

Communications

Working Group Members:

-  Chris Rice (Chair)
-  Jamie Barnard (Board)
-  Lynn Wyeth (Board)
-  Steve Potter (Board)
-  Andrew Smith (Board)
-  Becky Taylor (Board)
-  Andy Buckingham

Current State & Challenges:

Some of last years objectives were not fully met, particularly regarding growing the membership.

Our social presence has improved, and several Trust statements have gained very good numbers, however appealing to a younger audience is still an issue.

Statements and communication can still, at times, take too long to get out.

Overall, the Trust's more critical tone, when required, and increased communication has been well received by supporters.

Still work required to have further visibility, especially away from social media.

Desired Future State & KPIs:

- Grow social media following on existing platforms and expand into further platforms, in particular video platforms which may help to appeal to potential younger members.
- Explore the option of physical presence on matchdays such as flyers, stalls and points of contact.
- Explore the option for town hall style events for members to offer their opinions and feedback to the Trust board.
- Improve the website and overall branding of the Trust.
- Continue to use survey results to steer Comms decisions and tone.
- Increase visibility of the Trust by encouraging board members to contribute to media such as podcasts, streams and interviews, whether directly representing the Trust or not. Reevaluate board rules in this regard to bring them inline with modern media.
- Improve relationship with journalist and other media contacts.
- Create a new Membership working group that can focus on growing the membership.

Three Objectives For 2026:

-  Grow social media presence.
-  Increase visibility and accessibility of the Trust, online and offline.
-  Rebrand the image of the Foxes Trust, including the website.



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Last Working Group Meeting



Date: 17th Feb 2026



Time: 19.30



Attendees: Chris Rice, Lynn Wyeth, Steve Potter and Andy Buckingham

Latest Progress:

- Various statements regarding recent events at the club have been well received and shared widely.
- Formal invite for Jon Rudkin to meet the Trust board has been declined, with the FAB alluded to as the place for communications of this nature.
- Anthony Herlihy (Comms Director) and Imogen Ward (Head of Fan Engagement) keen to meet the new Trust board.
- Membership matters to be taken on by a new working group, to allow this group to focus on Comms.
- FEF Survey nearing 1,000 submissions.
- Call for help has surfaced some interesting candidates to help the Comms group.
- Ideas and suggestions to improve Comms discussed (see 2026 strategy document).
- The Foxes Trust current stance on planned protests discussed, with the consensus being that the Trust should support people's right to protest, but formal backing would be counter-productive at this stage. The Trust supports the view that criticising the running of the club and supporting the team on the pitch are not mutually exclusive.

Next Steps/Actions:

- Keep up the momentum in regard to challenging the club for action and communication.
- Maintain transparency to our members and wider fanbase on all goings-on at the Trust, beyond just statements.
- Release FEF survey results and findings.
- Release statement regarding invitation to Jon Rudkin and the response.
- Create a short pulse survey for members that gauges the current opinion on the ownership and the running of the club. Ideally combined with Rudkin statement, if time allows.
- Follow up further on offers to help.
- Explore new social platforms and begin creating video content.

