

Supporters Board Meeting Minutes – 21st July 2020 – 7pm

Chair's Notes

Please take a look at the detailed minutes shown below of the latest Supporters Board meeting on 21st July 2020 via video conferencing which was probably the busiest and most constructive meeting to date with a heavier than usual agenda as expected with the club moving forward positively post the Covid-19 shutdown.

As you will see the minutes include important information for all Imps fans regarding season ticket renewals about which there was plenty of healthy discussion particularly surrounding the difficult prospect of limited capacity at the LNER Stadium likely for at least part of the 2020/2021 season. As well as looking after existing season ticket holders as much as possible consideration has been given to the club's valued members and "match by match" supporters who will also be provided with an opportunity to purchase a season ticket subject to availability.

Other items discussed at length aimed at benefiting all of us fans moving forward included Ticketmaster, Waterside Store Hub and Matchday Parking/Fans Travel to and from games.

The ongoing Stacey West project is another positive development for both the club and fans. Along with the players now returning to training after the enforced break there is clearly plenty happening at the club at the moment providing many reasons for all Imps fans to be excited and optimistic for the season ahead.

Let's hope that we do not have to wait too long for all of us to return safely to the stadium to support the team once again.

Please keep well and stay safe,

Tony Smith
Supporters Board Chair

Attendees

- Andrew Helgesen, Tony Smith, Nick Procter, Liam Scully, Jon Clack, Sam Kendall, Jackie Atkins, Dan Rawson, Jay Wright, Julian Burley, Gary Hutchinson, Jane Chamberlain, Marcus Burton, Jonathan Battersby

Apologies

- N/A

Season Ticket Renewals (Window 2)

- Second window to open prior to the start of the 2020/21 season to give all supporters a chance to renew.
- Prices to be the same as last season's second window (£379 Adult).
- Due to limited capacities in stadiums, the product is likely to be a hybrid (in stadia + iFollow).
- S/B discussed at length and after lengthy and productive conversations concluded that season ticket holders should have exclusive priority (ahead of members and match by match purchasers) for all games that are at a limited capacity.
- If limited capacity number is lower than amount of season ticket holders then ballots will be introduced to determine who attends. Club will investigate ballot models working with Ticketmaster.
- Ballot model will mean supporters may be assigned fixtures that they can attend in advance.
- Supporters who purchased early (Window 1) will be offered the option of a refund if they can no longer attend due to health reasons or if they do not like the new hybrid product (in stadia and iFollow).

Ticketing Model and Stores

- Waterside Store will be the hub for ticketing and merchandise following Covid 19 pandemic and reduced staffing.
- Jo Brown and Melissa Poole will now be in the back office, based at LNER Stadium
- Club Store at LNER Stadium was responsible for only 1% of total retail sales (excluding match days) so will close during the week. This will now solely be open on match days. Waterside Store will continue to be open.
- Tickets for home and away fixtures must be bought either online or from the Waterside Store.
- No post for home tickets. They can be sent to your smart phone or you can collect from stadium on the day of the fixture.
- Away tickets must either be posted out (deadlines TBC) or collected from LNER Stadium.
- Club will produce infographic and information to fans ahead of regular service being resumed.

Back of Shirt Sponsor

- As it currently stands the club do not have a back of shirt sponsor, due to the pandemic impacting local businesses.
- Club are currently exploring all options.

Parking Strategy

- Parking will be affected with restricted capacities when fans resume.
- Residents parking to be enforced in Sincil Bank area.
- Club are looking at all options including park and rides, pub hubs as well as engaging widely with stakeholders.
- Club also to discuss the possibility of later trains back to surrounding towns/villages.

Stacey West Project

- Planning permission has been granted.
- Covid19 has knocked the timescale back slightly, but the club are still optimistic about this development. It will rely on securing external grant funding and the overall impact of Covid not being any worse than currently projected.
- Club has received a conditional grant award of £1m. Again this is subject to confirmation following the Covid pandemic.
- If project is given the green light, it would increase capacity of stand from 1,900 to 3,400.

Stewarding

- Club will sub-contract to a local agency in order to improve standards and reduce the HR workload on the reduced club workforce.
- Supervisors from previous season have been retained and will be employed directly by LCFC
- Our intention is to provide a more consistent offer to our supporters.
- Historic late no shows, had been a challenge for the club to manage, in particular when at full capacity.

iFollow

- Will be a vital revenue stream for the club without supporters in stadiums.
- Price yet to be decided for match pass but club anticipates this to be between £10 and £15.
- Product likely to be an improved service. Club awaiting more details from EFL digital.

Ticketmaster

- All supporters will be required to have their own account.
- All season ticket holders who purchased via Eventbrite will have their accounts swapped to Ticketmaster. This will mean they will receive new season ticket numbers.
- Supporters will be able to link accounts to friends and families for multiple purchasing.
- The model is based on simplicity which should be a much smoother process for supporters.
- Ticketmaster have a large market share of EFL clubs. They currently supply 1/3 of the EFL.
- Club working with Ticketmaster to consider innovative ways of selling away tickets, reducing the administration time, which is significant. Note for away sales LCFC on receive 5% handling fee, yet away sales take up c60% of the resource within the ticket office.

Fan Cut Outs

- Project was set up before the season was curtailed to help generate funds for the club.
- This idea is on hold for now with fans likely to return.

Face Covering

- EPS to create official club branded face covering.
- £1 per mask covering to be donated to Lincoln City Foundation.
- Thank you to Jon Clack who helped raise over £1,000 for the Foundation with the initial face covering project.

Agents Fees

- Club spent £67,000 on agent's fees during the 2019/20 season. This put us in the lower quartile of clubs for amount spent and show a positive trend for budget: agency fees. Further analysis was presented.

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- 26th August 2020 – 7pm