

**Leicester City Football Club Fans Consultative Committee Meeting – King Power Stadium
Wednesday 26 November 2014**

Present:

Alan Digby (Foxes Trust), Ali Grimsley (Leicestershire Constabulary), Angela White (LCFC), Chloe Dexter (East Stand), Cliff Ginetta (LCFC Supporters Club), David Seddon (Fosse Club, Premium Seating), Frank Moss (Hospitality, Premier Lounge), Heather Wood (West Stand), Ian Clements (Spion Kop), Ian Flanagan (LCFC Commercial Director), Jamie Tabor (LCFC), Jim Donnelly (LCFC) Jon Rudkin (LCFC Academy Director), Marek Zacharkiw (LCFC), Michelle McLean (Family Stand), Nicholas Palmer (West Stand), Peter Hill (Family Stand), Richard Lymbery (Compass General Manager), Richard Tullis (West Stand), Scott Paul (LCFC), Simon Capper (LCFC Finance Director), Susan Whelan (LCFC Chief Executive Officer), Stuart Symons (East Stand), Yogesh Kholia (Spion Kop)

Apologies:

Andrew Neville (LCFC Football Operations Director), Andy Gubbins (Leicester City Disabled Supporters Association), James Challinor (Spion Kop) Robert Maybury (East Stand), Simon Grindrod (Fosse Club, Keith Weller Lounge)

WELCOME BY THE CHIEF EXECUTIVE OFFICER:

Susan Whelan thanked the new members for joining us this evening and also to the familiar faces from last season.

SW said we are very pleased to welcome for the first time our catering provider's General Manager, Richard Lymbery. Jon Rudkin and Andrew Neville are at Premier League meetings today. AN is unable to attend this evening and sends his apologies however JR will join us later.

COMMITTEE MEMBERS AND LCFC STAFF INTRODUCTIONS:

Everyone introduced themselves to the committee with a brief personal background.

THE PROCESS OF THE FANS CONSULTATIVE COMMITTEE MEETING:

SW explained how the Fans Consultative Committee has worked over the last couple of seasons. The main objective of the FCC is exactly that; to use the members as a sounding board. Everyone widely represents all the stands and the supporter demographic which ensures we have a cross section of opinions from our supporters.

The format by necessity, is to have an agenda, and you will always be invited to forward your requests for the agenda prior to each meeting. We will ensure that previous action points and questions from the previous meeting have been answered to your satisfaction. If there are questions we are unable to answer in an open dialogue situation we will advise you accordingly. All questions will be via the Chair by a raised hand.

SW advised that the process is to meet approximately 4 times a year. It is important that we improve communication channels between the FCC and the Club. SW confirmed there is a dedicated e-mail address; fcc@lfc.co.uk. The Club runs a number of focus groups with about 3 or 4 supporters from the committee, which runs independent of the main group. We would like to stress that you shouldn't wait for the next meeting if there is something you wish to talk to us about. SW stressed that she would really ask members to use these channels and do not wait for the next meeting. We will be the conduit to keep the communication channels open.

SW asked everyone to be sensitive to the information that is passed on to members and requested that no one posts information from the FCC meeting on to social media platforms, if advised on specific matters at the meeting.

FEEDBACK ON THE MINUTES FROM THE PREVIOUS MEETING (3 JULY 2014):

The minutes were agreed as correct with the exception of "EB stated that Compass increased their prices for the last game of the season". This was in actual fact raised by Greg Floy. With reference to the Club's response "The Compass General Manager has confirmed that there were no increases in price last season". GF has requested that we place on record that he was however charged a different price to normal.

ACTION POINTS FROM THE PREVIOUS MEETING:

The ticketing system – We are coming towards the end of our current contract and we are looking at several options going forward.

Catering staff training – RL advised that staffing levels have more than doubled this season; we have 165 catering hospitality staff, and between 165 -175 concourse catering staff who work in the concourses, compared to a total of 200 staff last season.

RL confirmed that a better training system is now in place.

Stadium alterations (Premier League requirements) – all the stadium alterations have now been completed.

Scoreflash – This is not possible due to Premier League rules.

