



Committee Lincoln City Fan Advisory Board Meeting
 Location Online via Zoom
 Date 4th July 2024
 Time 7.00pm

MEETING #41
Minutes

Attendees:

Tony Smith (TS) - Chair	Jon Clack (JC)
Marcus Burton (MB) - Vice Chair	Roy Thomson (RT)
Charlie Beeston (CB) - Vice Chair	David Lowes (DL)
Jackie Atkins (JA) - Minute Secretary	Rob Noble (RN)
Chris Laming (CL)	Jason Futers (JF)
Liam Scully (LS)	

Chair’s Comments:

Matchday pricing together with forthcoming changes to both the club's catering & match streaming for the new season were amongst the key items discussed at our summer meeting with club representatives which was held virtually on Thursday 4th July. The full detailed minutes of the meeting can be found below.

Our next meeting is scheduled for Saturday 24th August ahead of the Mansfield Town fixture so please email fabchair@theredimps.com regarding any off- field matter which you would like us to discuss with the club's hierarchy at this meeting.

With the 2024/2025 season having recently commenced I am sure all fans will join us in wishing Michael's squad & staff all the very best for another successful season.

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Tony Smith
 Char of the Lincoln City FC Fan Advisory Board

#		ITEM	RESP
1		Meeting admin -Welcome to everyone. Thanks to Jason Futers (Chief Growth & Innovation Officer. LS - club are delighted to have JF on board. All wish JB well.	TS
	A.	Apologies: SK, TF and JB	
	B.	Estimated or required time of meeting close – 20:30	
2.		Minutes/Actions From Last Meeting - minutes agreed. All happy to be reposed with the previously confidential catering item included. Sent to LCFC comms team to action	TS



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3	<p>RN – Ticketing update - really positive Gold membership sales - over 5,600 (compared with 5,400 in total last year). 600 new Gold Membership applications. Silver and Bronze launching again soon.</p> <p>Match Day Pricing – Looking to charge £25 across all stands for general admission (GBM, SRP, Rilmac & SW). £2 uplift on match day purchases. Club would like to register many prices with EFL.</p> <p>CB - do prices have to be agreed with away clubs?</p> <p>RN – No, but we do wish to have the option to charge commensurate with away prices from clubs (to Lincoln). We cannot charge more without increasing general admission all over as SW seats are behind the goal and due to EFL regs we cannot charge away fans more than home fans in the same type of accommodation. Expect it will be £25.00 for majority of fixtures (some may be lower).</p> <p>LS - last year LCFC were 11th in league for attendance but 13th in league for income. Data suggests we are losing out on circa £130,000 mainly due to the single tier pricing policy, no categorised seating or games. On the match day increase, important to note 99% home tickets are sold prior to day of match. Increase will capture ‘on day’ sales. Club will still do offers, e.g. new attendees would pay full price, but a ‘closed group offer’ can be made to anyone who has previously attended a game (for example).</p> <p>TS - are we aware of the upcoming season pricing from other clubs? RN - too early to know at this stage of the pre-season.</p> <p>JC - Why can't we charge more for away games?</p> <p>LS - We are in a competitive marketplace and we are at a competitive disadvantage. Others are taking advantage. LCFC are trying to bridge the gap and ensure we are not at a disadvantage. We need to recognise the marketplace and react accordingly.</p> <p>RT – A general observation, it feels that the EFL have gone from looking after away fans to penalising them (based on prices charged last year); feels the EFL are discouraging away fans (not LCFC). Will it come to a point that away fans will not travel because of the costs? Will there be a cut off?</p> <p>TS - Will we be matching allocations?</p> <p>LS -Can't answer on behalf of all clubs unfortunately.</p> <p>DL - At the EFL conference there were more discussions about what a good place we are in and the important of fans. We may not like all elements of the Sky+ deal but generally the EFL has gone up in</p>
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	<p>priority level; the league will be exposed to more people. I do not believe EFL clubs are intentionally anti away fans. Other factors from bigger clubs who want to continue their spending without the support and all clubs are feeling the higher costs. Club by club pricing is unworkable and leaves us uncompetitive.</p> <p>CL - for clarification on mechanics, match day uplift and matching away ticket prices, is this an away fan uplift on match day purchases not pre-bought?</p> <p>LS - uplift on day is for everyone. Club may potentially look at categorising games. LCFC will lodge the right to submit a range of prices with the EFL and will take stock and review. All clubs have to register match day prices ahead of the season start.</p> <p>CB – There seems no reason why we don't just register all prices. Agree with the match day increase; hopefully the performances will increase attendance. Doesn't agree with categories but understands we need to do what's best for the club overall.</p>	
4	<p>RN – Catering Update - As discussed in last meeting - we have agreed to mutually exit from our contract with Elio and take the operation back in house. It is huge undertaking to include a new EPOS till system. Should be competitive and is a positive move. We are looking to trial a pre-order kiosk in Red Imp Bar; there's a new ordering process for improved service for the Executive Boxes; API data integration with Ticketmaster. We are also exploring the ability to order through an app. There will be special offers. Not looking at drastic changes to the menu options. All the University Fan Village regulars are back and new businesses want to join. Pukka Pies still available and a significantly improved financial deal with the brewery has been agreed with Inbev (Stella and Camden - Fans survey 2nd and 3rd highest rated). There are future opportunities to work with more local suppliers such as Stokes. Now the Stacey West build is complete, away fans will have new toilets and a new 10 service point catering area (20 pouring points). New perimeter wall and new toilets which will give away fans a better match day experience. The new perimeter in north west corner and with the 'pop-up' bar giving some success last season, we will continue with that trial. Big recruitment drive in place for staff. Recognise that service levels need improving. Challenging environment with lots of training needed and will take time. Keen to build on conference events increasing non-match day revenue</p>	RN



