



FAN ENGAGEMENT PLAN

SEASON 2025/26



At Leicester City, we remain
**committed to creating an
inclusive and passionate
community** where all our **fans
feel valued and listened to** as
part of our **audience
first culture.**



2024/25 FAN ENGAGEMENT PLAN REVIEW

We carried out a detailed review of the first year of our Fan Engagement Plan, which included review sessions in Fan Advisory Board and Fans' Consultative Committee Working Group meetings, as well as meeting with the Supporter Groups who are part of our FCC Working Group. The review summary, which has been written in collaboration with our FAB Supporter Representatives, can be seen below.



2024/25 FAN ENGAGEMENT PLAN REVIEW SUMMARY

Approach Taken to Complete review

At the final FAB meeting of the 2024/25 season, the Co-Chairs led a discussion about how the FAB and wider Fan Engagement Plan performed in its first season.

The aim was to capture honest feedback from staff and fan FAB representatives about what's working well, what isn't, and where improvements could be made. The review discussion covered key areas including the FAB's composition, meeting structure, communications, impact of the FAB on Club decisions and the wider Fan Engagement Plan. This feedback will inform the 2025/26 Fan Engagement Plan.

Summary of Performance

Overall, the FAB is viewed positively, as well-structured with productive FAB meetings and genuine intentions. The Fan Engagement Plan is seen as a promising, evolving model.

To strengthen engagement, it's felt there should be clearer communication about the role and impact of the FAB.

Areas of Strength

The FAB and FCC Working Group includes a mix of ages, genders and backgrounds, resulting in lively and varied discussions. It's felt there is a clear commitment to inclusion and evolving representation.

Looking at the Fan Engagement Plan as a whole, the FCC Working Group, Your 90 Minutes sessions and surveys provide genuine opportunities for fans to have their say and influence Club decisions as feedback is effectively cascaded up to the FAB. The Plan is seen as a good foundation, allowing more opportunities for engagement and more effective engagement than previous forums.

Projects like Safe Standing were positively impacted by utilising the Fan Engagement Plan for consultation, with representatives recognising the FAB's role in shaping how they were delivered.

Areas of Development

Many fans don't fully understand what the FAB's role is, what its limitations are or what it achieved. It's felt communication often doesn't reach the wider fanbase and there's a missing 'you said, we did' demonstration, with fans wanting to know how their input influences decisions and what's changed as a result – at all levels of the Fan Engagement Plan.

Meetings tend to be long and sometimes lack preparation materials, with a request for more detailed material to be submitted as a pre-read.

There were discussions about the extent of Supporter Group representation on the FAB, with most members feeling that Supporter Groups were adequately represented through the current structure (Foxes Trust representation on the FAB and wider Supporter Group representation on the FCC Working Group, passing information up to the FAB). Some members felt that wider Supporter Group representation on the FAB itself might dominate discussions and impact FAB efficiency by the group becoming too large to have meaningful discussions.

2024/25 FAN ENGAGEMENT PLAN MEETINGS

FAB

The Club held four scheduled FAB meetings and two additional meetings during the 2024/25 season.

FCC WORKING GROUP

The Club held four FCC Working Group meetings during the 2024/25 season.

INDIVIDUAL MEETINGS WITH SUPPORTER GROUPS

The Club held more than seventeen individual meetings with Supporter Groups during the 2024/25 season, in addition to the structured meetings set out in the Fan Engagement Plan.

SUPPORTER SURVEYS

Post-match surveys for every Men's and Women's game.

Fanzone feedback project.

Safe standing consultation.

Matchday Experience - specific surveys for LCFC Men and Women.

YOUR 90 MINUTES

The Club held six Your 90 Minutes sessions during the 2024/25 season.

THE IMPACT OF THE 2024/25 FAN ENGAGEMENT PLAN

Here are just some of the decisions that were impacted by the 2024/25 Fan Engagement Plan consultation, using feedback from FAB and FCC Working Group meetings, as well as wider consultation from supporters in Your 90 Minutes sessions and post-match surveys.