Media survey - We are currently looking at all areas of communication. SW asked everyone to feedback to the fcc@lfc.co.uk e-mail address any information they would like included in the survey, which will be submitted later this year. We will also send the draft survey to committee members in advance of submission for your comments.

SW advised that the Hospitality Survey results have been received and the report is nearly complete. MZ will also circulate this information to you on completion.

ACTION POINTS: MZ to send draft media survey and completed hospitality survey to FCC members. Members to feedback any information they would like the Club to include in the media survey. Hospitality survey report completed February 2015.

LCFC FOXES FOUNDATION:

LCFC Foxes Foundation was set up in 2011 with the One in a Million Campaign. It is the “umbrella” for all the charity work that the Club undertakes. We have already raised over £1m for charitable causes and with the help of our supporters are now working towards raising “The Second Million”.

The charities we are supporting for 2014/15 are; Leicester Hospitals Charity, Leicestershire Autistic Society, Leukaemia & Lymphoma Research (Leicester & Rutland Branch), Rainbows hospice for children and young people and The Lord Mayor’s Appeal.

Fundraising events and initiatives to date have included a celebrity soccer match, player signing session, Barclay’s family fun day and events, the auctioning of shirts. In addition we have raised a significant amount of money for the Royal British Legion Poppy Appeal.

Events coming up; Birch’s Fun Bingo Night (27 November), Santa Fun Run at Victoria Park, in conjunction with When You Wish Upon A Star (Sunday 7 December – 10.30am start). Emile Heskey in his role as Honorary Club Ambassador, will host the event. There will also be a special screening of Frozen on Sunday 14 December at the Odeon Cinema and all profits will be donated to LCFC Foxes Foundation. There will also be a huge white collar boxing event in the New Year.

The Foundation is something that the Club is very proud of and it’s a great opportunity for fans to engage with the Club. If any member would like to put forward any ideas please contact us on the dedicated e-mail address.

THAILAND INTERNATIONAL ACADEMY:

We announced this initiative on 4 November 2014 and we are very pleased that Emile Heskey has agreed to be our Ambassador. Emile has kept in touch with the Club over the years and he is very happy to contribute towards the mentoring of young players. SW explained that the owners like to re-invest in the community and understand their social obligation. Thailand has never taken part on an international football stage. There has been a long recruitment campaign in each of the 5 provinces in Thailand. LCFC and King Power will embark on this combined education programme, and the boys will learn from an EPPP1 Academy. They are currently studying for English Language and

16 boys will come over to the UK in January. They will be in full time education and will work towards a Btech and coaching badges.

Jon Rudkin will head up this initiative and offer support throughout. It is an all-encompassing programme and will hopefully equip the boys for the future.

The Chairman has been involved in education programmes via the King of Thailand through the King Power Foundation which has raised over 40 million dollars over the last few years.

BARCLAYS PREMIER LEAGUE LIVE – MUMBAI

A number of the commercial, supporter engagement and community teams, are going over to Mumbai with the Premier League before Christmas. 9 Premier League clubs will be represented in total. LCFC will also be undertaking some community work whilst we are out there. We are very proud that Emile Heskey will also be travelling with the LCFC contingent to represent the Club. Peter Schmeichel, Robbie Fowler and Ian Rush will be Premier League Ambassadors at the event also.

OPEN DISCUSSION:

LEDs – Are there any plans for the LEDs to go all the way round the pitch to include the East Stand? SW explained that the TV cameras are on that side and the arc of the TV is only on 3 sides, therefore there would be no change anticipated.

Tannoy at half time – It is very difficult to hear Birch clearly. SW advised that we have had numerous companies in to check out the system and they have all said there is no fault. It was noted that it was more about the technique of how the microphone is used.

Away ticketing arrangements - SP explained that some clubs are more open to reciprocal pricing than others. Premier League rules differ to the Football League. If we take the full allocation of tickets we have to pay for all of them even if we do not sell them all. The tickets that went on sale for Liverpool were an initial allocation. Premier League rules are different to the Football League. Clubs have to supply 10% of their stadium capacity to visiting fans although it is capped at 3000 tickets. If there is an area in the home ground that is comparable to the away end the clubs are obliged to charge the visiting supporters the same or less.

