

Leicester City Supporters' Society – The Foxes Trust

Society Board Meeting in Person (Box 26) and via Zoom Monday 19 May 2025, 7.30pm

Present: In Person: SM & LW [in the Chair], IB, JB, HG, PR, BT, MD (Minutes), AD, and KT [Online]

Ref	Item	Action	Who/Date
1	Apologies SH	n/a	n/a
2	Approval of Minutes, 24 March 2025 These were approved.	n/a	n/a
3	Subgroups – Membership, Protocol & Strategy Chairs: Jamie – Engagement (plus Becky & Paul & Andy B) Alan – Finance & Ops (Colin & Paul Andy B Di Matt – Women (Sarah, Harry – Communication & Representation (No others) Floating board members: - Steve (Mainly Comms & Finance & Ops) - Lynn (Mainly Engagement & Women) - Ian (Mainly Comms & Finance) Seek other members	All to note All to note Suggestions via Board (links to skills assessment etc) All to note/make suggestion for any improvement All to note All to note	N/A N/A All – on going All – on going All – to be signed off at next board 30/6
4	Communications Strategy: - Andy Buckingham re Comms Strategy - Matt D re risk strategy	All to agree All agreed	Jamie to circulate for agreement prior to 30/6

	- Supporting the policy for the FAB – this is the stated position until changed by the Board - FT Board channel key matters through FAB via Ian - LW, IB & SM – all happy that the FAB group is seeking feedback from a range of people i.e. on side & dissenters - Anything contentious either FT comms or coming from FAB should go through board WhatsApp - Thanks to Andy B for his work	All agreed All agreed All to note All to note Thank Andy	Matt previously circulated N/A N/A N/A All – on going Jamie to pass on thanks – prior to 30/6
5	LCFC FEF feedback - LW & SM fed back key themes: - OSF, UFS Women's, Disabled, FT & Foxes Pride are all represented - Club to say in writing how fan groups are 'official' - Most engagement with UFS in terms of 1:1's - Club are not sidelining supporter groups to channel purely through FAB - IB said FAB requested this didn't happen - Feedback must be received whether positive or negative – club want this We need the 'we said' 'the club did' comms back to our members - Jim is very much forming part of the pyramid buffer Specific Directors should communicate re their specific areas of control Suggest LCFC promote 90 minutes better - Survey the 6 groups & FCC working groups then benchmark against the rest of Premier League – needed for FAB 500-word summary & forms part of Fans Engagement Plan for the next year - Number of individual meetings were deemed ok - LCFC want agenda items for all groups NOT just the ones we represent Push members to attend your 90 mins – we need to do this - Make meetings clear on our FT website & promote	All to note IB to take forward areas in bold font Comms group to promote	IB to confirm at 30/6 board Comms Group by 30/6

6	Engagement Subgroup (a) Subgroup Meeting 8/5 – JB/BT Jamie’s view: • Engagement with wider fan base is minimal • Channels out of date • Newsletters (style) out of date • Movement (approval) is bureaucratic Future • Monthly update • Own ‘town hall’ sessions • Better planning up front of comms • Less approval process • Forums – better thought of • Increase membership base Challenges • Apathy • Board discussions – Andy B felt out of loop in not in it • Lack of resource • No clearly defined budget to invest Objectives: • Increase membership (via £1 membership) • 1,000 plus members before the end of the year • Rebrand • Approved and fully embedded comms strategy Actions: • Survey • Comms strategy • Comms contacts only via Lynn, Ian & Steve • Becky to ‘own social’ media channels • Drafting comms around £1 membership • AFCB – can’t give leaflets out but can get posters up • All to look at Strategy (b) Other fan group engagement – JB/BT Harry: • Met with UFS • Emily is an independent NOT representing UFS directly Lynn to get hold of disabled rep	All to note views of Jamie Discuss further all proposals via the strategy document but especially the merits of otherwise of the £1 membership as this was felt needed more discussion All to note Obtain disabled rep details	None at present – away 1st meeting minutes & strategy document Strategy document for approval by 30/6 N/A Lynn by 30/6
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	Foxes Pride – Graham is standing down (Mags as Chair) (c) End of season survey response – JB Lessons from Survey: Earlier & more helpers Better planning More games Fanzone Ask club Ability to communicate after • Keep to end of June – JB suggests July? • Publish in full • Video of Key Findings • Give club feedback • Give club opportunity to comment? – no perception • Amateur Clubs • Union FS end of season • Other ideas (d) Club Dialogue – SM/LW • Meeting with club was detailed above • Nothing else (e) Planned comms to members/events/newsletters • Monthly newsletters was the key area • Do an open Town Hall meeting with a hook • Online ‘Town Hall’ results & segment for members only v non members • Need an official survey monkey • Need to also think about AGM	All to note Start to publish results in Aug N/A All to note	N/A Jamie & comms group N/A N/A
7	Finance & Operations Subgroup a) Membership CRM progress -SH/PR Update from Paul: • System live 1/4 • Templates • Supporter demographics being captured • Sorting any issues with Love Admin – who are very supportive • 220 accepted to join but 470 have not • Major issues with BT • Becky to issue info via Social Media & cover in town hall online meeting	All to note	N/A

