



MEETING LINCOLN CITY FOOTBALL CLUB FAN ADVISORY BOARD (FAB) MEETING  
 LOCATION Foundation Classroom  
 DATE 20 January 2024  
 TIME 12:30 pm

**MEETING #40  
MINUTES**

**PRESENT:**

Tony Smith (Chair) (TS)	Roy Thomson (RT)
Jon Clack (JC)	Charlie Beeston (CB)
Rick Laika (RL)	Marcus Burton (MB)
Jonathan Battersby (JB)	Chris Lamming (CL)
Jackie Atkins - Minutes Secretary (JA)	Rob Noble (RN)
Sam Kendall (SK)	Liam Scully (LS)
Andy Helgesen (AH)	Toby Freestone (TF)
David Lowes (DL)	

Gold Memberships prices for next season, the latest Financial Accounts & the Fans Share were just some of the key items discussed at the first Fan Advisory Board meeting of 2024 from which the detailed minutes can be found below.

The Fan Advisory Board now has a new home within the Fans section of the club's website where you can find everything you need to know about us including our current members' profiles, minutes and agendas from previous meetings, our constitution, election process and Memorandum Of Understanding which we recently agreed & signed with the club ensuring regular future meetings with the club's hierarchy including consultation on any proposed stadium plans or significant changes of club ownership.

Prior to the meeting Director of Operations Damian Froggatt kindly invited FAB members to a tour of the Stacey West Development which we have regularly discussed at our meetings since the initial planning stages a few years ago now. We were very impressed by the progress made so far to provide spacious facilities for the Foundation to continue their excellent work helping the local community together with the major improvements to the stadium's utilities which will noticeably enhance the matchday experience for all fans as well as securing future cost saving & environmental benefits for the club. It will look very impressive when completed this summer.

We were very pleased to hear recently from Jack & Cornell who emailed [fabchair@theredimps.com](mailto:fabchair@theredimps.com) with questions for our meeting. Please get in touch if you have any off-field questions which you would like us to ask at our next meeting scheduled for 16th March.

We look forward to hearing from you.

Tony Smith  
Chair of the Lincoln City F.C Fan Advisory Board

#	ITEM	ACTION:
1.	<b>Meeting Admin</b>	<b>TS</b>
	A. Apologies	
	All present - no apologies received	
	B. Estimated or required time of meeting close – 13:45	



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	Noted	
2.	<b>Minutes/Actions From Last Meeting</b>	<b>TS</b>
	Minutes from last meeting accepted and approved	<b>TS</b>
3.	<b>Season Membership</b>	<b>LS/RN</b>
	<p>Should a new deal with the Premier League, there will be new spending rules introduced that directly relate to income. As part of this, we need to be conscious that we are currently below average for matchday income, due to our single tier pricing policy. Further details will follow once these have been confirmed and agreed.</p> <p>The club propose a c.5% increase across all Gold Membership sales for next season; 2 purchasing windows to be announced. Spread payments options will be available (as per last year). First window is expected to close - 2nd/3rd April. Second window - dates to be confirmed.</p> <p>New purchases and existing ST holders will pay same rate. A limited number of 140 tickets will be made available in the Rilmac stand (£140). All other stands: proposed - £399 adult/£279 concessions/£99 Junior/£69 Junior Family/£23 Junior Imp.</p> <p>TS - How can the club justify the increase?</p> <p>Running costs are expected to increase by 12% next year. Ratio of increase is still in favour of fans. Comms - £16.52/game is fair.</p> <p>JB - How does LCFC compare with other clubs in Lge 1 for ST prices?</p> <p>Difficult to fully compare because we don't charge different price categories for our stadium.</p>	<p><b>LS</b></p> <p><b>LS</b></p> <p><b>LS</b></p> <p><b>TS</b></p> <p><b>LS</b></p> <p><b>JB</b></p>
	<p>CB - I am against categories for games as we don't want to put people off attending. LS - we need to be flexible and conscious of what other teams are doing. Not doing so will put us at a disadvantage for ratio of spend. However this is still to be confirmed. Match day pricing will be announced in March/April. TS - will the club be offering early bird options? LS - W1 is the early bird window. AH - Could we do offers - eg: parents £50/kids free? RN - We do a lot of closed group offers with schools and grassroots match by match along with Junior Imp prices. DL - many other options to be considered and club needs to be looking at how to increase revenue.</p> <p>The proposed 5% increase unanimously agreed by FAB members</p>	<p><b>CB</b></p> <p><b>LS</b></p> <p><b>RN</b></p> <p><b>DL</b></p>



