

Women's Game

Working Group Members:

-  Lynn Wyeth (Board Member)
-  Kate Thompson (Board Member)
-  James Harlow (Volunteer)

Current State & Challenges:

-  Inconsistent attendance at women's fixtures. Sky TV ko times impacted.
-  Underdeveloped FT women-focused digital presence. No dedicated FT women's newsletter. Limited physical promotional materials to convert matchday interest into ongoing engagement/FT members.

Desired Future State & KPIs:

-  Recent discussions have focused on supporting LCFC in improving match attendance.
-  Enhancing digital engagement by the Trust for supporters of the Women's game.

Three Objectives For 2026:

-  Coordination with Club comms to promote fixtures.
-  Launch and maintain active women-focused accounts (e.g. X and Facebook). Develop and expand the women's section of the website. Launch a women's-only newsletter.
-  Distribution of printed leaflets with QR codes linking to website and newsletter.



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Last Working Group Meeting

- 🕒 Date: 23.02.26
- 🕒 Time: 19.30
- 👤 Attendees: Lynn Wyeth, Kate Thompson
Apologies: James Harlow

Latest Progress:

Discussion with L Billiard (Women's Director of Football) resulted in larger coach being promised for away games for the rest of the season. ✓

LW shared positive feedback from recent events, including the FSA meeting on alcohol pilots, a homophobia awareness event, and a successful player meet-and-greet session. ✓

Discussed the need to promote upcoming games, particularly the Liverpool away match and two rescheduled home games.

Next Steps/Actions:

Agreed to draft and circulate a plan for the Trust's focus areas for Women's game, including social media expansion, website development, and a newsletter.

Agreed to write to the FA opposing the draft FA Cup proposals.

Progress the planned meeting with Club on Women's game with Foxes Pride & Women's Supporters Club.