Safe Standing consultation

Supporters helped shape what the consultation process for the implementation of Safe Standing looked like, as well as the areas Safe Standing was implemented in the stadium.

Ticketing

- Match ticket pricing – supporters requested the introduction of two new categories for men's match ticket pricing to ensure accessibility for all, which has been implemented for the 2025/26 season.
- Introduction of a Category D Saturday fixture (subject to broadcast selections) to encourage families to attend a game. The Club will seek to confirm this once broadcast selections for the first half of the season have been confirmed.
- Fans gave feedback about the Digital Season Ticket exemption list and called for the introduction of case-by-case assessments for those falling outside of three main exemptions, which was implemented.
- Away Priority Points review – fans at FAB, FCC Working Group and Your 90 Minutes sessions have been consulted as part of our long-term review of the Away Priority Points system. Following feedback, it's confirmed that the Club will launch a survey to gather more feedback about any potential changes, which will be sent out by the end of August.
- Fans told us the ticket re-sale platform should be made simpler and include a charity donation option. This will be implemented for the 2025/26 season.

Matchday experience

- Fanzone – feedback led to the introduction of a fanzone trial, with ongoing consultation leading to food and drink and entertainment improvements.
- Food and drink feedback provided in post-match surveys and at the FCC Working Group was a key part of the tender for our new catering partner, leading to a focus on service, value and variety for the new catering partnership.
- Clappers distribution – we changed the way we distribute clappers, creating stations for fans to collect them from rather than handing them out to everyone, following feedback.
- Fan representatives at the FCC Working Group were consulted about the matchday presentation for Jamie Vardy's final game and feedback about the lap of appreciation and crowd displays was implemented.

Player signing sessions

Fans in the FCC Working Group told us they wanted to ensure there is appropriate free access for young supporters to meet the players. The last two signing sessions have been free of charge for young supporters.

Outreach

- Fans in the FCC Working Group told us we should broaden our schools engagement beyond the immediate Leicester City area, which we have done and have already had more than 40 schools sign up for our Schools Database.
- Supporters told us they wanted to hear more about the work we are doing in the local community and to support fans. We introduced a 'Fan Stories' programme to enable us to tell more fan stories and celebrate the work we're doing in the community. We will also showcase this at matchdays in 2025/26, following suggestions from supporters.

2025/26 FAN ENGAGEMENT PLAN

As we enter the second year of our Fan Engagement Plan, we remain committed to learning from the experiences of our fans through a structured programme of dialogue that's representative of all our supporters.

The 2025/26 Fan Engagement Plan reflects our ongoing dedication to engage with as many fans as possible, using consultation to support decision making on matters that directly affect fans' experiences.

Our fans are at the heart of everything we do, which is why we want to create opportunities for structured, two-way dialogue that ensures all voices, from a diverse range of fans, are heard.

Following review feedback, a key focus of this year's plan is to engage more fans, to enable us to hear a diverse range of views to make more informed decisions about things that directly impact our supporters. We also know that we need to better show the impact of this feedback, which has already shaped decision making on a range of issues, from Safe Standing to Matchday Ticket Pricing.

We want to make our fan engagement more inclusive, more transparent and representative of every supporter by encouraging more fans to share their feedback with us across all levels of the Fan Engagement Plan.



FAN ADVISORY BOARD

Our Fan Advisory Board (FAB) is made up of Club and Fan representatives, providing a formal platform for discussing key strategic issues that directly affect supporters.

The FAB will continue to meet at least four times per season, with meetings for 2025/26 scheduled for the following dates:

20 August 2025

19 November 2025

11 February 2026

13 May 2026

The format of each FAB meeting will be as follows. Following feedback, we will aim to keep agenda items concise and provide any pre-read materials as early as possible.

- Updates from the Club
- Discussion items tabled by the Club and Supporter Representatives
- FCC Working Group
- AOB

FAB SCOPE

Topics planned for discussion at the Fan Advisory Board meetings include:

- The Club's strategic vision and objectives
- Facilities development and matchday experience
- Equality, diversity and inclusion
- Community activities
- Heritage assets
- Commercial growth to facilitate continued investment and its impact on supporter experience
- Management of supporter behaviour
- Issues raised by the Safety Advisory Group
- Issues raised by any government appointed regulatory body
- Environmental sustainability issues
- Long-term audience growth and supporter pathway
- Any other topics as may be proposed by the Club and included on the relevant agenda



FAN ADVISORY BOARD MEMBERS

Our Fan Advisory Board (FAB) is made up of six Fan Representatives and five Club Representatives.