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4.	<b>FAN LED REVIEW</b>	<b>DL</b>
	<p>7 commitments made following the FLR. Fans' share is the most difficult as changes to Articles of Association of the club and RICT. Will be presenting this at the AGM and it will be voted on. RICT have updated their governance to ensure it meets the requirements for holding the Fans' Share because it's not feasible to create a new entity. TS - FAB have a signed MoU with the club which means that FAB will be consulted on any further proposed changes to heritage items, ground relocation or ownership. The independent regulator will be appointed soon and they will be looking at clubs fan engagement. DL - we are ready for this and ahead of many clubs. LCFC have engaged with DCMS and Stakeholders and have been actively lobbying at EFL meetings. We want to ensure that LCFC embraces the Fan Led Review as a forerunner.</p>	<b>DL</b>
5.	<b>Financial Accounts</b>	<b>TS</b>
	<p>These will be published within the next few days. What are the expectations?</p> <p>LS - £2.6 million loss. Reduced grant funding; tickets slightly down; player trading broke records.</p> <p>TS - Is there anything in the pipeline to reduce costs and increase revenue?</p> <p>LS - Club has appointed Jason Futers as Director of Innovation and Growth; development of the SW stand includes rainwater harvesting system which will save approx. £50K/year and will house a new fan away bar for next season.</p> <p>TS - Could the executive boxes be hired to external users for meetings?</p> <p>LS - There are many other options available locally (eg: IBCC/Hilton). It's cheaper for the club to hire rooms away from LCFC due to costs of staffing. We need to shift the dial and we can't do that with the current stadium infrastructure</p>	<p><b>LS</b></p> <p><b>LS</b></p> <p><b>TS</b></p> <p><b>LS</b></p> <p><b>TS</b></p> <p><b>LS</b></p>
6.	<b>EPS online</b>	<b>JC</b>
	<p>JC - had problems as a customer with stock showing as available when actually not; wrong item being sent; requested to pay for return. There must be others having similar issues - are the club aware of this issues?</p> <p>LS - Will investigate and this will be discussed at the quarterly meeting with EPS. Overall EPS are performing well, club survey response gave 8/10, but we all accept there is still room for improvement.</p>	<p><b>JC</b></p> <p><b>LS</b></p>



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7.	<b>Streaming</b>	<b>TS</b>
	<p>TS - Any progress on future streaming of new TV deal?</p> <p>LS - New TV deal is a Sky product. iFollow will likely be a /NOW/Pay per day product, with presumed full access to Sky sports for a given time. Still need to determine what the product will be. International streaming will remain available via a streaming service based on regions. The new website development will be discussed at a future meeting.</p> <p>RT asked for clarification of the club's statement concerning dodgy firesticks/illegal streaming.</p> <p>LS - Currently the club anticipate that they are losing £100K+ through illegal filming.</p> <p>LS personal view - Article 48 is very likely to be removed at the next TV deal in 2029.</p> <p>RT - what is financial benefit to the club of fans attending home matches rather than watching on iFollow.?</p> <p>LS - Average net seat price is £12.60 on average per fan attending compared with £8.66 per household watching via iFollow. This could be seen as an £8.66 gain as fans are watching that may not have attended the game in person. For away games - LCFC get iFollow proceeds from passes ordered by our fans.</p>	<p><b>TS</b></p> <p><b>LS</b></p> <p><b>RT</b></p> <p><b>LS</b></p> <p><b>RT</b></p> <p><b>LS</b></p>
8	<b>Attendance4attendance</b>	<b>SK</b>
	<p>SK - How does this work for young people whose attendance can be affected by health/mental health issues? It feels like these young people could be missing out.</p> <p>LS - Club has worked with local head teachers and schools; agreement is that the schools set the threshold. Has to be written into a Service Level Agreement; attendance link person/specialist makes decision. In addition to the A4A promotion, schools are given a percentage of tickets to use as they see fit. There has been no sign up for SEN schools yet; primary schools have been in the pilot first - secondary schools will be next. Aim is for 100 schools to be in the scheme next season .</p> <p>DL - Thank you SK - good input to help frame product going forward.</p>	<p><b>SK</b></p> <p><b>LS</b></p> <p><b>DL</b></p>



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9.	<b>EFL Postponements</b>	<b>TS</b>
	<p>TS - Thanks to the club for the update/solutions following the Accrington late postponement. Is there any news following the debrief?</p> <p>LS - PGMOL have updated their guidance to match officials following a review of the matter</p> <p>CB - Are we seeing a trend in postponements?</p> <p>LS - Good question - not sure to be honest. Will do some investigations</p>	<p><b>TS</b></p> <p><b>LS</b></p> <p><b>CB</b></p> <p><b>LS</b></p>
10	<b>Naming Rights Package</b>	<b>RT</b>
	<p>RT - Murphs Bar renaming - some fans very upset by this - perhaps more about the timing of the announcement</p> <p>LS - The family were consulted prior to the announcement and were happy with what the club proposed. The naming rights can be resold, but the bar will remain with the same name (in some format).</p>	<p><b>RT</b></p> <p><b>LS</b></p>
11	<b>AoB</b>	<b>TS</b>
	<p>Comms from Fans</p> <p>Emails from:</p> <p>Jack Mullhall - happy that club has launched pre &amp; post match podcasts</p> <p>Cornell Brumant - SW development completion date. Response: Summer 2024. New team walkout music suggestion - Response: has been passed to Marketing Team for consideration. A Lincoln City branded cider for the fan village - Response: suggestion has been passed to our catering provider who will consider as part of a close season review of their range of beverages and food.</p>	<b>TS</b>
	Meeting closed: 14.00 pm	
	<b>Date of next meeting: 16th March 2024 @ 12.30pm - pre Bristol Rovers game</b>	