

**FANS CONSULTATIVE COMMITTEE MEETING
LEICESTER CITY FOOTBALL CLUB, KING POWER STADIUM
WEDNESDAY 9 SEPTEMBER 2015**

Present:

Alan Digby (Foxes Trust), Ali Grimsley (Leicestershire Constabulary), Andy Gubbins (DSA), Angela White (LCFC), Chloe Dexter (South Stand), Cliff Ginnetta (LCFC Supporters Club), David Seddon (Fosse Club, Premium Seating), Frank Moss (Hospitality, Premier Lounge), Heather Wood (West Stand), Ian Flanagan (LCFC Commercial Director), James Challinor (Spion Kop), Jamie Tabor (LCFC), Jim Donnelly (LCFC), Michelle McLean (Family Stand), Nicholas Palmer (West Stand), Richard Lymbery (Compass General Manager), Robert Maybury (East Stand) Simon Capper (LCFC Finance Director), Stuart Symons (East Stand), Yogesh Kholia (Spion Kop).

Apologies:

Ian Clements (Spion Kop), Mick King (Community Trust Director), Peter Hill (East Stand) Simon Grindrod (Fosse Club)

Members not attending:

Andrew Neville (LCFC Football Operations Director)

WELCOME BY SUSAN WHELAN, CHIEF EXECUTIVE OFFICER:

Susan Whelan welcomed everyone to this evening's meeting and apologised for not attending the last meeting due to being called to Thailand for a business trip on the day of the last meeting.

The new First Team Manager has settled in well and the Club has achieved all of our targets during the summer, with thanks to Jon Rudkin and Andrew Neville. The team has made a great start to the season and the atmosphere at the training ground is settled, strong and calm.

The usual renovation work has taken place in close season, including the renovation of pitches and we will be building a new 3G pitch at the training ground which will hopefully be finished by the end of October, subject to planning permission being granted. This will further enhance the training facility.

Within the Club we continue to improve our procedures to make ourselves more efficient, and in terms of training we have integrated both training ground and stadium staff. We hope that these measure will improve standards throughout the Club.

COMMITTEE MEMBERS:

Please feedback to fcc@lfc.co.uk if there is something you would like the Club to develop

JIM DONNELLY:

Distribute minutes within one week of the meeting and e-mail reminders of action points to members

Back of house staff have been working hard in relation to the atmosphere within the stadium and participation of the supporters is paramount. King Power stadium is now renowned for the great atmosphere and being a fortress. The manager and players have commented that the atmosphere makes a difference to them.

SW commented that she wants to build on the great work the Club is doing and it is important to involve our supporters. We would like to do something for every home game and we need to be creative. It was noted that whilst there were some reservations initially last season, in relation to the clap banners, they are hugely successful and we will continue to have them for all league games this season, or until the fans decide they no longer add to the atmosphere.

The Union FS TIFO's have been very popular and the Club will continue to offer our support to work with them, to assist with the matchday atmosphere. It is important that we have continual dialogue back and forth.

In summary, SW reported that we have been very busy in close season and we are looking forward to the season continuing in a positive fashion and doing as much as we can to deliver both on and off the pitch.

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PREVIOUS MEETING ACTION POINTS AND FEEDBACK:

Ali Grimsley advised that the minutes of 27 May 2015, stated that "It was noted that the police do not allow alcohol on coaches travelling to away games". It should have stated the "law" as opposed to the "police".

New season cards:

It was communicated to all season ticket holders that they would receive new season cards for the 2015/16 season.

Matchday Magazine:

IF to look into the Club producing a downloadable version of the matchday magazine:

IF advised that a downloadable version of the matchday magazine will be available when the Club updates our digital platform next season. The Club has appointed a digital consultancy to work with us to switch over from FLi to the Club in 2017.

COMMITTEE MEMBERS:

Feedback any ideas for the matchday magazine to fcc@lfc.co.uk by 1 October 2015

IF to look into reinstating the matchday magazine subscriptions:

IF advised that the Club will reactivate this with immediate effect and relaunch on the Club website. We had previously discontinued the service due to a low uptake. It was noted that the matchday magazine is also available to purchase from the Fanstore. AW advised that we have changed our operation for distribution of the matchday magazines and this had resulted in an oversight of having no additional stock in the Fanstore during the week after the game. This will be remedied with immediate effect. YK suggested the potential for using a voucher system to collect your magazine.

Away Supporters Survey:

The survey had been completed by supporters who travel to away games but do not use Fox Away Travel.

Stuart Johncock explained the stats:

- 444 respondents
- 40% of supporters attended between 1-5 away games,
- 27% attended between 6-11,
- 20% between 12-17
- 13% went to 18 or over.