Club Representatives:

Chief Executive, Susan Whelan (Nominated Board-Level Official). Communications Director, Anthony Herlihy. Head of Fan Engagement, Imogen Ward. Plus two further Club Representatives with expertise relevant to the topics being discussed.

Fan Representatives:

Fan Representatives were appointed on a three-year term as part of a recruitment process supported by the Football Supporters' Association that took place in the summer of 2024.

Meet our Fan Representatives:



Ian Bason
Foxes Trust
nominated
representative



Emily Burditt
Elected through the
Fans' Consultative
Committee (FCC)



Graeme Smith
Elected through the
Fans' Consultative
Committee (FCC)



Jo Lee



Paul Angrave



Ravi Tara

To find out more about our Fan Representatives [CLICK HERE](#).

The Club Representatives and Supporter Representatives will each appoint a Chair for each FAB meeting. For the Club, this role will be taken up by Chief Executive, Susan Whelan. Minutes of all meetings will be circulated to the members of the FAB, with a version published on the Club's website with an accompanying news story.

The terms of reference for the Fan Advisory Board can be found [HERE](#).

You can contact the FAB Fan Representatives by emailing fab@lfc.co.uk

FCC (FANS CONSULTATIVE COMMITTEE) WORKING GROUPS

The FAB will continue to be supported by FCC Working Group meetings, which focus on specific operational topics, helping the FAB receive feedback from a more diverse range of opinions and specialist knowledge.

Each FCC Working Group is chaired by a FAB Fan Representative, to cascade information and canvas views.

The FCC Working Group sessions include breakout groups which are focused on the following topics:

1

Matchday Experience

Stadium facilities and atmosphere.

2

Ticketing and Products

Commercial growth; long term audience growth and the supporter pathway.

3

LCFC Culture

Equality, diversity and inclusion; community activities; heritage assets and management of supporter behaviour.

The FCC Working Group will continue to meet four times per season, with 2025/26 season dates scheduled for:
25 September, 22 January, 8 April and 8 July

Summaries of each FCC Working Group will be recorded, with actions documented and published on the Club's website, with an accompanying news story.

The FCC Working Group is made up of:

FAB FAN REPRESENTATIVES

At least three FAB Fan Representatives who Chair each of the breakout groups.

INDEPENDENT SUPPORTER REPRESENTATIVES

Twelve independent Supporter Representatives who rotate through different breakout groups in each FCC Working Group meeting.

SUPPORTER GROUP REPRESENTATIVES

Six Supporter Group Representatives who rotate through different breakout groups in each FCC Working Group meeting.

LCFC STAFF

Six Club staff with relevant expertise to each FCC Working Group agenda.

SUPPORTER GROUPS ON THE FCC WORKING GROUP

There is one space on the FCC Working Group allocated to each of LCFC's six Supporter Groups based in the UK, where the views of each Supporter Group may be represented by a nominated person.

This does not need to be the same person at every FCC Working Group meeting given the role of the nominated person is to represent the views of their Supporter Group.

Participation in FCC Working Groups provides organised Supporter Groups with access to a wider representation of fans, where feedback and proposals from their own networks (where it affects the wider fanbase) can be analysed and considered. This helps the Club ensure that fan-led change that is wide-reaching is representative of as many fans as possible.

SUPPORTER GROUPS

- Foxes Pride
- Foxes Trust
- Official Supporters Club
- LCFC Disability Support Association
- LCFC Women's Official Supporters' Club
- Union FS



YOUR 90 MINUTES

To make sure we gather a broad range of opinions on a wide range of topics, we will continue to run at least six 'Your 90 Minutes' sessions per season. These sessions are open to all supporters and we encourage as many fans as possible to join. There will be a mix of online and in-person sessions to make sure as many people as possible are able to attend.

