anger, however turning the Trust into purely a protest group isn't the way forwards, the Trust has to represent that diverse range of opinions but can only be effective by having an open, constructive and respectful relationship with the club, while using public criticism if progress isn't being made in a reasonable timeframe, while recognising negotiation and compromise is required from all parties.

Matthew Davis

I am standing for re-election to the Foxes Trust Board because I remain focussed on ensuring that Leicester City supporters have a strong, independent voice in shaping the future of our club. As a member of the Trust, I have been involved since its inception, and since 2006 I have proudly served on the Board in a variety of roles. These roles have included acting as press spokesperson, liaising with councillors and MPs, and representing members in key discussions with the club and other stakeholders.

Currently, I serve as Vice Chair of the Foxes Trust and Chair of the Women's Sub-Group, roles which allow me to broaden engagement, and ensure that the Trust reflects the wide supporter base. My experience across these positions has given me the ability to bring together new more reform-minded members with established Board colleagues, enabling collaboration and continuity but still driving positive change.

I have also played an active role in delivering practical initiatives that incorporate the Trust's aims. I was part of the team that successfully delivered the supporters' survey, gathering valuable insights to strengthen our representation of fans' views. More recently, I have been involved in the men's mental health initiative, recognising the importance of wellbeing within our community and ensuring that the Trust continues to support fans beyond the matchday experience. These are two areas where I enthusiastically got involved with initiatives led by new board members.

The Foxes Trust exists to protect the long-term interests of supporters, promote transparency, and strengthen the relationship between fans and the club. My record demonstrates both dedication and effectiveness in advancing these aims. With your support, I will continue to use my experience, energy, and commitment to ensure the Trust remains a strong, united, and forward focussed voice for all Leicester City supporters.

Sarah Hubbard

As a lifelong supporter of Leicester City, a season ticket holder for 30 years, a Trust member since inception, and Board member for 10 years, I continue to have enthusiasm, desire and vision to help the club reach out to fans and return the "well respected" club status we previously had. I feel the primary role of the Trust is to be a critical friend, acting with trust, confidence and a mutual respect for each other. Engaging in effective dialogue and providing a support/link between owner and fans can bring back the status of a family club. Whilst serving on the Board, I have helped progress the new membership scheme and am the current membership secretary. I sit on the Women's sub group which aims to raise awareness of the women's game.

Jack Munton

Through my work with Union FS (since its early days in 2013/14), I have spent a lot of that time dealing directly with our Football Club on a wide range of issues. That's included supporting work on Tifos and driving fundraising efforts across the community such as food bank collections and charity fundraisers.

I'm a big believer in "Leicester helping Leicester" — and that we can always do more. And I want to help the Trust do more too via the new Community & Representation focus which aims to have the Trust support more charitable causes.

I've been a fan since my dad first took me to Filbert Street in the late '90s but really started following the club home-and-away in 2009/10. Since then, I've attended nearly 500 games across 12 countries.

Along the way, I've also experienced how the club can be heavy-handed or controlling with fans, and I know how important fair, transparent and consistent processes and representations are for supporters.

The Foxes Trust has a key role to play in this. If elected, I will work to strengthen collaboration between the Foxes Trust and Union FS, contribute to the Trust's work on fan representation in the sanctions process and push for a Fan Engagement Framework that genuinely works for supporters (including ensuring that fans who are passionate about improving the matchday atmosphere are given a proper voice).

Steve Potter

I've followed this club for the last 30 years, attending home and away games alongside many of you.

Before getting my ST this year, I paid per game for 3 seasons and with the continuously rising cost of attending games, I'd like to work with the club on prices, as we risk pricing out future generations of fans.

Over the last 12 months, I've found myself getting more involved in the broader LCFC community, featuring weekly on LCFC fan channels (Blue Tinted Glasses, Final Whistle, LTIDTV). This has led me to be surrounded by a balanced set of views regarding the club, which is beneficial to the board, as I feel it gives a unique position to access the more engaged LCFC fans, listening to concerns from all ages and backgrounds.