70% of supporters used a private car to travel to away games, compared to:

- Fox Travel Away (43%)
- Train (36%)
- Ausden Clark (12%)
- Other coach providers (4%)
- Other methods (2%)

When asked about the Away Supporters Initiative supporters preferred:

- Money off tickets (40%)
- Ausden Clark (12%)
- Discounted Fox travel Away (33%)

Compared to:

- Free t-shirts (9%)
- A free £5 food and drink voucher (8%).
- 90% of supporters used www.lfc.com to find out information for away games

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	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
The purchasing process for away game tickets was straight forward.	24.15%	54.67%	10.48%	7.74%	2.51%	0.46
Customer service was exceptional when purchasing tickets.	24.60%	45.56%	20.27%	5.92%	2.28%	1.37%
The delivery or collection of tickets was hassle free.	34.62%	49.66%	9.34%	2.51%	1.82%	2.05%

James Challinor was really surprised that the food and drink voucher was so low and also money off tickets was so high which defeats the object of the Away Supporter Initiative funds. SW said that it also upsets the Club greatly when other Clubs' ticket prices are too high and in fact the Club was going to give supporters a food voucher to spend at Norwich until they released their away ticket prices. SW felt it was important to have as many of our fans at our away games as possible.

The Club provided vouchers for free food and drink at the Bournemouth game but it was reported that unfortunately the food ran out, even though we had made Bournemouth aware of the voucher initiative and the amount of supporters they would be required to cater for.

SW advised that last season the Club spent double the Premier League Away Supporter Initiative funds. SW said it is important that we give the fans what they want wherever possible. SW advised it will be discussed further at Premier League meetings as to how the money is used in the future.

After the conclusion of SJ's presentation and a general discussion relating to the survey, SW felt we should further research the Club's fan base in order to obtain a more considered opinion across the whole supporter demographic. We should further develop the strategy and ask a focus group to work with the Club, as soon as possible, perhaps prior to a game to discuss ASI.

It was noted the Club provides as many coaches that are required to fulfil our supporters travel requests. Fox Away Travel is subsidised by the Away Supporter Initiative with all supporters paying £10 per game.

SW advised that last season we spent approximately 25% of the ASI funds on the Away End of the stadium.

SW confirmed that the Premier League are not allowed to regulate club pricing structures.

STUART JOHNSON:

To arrange a focus group as soon as possible, including FCC members, to further develop a strategy and ideas in relation to the Away Supporter Initiative. Any committee members wishing to be part of the forum should e-mail fcc@lfc.co.uk by 25 September with a view to the focus group meeting taking place on 28 September 2015

"FLY THE FLAG" SUPPORTER COMPETITION:

SW commented that the Club unfurled a crowd flag at the Spurs game and there was a mixed reaction from a limited number of supporters regarding the design. The Club wanted to involve the fans by running a design competition. We have received around 70 applicants and the Club designer has put them into a useable format. A team of staff have put forward 12 of the best designs for the FCC members to consider, and if all members can vote this evening,

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in order of their preference, we will add up the votes at the end of the meeting and the top 3 designs will be shown on the Club website, Facebook and Twitter for supporters to vote for their favourite. The winner will be involved in the unfurling at the Arsenal game and will also receive hospitality. Voting will be controlled in the same way we audit the Player of the Year votes.

AGENDA ITEMS PUT FORWARD FROM FCC MEMBERS:

TV Camera in L Block – Rob Maybury

SW confirmed that seven supporters are being asked to move seats in the East Stand as the TV camera has to be on the 18 yard line and due to the pitch length being extended to comply with Premier League legislation for modern stadia this season, this has required the TV camera to be moved to a different position. The supporters in question have been compensated for the inconvenience caused.

Catering – Heather Wood

There were no burgers or hotdogs readily available in the kiosks in the West Stand, at the Spurs game, at 2.40pm, furthermore there were no bags to put the food in so the kiosk staff used pie cartons which was unsatisfactory.

Richard Lymbery advised that there should have been sufficient food cooked ready to serve at this time, apologised to Heather and advised he would look into it. RL also passed HW his business card so that she could contact him directly if there were any further catering issues.

HW asked why the Club only sells one type of lager and bitter in the 1884 Sports Bar.

The Club now has a contract with Singha who are the Club's Official Beer Provider on an exclusive basis on both match and non-matchdays. IF advised that these type of deals are becoming more and more common, both Chelsea and Manchester United also have exclusivity deals in place.

Match Ticket Pricing for Cup games – Heather Wood

SW agreed that the Club communication for the West Ham Capital One Cup game was poorly worded and going forward ticket prices will be communicated more clearly. No LCFC season ticket holder will pay more than a West Ham fan in a comparable area of the stadium.

IF confirmed that Season Ticket Holders' adult price is £13 in the Family Stand, Blocks A1, A2, C1, C2, The Kop, G1, G2, H1, K1, L1, Away Stand, and £18 in B1, B2, B3 J1, J2, J3.

The Club have created a pricing model for the West Ham Capital One Cup game which will hopefully lead to a large attendance. Our supporters paid £15 for the previous round at Bury and will pay less (if they are season ticket holders) to see Premier League opposition in this round.

Tannoy system - Cliff Ginnetta

Depending where you sit in the stadium reflects on the quality of the tannoy system. Upgrades were completed in the closed season, but are still below the Club's expectation.

The Operations Director has confirmed to SW that work is currently being undertaken and the tannoy system will be improved by the Arsenal game. It was noted that the quality of sound is also attributed to how the microphone is used.