The discussion topics will be aligned to FCC Working Group topics. Consistent themes will be fed into the FCC Working Group and FAB meetings to ensure information from as many fans as possible is passed up to the FAB.

We already have the following sessions booked in for the 2025/26 season:

- Men's matchday experience - **11 September**
- Women's audience growth and matchday experience - **18 September**

To find out more or register to join a Your 90 Minutes session please visit www.lcfc.co.uk/fanengagement



SUPPORTER SURVEYS

To gather even more feedback from fans, we'll continue to run a series of post-match and post-event surveys, as well as surveying supporters about specific topics where relevant. For example, surveys issued during this season will include a survey about the future of our Away Priority Point Process.

Recurring themes from survey feedback will support in building relevant agenda items for 'Your 90 Minutes' and FCC Working Group sessions, and will be shared with the FAB.

SUPPORTER GROUP NETWORK

As part of our Fan Engagement Plan, we're taking a new step to build even closer relationships with the organised Supporter Groups that make up part of our fanbase.

We're introducing a formal Supporter Group Network to help us work together more collaboratively and more effectively. This is about giving all groups a chance to have their voices heard, wherever you're based and whether you support our Men's Team, our Women's Team, or both.

We've been working closely with the Football Supporters' Association (FSA) to shape this approach, ensuring it reflects best practice and is aligned with what matters most to supporters.

This is about making sure everyone has the chance to engage with us in a way that's fair, consistent, transparent and meaningful. We want to:

- Be inclusive and reach as many of our supporters as possible.
- Listen to a diverse range of views to help inform our decisions.
- Support all groups equally, wherever you're from and however you follow us.
- Understand where there may be gaps in representation and address them.
- Update our records to ensure we're engaging with the right people.
- Improve communication and collaboration with existing and new groups.

We're inviting all supporter groups - whether we're already in contact with you or not - to register via our online form [HERE](#).



CLUB HERITAGE ASSETS

Fan Engagement Standard requirements mean all clubs planning to make a material amendment to their name or their crest must undertake a fan consultation. These are deemed Club Heritage Assets due to their importance to each club's history.

The Club considers the following to be Heritage Assets – important parts of the Club's history and identity, changes to which would only ever be considered following extensive prior consultation with our supporters through our formal engagement framework and wider fanbase:

- **Club Name: Leicester City Football Club**
- **Club Crest**
- **Home shirt colours**
- **Home stadium location**





MONITOR AND REVIEW

We will regularly review the Fan Engagement Plan and assess the effectiveness of the Fan Advisory Board, with the help of feedback from the Fan Advisory Board and the wider fan community, making necessary adjustments to maximise its effectiveness.

RESPECTFUL DIALOGUE

To ensure meaningful and respectful dialogue, all participants engaging with us through the Fan Engagement Plan are expected to treat fellow supporters and Club representatives with respect, courtesy, and professionalism at all times. Constructive feedback is welcomed, but it must be shared in a manner that is respectful to other supporters' views and in line with the Club's values of integrity, inclusion, and mutual respect. Abuse, discrimination or harassment will not be tolerated and may result in exclusion from future engagement opportunities.

LCFC HELP

Our LCFC Help team are on hand to assist with supporter enquiries, Monday to Friday from 9am-5pm and all matchdays, and will endeavour to respond to all correspondence within eight business hours of receipt. Where possible, we will try to resolve your query within five working days.

On matchdays, our Here to Help staff, who are easily identified by their pink uniforms, are on hand to assist all supporters. They can provide helpful directions to various areas of King Power Stadium our supporters are looking to reach, as well as providing support for those looking to reach Leicester's train & bus stations.