It's important to have more front-facing personalities who are willing to put themselves out there in front of the fans on a more regular basis, giving fans updates on all the positive work the Trust is doing, as well as answering questions fans have.

I'd love to be involved with pushing the Trust into the modern age, utilising social media to expand its ever-growing reach.

Chris Rice

Since joining the Foxes Trust Engagement Working Group in May, I've offered my time in improving how the Trust presents itself and connects with its members and the wider fanbase, particularly through social media and the end-of-season survey.

My extensive experience as a Designer in the games industry—on titles such as Football Manager and EA Sports FC (formerly FIFA)—has equipped me with a range of skills already proving valuable in my work with the Trust. From using data to understand fan consensus, to collaborating with stakeholders, to designing clear and intuitive solutions, then communicating them clearly to the players of the game. If elected, I'm confident that I can use these skills even further to benefit the Trust's strategy, communication and engagement.

Our club has unfortunately been declining rapidly and I'm convinced that the Trust can play a key role in reversing that trend by consistently and rigorously championing the interests, views and values of Leicester City supporters.

In a time of uncertainty, the Trust's purpose has never been more important. I would love the opportunity to contribute even further and support the Trust in any way I can.

Andrew Smith

A supporter for 60 years, Leicester City is in my DNA. Growing up in the Derbyshire borders, I constantly backed my team, my dad's team, my grandad's team, as our nearest rivals went through their Clough eras. It wasn't easy. In the early 1990's, tired of the defeatism which enveloped LCFC, my letter of complaint to the Leicester Mercury prompted hundreds of us to set up Ambitious Leicester Fans, - a plea for the club to think beyond finding one decent player to sell each season.

That ended in a meeting with the Chairman Martin George and a feeling that, at last, supporter frustrations had been understood. A journalist all my working life, I would aim to help develop the Trust's media communication strategy – conveying the sense of a confident organisation with a clear sense of purpose, and direction.

I believe the Trust needs to be the best kind of friend to the Club, one that not only shares its success but is willing to say the unpopular thing, as and when necessary.

Living in London, I experience supporting the club like the many others in the LCFC diaspora. Changed kick off times, road closures, rail delays and no-show performances, are felt more keenly by those of us who have invested a whole day just to be there.

I follow financial and business developments in football more widely. I regularly listen to podcasts such as Where's The Money Gone? This means I very often hear about initiatives such as digital season tickets before they arrive in Leicester.

I would urge The Trust to press for a better run club as we did in the 1990's. The club has fallen behind the likes of Brighton, Bournemouth and Brentford. These are similar sized clubs from whom we have much to learn.

Paul Weston

I was born in Leicester and, from a young age taken to Filbert Street by my Dad and so my support of Leicester City Football Club began. My support continued as I moved to Manchester to study and then to Suffolk where I now live.

I joined the Foxes Trust when it was initially set up and have been a season ticket holder ever since the dark days of administration, with a round trip of 230 miles for each "home" game. I played an active part on the Trust's match reporting team from 2005.

I am an architect by profession and for many years was Chairman and owner of a large company. I know what it takes to run a business. I still work part-time now as architect specialising in the sport and leisure sector. I am also very involved in many volunteer roles in my local community.

Supporting LCFC has had its unforgettable highs and lows. The current owners have done so much right but have also made mistakes. It has taken too long but Khun Top has at last admitted and recognised that the connection between Club and fans needs to be restored. This is a two way process and can be achieved in my view by critical but constructive dialogue and not by negative protest. The Fans Advisory Board and the representation of the Foxes Trust is one of the ways we can move forward together.

I believe that, as a flag bearer for the many City fans who travel long distances to support their team, I can play a part in strengthening the Foxes Trust board and to work with the Club's management to take the Club forward to better times again.