



Committee	Lincoln City Fan Advisory Board Meeting
Location	Co-op Community Hub
Date	4 th January 2025
Time	12.30pm

Chairman's Report

A reality check was the key takeaway from our first meeting of 2025 which focused on detailed presentations by Liam Scully & Rob Noble covering the club's financial situation & 2025/2026 Gold Memberships, respectively as well as an interesting update from Damian Froggatt on the matchday viewing provision for disabled away fans at the LNER Stadium, the details of which can all be found within our minutes shown below.

As always, we thank the club for being as transparent as possible with us & involving FAB in their decision-making process once again. The club is currently enjoying a sixth consecutive season in at its highest level since 1961 in a League One which is even more competitive than ever before containing eight former members of the Premier League & with at least 75% of the clubs having a larger playing budget than ours.

It was very apparent during our meeting that the club remains ambitious to play at a higher level as soon as possible provided as all of us as fans would expect knowing both the way our club is run & our owners as we do that this is achieved in an affordable & sustainable way. Though expected this was very pleasing & reassuring to hear.

There have been many successes achieved both on & off the pitch since 2016 including excellent fan engagement which our club has become renowned for. As a fanbase we can all continue to play a significant part in helping the club be successful & come through the tough spells which all clubs endure by sticking together & continuing to provide our team which as we know is one of the youngest in League One with our fantastic support encouraging the players & management both vocally during games & on social media.

As always please get in touch if you have an off-field question which you would like us to ask the club's hierarchy at our next meeting on 22nd February prior to the Burton Albion fixture by emailing fabchair@theredimps.com.

UTI

Tony Smith

Chair of the Lincoln City F.C Fan Advisory Board

Minutes of Meeting: FAB Meeting, 4th January 2025

Attendees: Tony Smith (TS), Charlie Beeston (CB), Chris Laming (CL), Jackie Atkins (JA), Jonathan Battersby (JBa), Toby Freestone (TF), Roy Thomson (RT), Samantha Kendall (SK), Phil Scrafton (PS), David Lowes (DL), Liam Scully (LS) Jason Futers (JF), Rob Noble (RN), Damian Froggatt (DF),

Apologies: Julian Buttery (JB)



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1. Meeting Admin

TS opened the meeting at 12:30 PM and welcomed board members from the Red Imps Community Trust who were invited to participate in agenda item 2.

JA was relieved from minute-taking duties today as it was agreed that AI would generate the minutes for this session from the transcript.

2. Finance Presentation

LS provided an in-depth presentation covering the financial status and operational challenges of the football club.

Key points included:

2.1 Financial Overview

- Total income: £8.3 million
- Total expenditure: £11.1 million
- Projected loss: £2.8 million requiring cash injection from ownership.
- Player related costs now fourth quartile, despite increase in budget due to wage inflation

2.2 Key Revenue Streams

- Core Funding: £2.2 million from EFL and Premier League.
- Matchday Income: Generates approximately £2 million; with match day operating costs £560,000
- Commercial Revenue: £1.6 million. Cost of sale: £550,000

2.3 Discussion on Women's Football

- Acknowledged the growing popularity of women's football.
- Club's stance: Prioritising sustainability over high expenditure.
- Open to external investors who may wish to support the women's team.

2.4 Club's Ambition and Strategy

- Despite financial constraints, the club remains committed to achieving success and competing at the highest possible level, while remaining realistic.
- Profit from transfers is being re-invested into the first team squad.
- Discussion on potential strategic pivots, including:
 - Investing in opportunities to increasing commercial revenue.
 - Revisiting contract model

Questions & Comments:

- Members raised concerns about how we are going to maintain competitiveness given the financial disparities.
 - Discussion on future sustainability and investment strategy in order to give ourselves every possibility to continue to overachieve, as we have done in 6 of the past 7 seasons.
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3. Gold Membership - 2025/26

RN presented an overview of the proposed changes to season ticket pricing and matchday revenue strategies:

3.1 Proposed Changes

- LCFC has one of the lowest average price per head in League One.
- Considering a percentage increase to manage operating inflation
- Tiered Pricing: Introducing tiered pricing for different seating zones in the stadium for new members.
- Dynamic Pricing: Categorising matches (e.g., Category A, B) to reflect demand and opponent profile.

Discussion Points

- Consideration of the impact of price increases on attendance.
- Agreement on the need to balance revenue generation with affordability.
- Conversation around implementing them as gradual changes.
- Acknowledgment of the need to address fraudulent ticket use and improve policing strategies.

Outcome:

- Members supported proportionate price increases, tiered pricing – if introduced in phases, and dynamic match categorisation.
- It was suggested to prioritise communication and transparency when announcing changes.

4. Disabled Away Supporters Provision

DF provided an update on the provision for disabled away supporters:

- Submitted evidence to EFL and Level Playing Fields regarding current provision.
- Acknowledged areas for improvement, including elevated seating and covered areas.
- Exploring potential solutions that would require investment.
- Critical to note that when giving away fans the option, the open air section is most often their preference. They are given a choice.

5. AOB

None

TS thanked all attendees for their contributions and participation.

Adjournment: The meeting concluded at 14:05.

Next Meeting: Scheduled for 22 February 2025.