On a matchday, LCFC Help is also operational through a dedicated text message service, which can be used to alert our stewards to any situations occurring within King Power Stadium. To use the service, text 60066, starting the message with the word 'FOXES'. Our supporter service staff will then monitor the situation.



help@lcfc.co.uk



0344 815 5000 (Option 2)



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King Power Stadium, Filbert Way,
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LCFC FAN ENGAGEMENT TEAM



Anthony Herlihy
Communications
Director



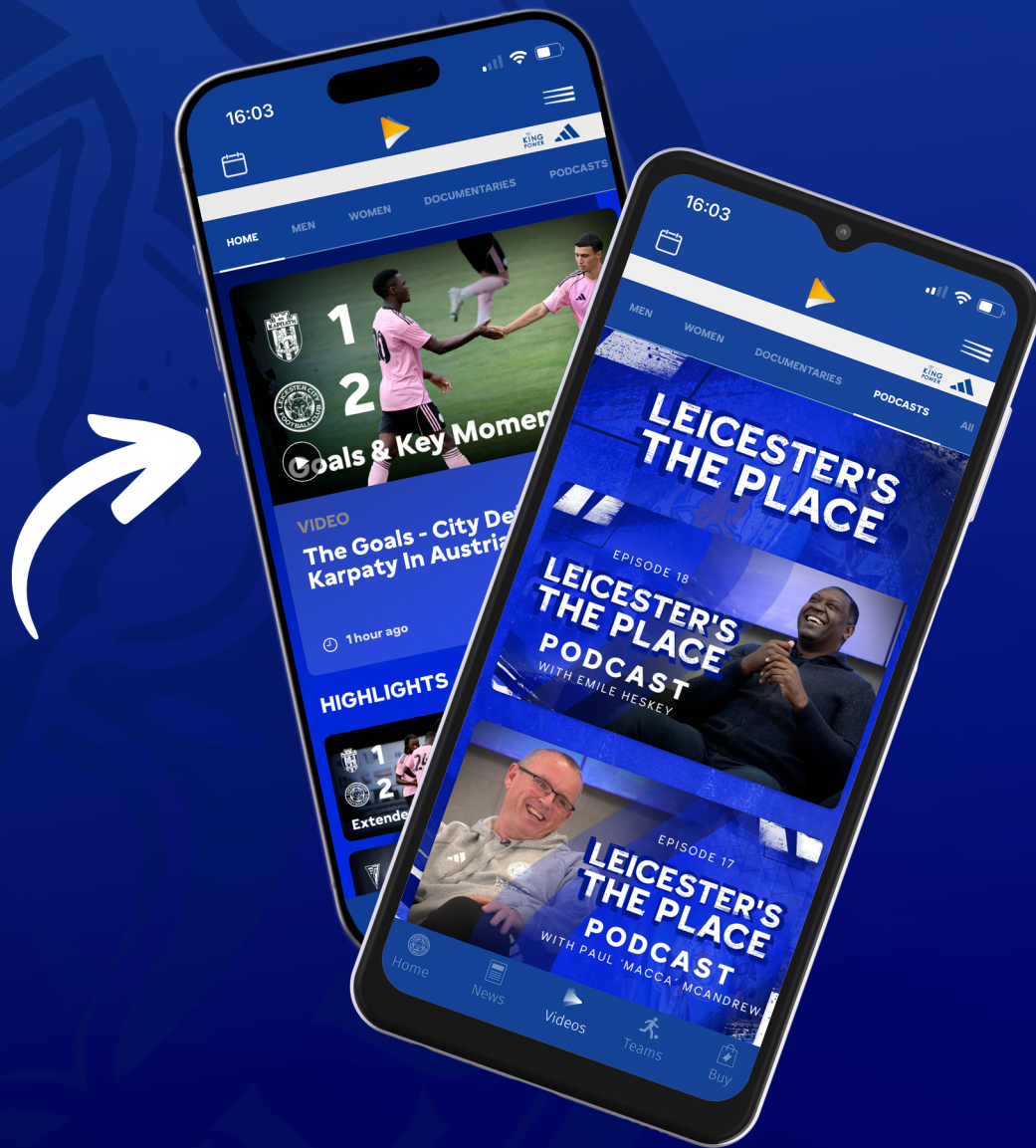
Imogen Ward
Head of
Fan Engagement



Louise Hollingsworth
Supporter
Engagement Manager



Jim Donnelly
Supporter Relations
and Accessibility
Manager



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