SP advised that we have the option to take more tickets for the Hull City game but the Club is mindful that we have 3 away games in 11 days.

Away Supporter Initiative - We have planned to use the money in a number of ways which includes subsidised travel particularly for the longer journeys. We have also spent money on the away section. The bar staff wear the away shirt to make it feel a more welcoming environment. Some of the funds will be used in the New Year. We have been to a number of clubs where it is a welcoming environment. SW is very keen to hear from anyone with any ideas of how they would like the money spent.

ACTION POINT – COMMITTEE MEMBERS TO E-MAIL FCC@LCFC.CO.UK WITH ANY IDEAS.

Priority ticket system – It was felt that when we go on sale we should state that there is an initial allocation of xxx tickets and these can rise to xxx should there be sufficient uptake.

SP explained that tickets go on sale roughly 6 weeks in advance of each game. We have to make a commitment to the away club for tickets 4 weeks before each fixture. CD felt that the priority system is working well this season although the initial communication to explain the system wasn't great. This was acknowledged by the Club.

DS explained that last season's changed fixtures due to TV games impacted on the priority system.

ACTION POINTS – SP to ensure that all future communications regarding away tickets stipulates initial allocation followed by number of total tickets available should there be sufficient uptake. Actioned.

Option to purchase tickets on the day at the away club - SP advised it depends on the club, some do not allow it.

Will there be a Winter Wonderland this year? – SW advised unfortunately that isn't possible as the closest game leading up to Christmas is against Manchester City on Saturday 13 December and due to the police classification of the game this would not be allowed. It was the same last year and the owners made a donation to the LCFC Foxes Foundation in place of Winter Wonderland.

City transport links – SW advised that we are engaging quite a lot with the council and have a meeting scheduled with them next week and this topic will be on the agenda. They are very open to suggestions. At the moment we often have 32,000 people leaving the stadium at the same time which causes congestion around the whole city.

Sunderland brought 55 coaches which had an impact on everyone leaving the ground. We have to consider everyone's safety.

Roads closed before the game – The roads will normally stay closed until the game has kicked off. The number of coaches at the game necessitates what action is taken. SW advised that 30 minutes before kick-off is the norm but the decision is taken on a match by match basis based on how busy the outside of the stadium is. The decisions that are taken are to ensure everyone's safety.

Drum in L Block/general atmosphere – has a smaller group elsewhere in the stadium (in addition to L Block) been considered? SW said that this is exactly the sort of topic we would like to discuss. The current drum has been re-skinned. JT advised that we have 5 drums the current one is the biggest and the biggest drum has the deepest sound. This season we have had to move Lee Jobber due to the TV gantry being used by Sky for every game. SW advised we are happy to consider having a supporter in the Kop and L Section who can communicate with each other through microphones to enhance the matchday atmosphere and have a larger impact around the stadium. The South East corner location may be an option. JT to look at options. SW explained we have been trying to obtain 6 or 8 huge drums from Thailand. YK asked if we could record the sound of these drums and then play it through the microphones. We would need to give this some more thought but will look into it. SW felt this would be an ideal topic for our first focus group. Anyone who would like to be considered for this to advise MK through the dedicated e-mail address. SW said we should target the first home game in January for activation. Please consider what you see at other grounds and feedback if you like anything in particular. It was noted there is also the potential to have the Public Announcer pitchside. YK thought it would be a great idea to zoom in on the crowd and show the images on the large video screens. SW advised we have an extended media team due to the Premier League activity so we should be able to arrange this. IF to activate for the Liverpool game.

ACTION POINTS – JT to look at options for adding an additional person or group to play another drum/s. JT to look into 2 supporters using microphones to communicate in different parts of the ground. MEMBERS to feedback through the dedicated e-mail address if they would like to be part of a focus group. MEMBERS to feedback any good ideas they see at other grounds. IF to arrange with the media team to show crowd images on the video screens before the game starting from the Liverpool game.