Away ticket prices and coaches – Cliff Ginnetta

CG felt that Premier League ticket prices seem to be rising and wanted to know if the Premier League has any control over what clubs charge, which unfortunately they do not. SW advised that this is one of the reasons the Club subsidises some of the away ticket prices, as part of the ASI, and if we can find a way to make going to an away

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match more equitable for our supporters, we would be delighted. SW also felt that the cost of train travel is something the government perhaps could consider. The Club tries to help as much as feasibly and logistically possible by subsidising the area in its control, the away coaches.

Matchday experience for home fans – Cliff Ginnetta

CG felt there were no suitable alcoholic drinks for ladies in the concourses such as wine or mixers and the concourse décor is not great. He also felt that some other clubs have a larger variety of food and drink.

RL advised that he has been “tasting” a variety of wines over the course of the last few weeks and the standard has been poor however there will be a good quality wine available from the Arsenal game, to purchase in the concourses, and some areas will also be able to purchase Guinness. Spirits will not be available at this moment in time.

All concourse floors that were not upgraded last season will be renewed over the course of the next few weeks. SW advised that the Club is planning to upgrade the concourses during close season next year so that they have a similar look to other areas of the stadium. It was difficult to carry out this year due to the short close season.

RL advised that we continually research and benchmark other PL Clubs in terms of their offerings and value to supporters. LCFC are in fact taking part in a pilot scheme for Levy restaurants in relation to concourses, as part of their commitment to excellence. RL is always happy to receive new ideas from anyone.

COMMITTEE MEMBERS:

If anyone has any ideas or feedback in relation to catering please feel free to e-mail richard.lymbery@lcfc.co.uk and c.c. fcc@lcfc.co.uk. In addition if you wish to take photographs at away grounds of the catering operation in the concourses, please also e-mail these to RL.

Availability of new black shirts and women’s shirts – Michelle McLean:

IF clarified that a new delivery of black kit will be available tomorrow (10.09.15) including ladies and kids. This will be the last delivery of black kit for the season for ladies however there will be stock of the blue and white kit available until it is sold out. IF pointed out that a number of Premier League clubs only stock ladies shirts in one colour.

The Club has to place the order for kit 6 months in advance therefore order quantities are consequently estimated based on the previous season sales.

MM fed back that the women’s shirts are a better fit this year which might be a reason why we have sold more.

DISCUSSION POINTS:

LCFC Foxes Foundation:

Stuart Johncock gave a short presentation advising of this seasons designated charities as follows:

Children & Young People:

The Lord Mayor’s Appeal supporting Place2Be and The Spark Arts for Children

Education:

Warning Zone

Health:

The Royal Voluntary Service, Leicester Hospitals Charity Children’s Appeal

Human Service:

Once, We Were Soldiers

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The Club is very keen for the FCC members, supporter groups and individual supporters to take a more active role in raising funds for the Foundation, either in conjunction with the Club or by stand-alone fundraising.

Union FS arranged a charity football tournament at the end of last season and they would like to extend the tournament to more people. SW thought this was fantastic and is very happy for the Club to support the tournament and raise awareness through the Club media channels.

ANY OTHER BUSINESS:

Richard Tullis had been contacted by some supporters regarding:

Music:

A supporter felt that fans would prefer to hear "When you're smiling" directly after the post horn gallop and suggested that the Club no longer play "Fire" after goals are scored. It was noted the players had requested we play Fire but it is a couple of seasons ago and that the last survey of fans on the issue had shown a majority in favour: however the action below was agree to obtain current fans views on the issue

JAMIE TABOR:

To organise a supporter survey in relation to pre-match and goal music. To be completed by 23 October 2015

Clappers:

It was confirmed that it is the Club's intention to provide clappers for every home league game as they are so popular and when we don't use them the stadium is relatively quiet even when the team is doing well, until such a stage as they no longer make a difference. It was also confirmed the Club is working with various supporter groups and will be looking to encourage or undertake an activity at all home games to keep the atmosphere building.

Jon Rudkin, Director of Football, felt that the impact of the clappers has been significant and advised that from a football perspective the atmosphere is key to the players. JR felt it is important we do not underestimate the impact that the supporters bring to the game, both home and away. When King Power stadium is noisy and full of atmosphere created by our supporters it really lifts the team. JR thanked all supporters through the FCC for the atmosphere they have generated. Furthermore the players who have just joined the Club have looked at the footage from the games and can see the atmosphere in the stadium. We have also received feedback from their representatives as they also research potential clubs in detail, and they feel that LCFC is a special family club. JR couldn't stress enough that the incredible support we receive from our fans gives the Club a greater opportunity to secure targeted players.

SW pointed out that there are now so many of our players that play at International level. Ben Chilwell captained the England U20's team and told JR how proud he was to represent his country. Ben is also very keen to play in the first team at the Club.

Andy Gubbins:

Andy thanked the Club for all the work undertaken over the close season, building the trenches for the pitchside LED's.

"Fly the Flag Competition"

The top 3 flag designs were selected by FCC members.

NEXT MEETING WEDNESDAY 9 DECEMBER, 6.30PM – KING POWER STADIUM

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