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5	<p>DL – Fan Engagement Plan - Has been adopted league wide. All clubs need one (EFL requirement). We are ahead following the FLR and have gone over and above what is required with last season’s 7 point plan: The format will include an Introduction; FLR commitment; Fan Engagement Strategy; How we engage with supporters; how fan voice can be heard; highlights (what have we done); FAB profile page/role; RICT - Fans share holder - what is covered by Fans share (heritage items) ; key 24/25 activities. The plan will be submitted in an LCFC format not the EFL template on 31st July 2024.</p>	DL/R N
6	<p>TS – Code of Conduct - Thanks to CB and Secretary of Hull City Supporters Trust and FSA’s Championship Representative on national council. Disciplinary was held end of May. AH advised that he would be attending, but did not with no apologies. As he was not there to defend his actions, he was excluded and was notified as such.</p> <p>CB - thanks to Peter Tarbitten. Panel sat for 2 hours waiting for AH to attend. There was a lot of work and stress in the build up to the hearing. No conflict at all in the hearing. Peter understood the process and the reasons and the hearing went smoothly considering the difficulties the FAB were presented with; the Code of Conduct worked and hopefully will not be needed again.</p> <p>TS - thanks have been given to The FSA, Peter and CB for their assistance. The FSA have sent some documents for us to review and update where necessary.</p> <p>DL - has there been any fallout?</p> <p>TS - no. AH published the exclusion email to social media but this was nothing more than expected.</p> <p>RT - when are we starting the process to recruit?</p> <p>TS - RICT representative will be interviewed when he is available (currently at Euros). Once that meeting has taken place, TS will feed back to the FAB for their views before a decision is reached as per our usual procedure. The FLR stated that clubs with a women’s team affiliated to it should have a representative on the Fan Advisory Board. In a meeting TS and JA had with the Women’s Technical Board last season, it was agreed that when a place on the FAB became available we would approach the Women’s team to ask for a suitable representative who would be interested in joining us. If there is no-one suitable we will advertise on social media in the same way we have advertised previously (which has proved very successful).</p> <p>MB - What do the RICT think the representative’s role is on the FAB?</p>	TS/C B



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		<p>LS - this has been tidied up in a meeting with RICT. There was a misunderstanding and the new representative will be fully aware of what they can/can't share (similar to conflict of interest).</p> <p>TS - we are transparent and have very little else other than what is recorded in the Minutes that needs to be shared.</p>	
7		<p>TS – 2024/25 Match Streaming – Do we have any more information?</p> <p>LS - 2 different streaming access points. Non domestic (outside of UK) – Imps+ (similar to iFollow) and via new website. In UK is Sky, Sky Sports+ subscribers package (not Saturdays at 3.00 pm). Non subscribers - through NOWTV - day or month pass available which will give access to the whole platform not just the LCFC games. We now have 4 camera feeds which will increase the production value. Graphics replays and high level editing. If subscriber, neutral commentator. Local presenters if using Imps+. For subscribers getting Sky through BT or Virgin - different options. Virgin requires an update and a new remote. BT will appear as new channel.</p> <p>TS - will Imps+ offer match replays and interviews?</p> <p>LS - yes and the product has been improved. The club now has more flexibility with it being outside of the EFL digital platform. There will undoubtedly be teething problems. It is a premium product - content will be locked but will be free access with an account . There will be pricing for audio and some other items.</p>	TS
8		<p>AoB</p> <p>CL recently saw that Imps Rewards were promoting Bet 365 with options to subscribe.</p> <p>LS - We can't control what the offers are as they are an aggregator of 'global offers'. We were asked to promote the betting offers, but we said no to additional promotion of the offer. Respect and understand comments but the offer would have been available to all clubs and organisations who signed up to the Rewards scheme - we can't pick and mix offers for LCFC, we are in or out of the platform.</p>	



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	<p>MB - Do the club know where our shirts are made and how ethically they are produced?</p> <p>LS - We are assured that they are produced under fair trade and workers environment. Elements are tested. We do use a couple of facilities in the Far East/China but we can go and check those facilities for ourselves at any time.</p> <p>MB - submitted an email to customer enquiries but when you do that, you can't see what you have sent - you just get a ticket number.</p> <p>LS - lack of response is failure of Elite Pro Sports SLA and he will check. MB to forward ticket number to LS.</p> <p>MS - LCFC shirts - fair pricing for the shirts and how many have sold?</p> <p>LS -the average price on wider observation seems to be £51 with other clubs.. About 900 sales - too early to assess yet. Shirts were available earlier than usual and both at the same time. Away shirt has been popular.</p>	
	Meeting closed at: 8.20 pm	
	Date of next meeting: Saturday 24th August 2024 - 12.30 pm (Mansfield) in the SW Community Hub	