Having checked with our media team, our current camera does not have a zoom or changeable lens. If this is something we choose to proceed with the Club will need to purchase an additional camera however it would only be suitable for pre-match build-up.

A second drum is now being used in SK1.

It is proving difficult to use microphones in different parts of the ground due to the radio signal in the stadium. As the drums are working well independently the atmosphere is being monitored.

Members to contact MZ via fcc@lfc.co.uk if they would like to be part of the focus group.

Music before the game – A general discussion took place regarding everyone's preferences and the current format. JT explained that we have consulted with the fans a number of times before but with 32,000 people in the stadium,

and music being a very personal choice, it is difficult to come up with something that pleases everyone. SW said we should look at the play list again. We could ask supporters to send in requests for supporter tracks to be played 2pm - 2.30pm. SW said we could look at changing the static music 15 minutes before kick-off. RT felt there was the potential to have a squad member choose a song and they write in the programme why they chose it. SW felt this was a very good idea and could be linked into the player profile in the matchday magazine. IF to speak to the media team.

ACTION POINTS – JT to activate a communication plan asking supporters for their music requests. IF to speak to the media team regarding the music leading up to kick off. IF to speak to the media team regarding the players' favourite piece of music linked into the matchday magazine player profile piece.

After consultation with the Head of Media and Matchday Magazine Editor, the Club will take the above into consideration when planning for next season.

King Power re-branding around the stadium - SW explained that the King Power font/logo has changed but we will re-brand the stadium as one exercise in close season. If all goes well we will re-vamp the concourses also to create a more pleasant environment for our fans.

Rugby World Cup 2015 – IF gave an update and in particular transport arrangements.

“Real time” clock on the video screens – Due to the configuration of the graphics on the screen there is not sufficient space to put a clock on the video screen.

Is the Club considering contactless payments? Compass has spent £250k on technology in relation to tills and they are currently looking at new ways where we could potentially look at contactless. SW advised that the Club is also looking into this form of payment in relation to the ticketing and retail operation. It was noted that a number of credit card companies do not offer this facility.

Is there a plan to open another bar as the 1884 gets very full on a matchday? SW advised there is the potential for a ground floor opportunity and we will probably look at this as part of a refurbishment programme for next season. We need to take into consideration matchdays and non-matchdays as well as the demographic.

Fan Village - The Club is looking at the potential of having a Fan Village next season. We would like fans to arrive earlier and make it a day out. SW said that the owners want to make King Power stadium a fantastic destination.

Community Trust – AD felt that the Club doesn't communicate the great work that the Community Trust undertakes to full advantage and felt it would be a good idea for them to have representation at this meeting. SW agreed.

ACTION POINT – SW to speak to the Community Trust Director and invite him on to the FCC. Actioned.

“Safe-Standing” – SW explained that “safe-standing” is not legal and therefore there would be no point in the Club staging a roadshow as it would not benefit anyone and whilst she is open minded the Club is obliged to follow regulations. We are not able to designate an area for safe standing. SW travelled to London to meet people in relation to both sides of the argument so that she could personally understand the complete issue.

Choosing your own seats at away games – SP explained that we have been trialling this for a small number of supporters. SP advised that we have to sell tickets in a specific order in accordance with the away clubs instructions. Supporters can request where they would like to sit but this has to be done block by block as allocated by the away club.

Premier League Survey – MZ advised that the Premier League are carrying out a survey on behalf of all Premier League Clubs in relation to the matchday experience. This will enable us to benchmark other clubs. Please encourage as many people as possible to complete the survey.

ACTION POINTS – MZ to send the link to all committee members. MEMBERS encourage other supporters to complete the survey. Actioned.

Foxes Remembered – CD thought it was a brilliant event. SW felt it was very important for the Club to be involved and at the same time support the Royal British Legion with this wonderful initiative.

Communicating FCC members to supporters – can we tell supporters who the committee members are?

ACTION POINT - JT to arrange for the information to be put on the website and on poster sites around the stadium.

Actioned.

NEXT MEETING:

SW advised that we will arrange our next meeting at the Training Ground so that everyone can see our amazing facility.

Please note that since the meeting Jon Rudkin has been appointed as Director of Football.