



Committee	Lincoln City Fan Advisory Board Meeting
Location	Co-op Community Hub
Date	22 nd February 2025
Time	12.30pm

Chairman's Report

As usual a wide variety of off-field matters including Gold Memberships & Zoning for next season, Growth and Innovation & Imps 4 All/Premier League Fund were presented & discussed at the latest FAB meeting held on Saturday 22nd February. Many thanks to club representatives Rob Noble, Jason Futers & Ruby Coulson respectively for their very interesting presentations details of which can be found within the minutes shown below.

Also a huge thanks to Jo Ticehurst, Richard Wood, Richard Wilkinson, John McGovern, Jon Clack & Steve Rowland for getting in touch with us by emailing fabchair@theredimps.com

with their questions and views which were either covered during our meeting or/and passed to the relevant departments for their consideration & response. It was great to hear from you all.

We will soon be seeking to add new members to FAB with further details to appear on the club's website.

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Tony Smith

Chair of the Lincoln City F.C Fan Advisory Board

Minutes of Meeting: FAB Meeting, 22nd February 2025

Attendees: Tony Smith (TS), Charlie Beeston (CB), Chris Laming (CL), Jackie Atkins (JA), Jonathan Battersby (JBa), Roy Thomson (RT), Julian Buttery (JB), David Lowes (DL), Liam Scully (LS) Jason Futers (JF), Rob Noble (RN), Damian Froggatt (DF) Ruby Coulson (RC),

1. Meeting Admin

Apologies: Samantha Kendall & Toby Freestone

2. Imps 4 All / Premier League Fans Fund

RC (Club Services Executive) provided an overview of the initiative aimed at making match attendance more accessible.

- Year 1 results: 15 season memberships purchased through donations (~£6000), club matched funding doubled capacity to 30 season memberships (~700 tickets).
- Successful application to Premier League Fans Fund to support fan-focused projects and strengthen club-community relationships.
- Funds used to enhance community outreach and matchday experiences around the Imps 4 All scheme.



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- Year 2 results: £16,000 donated, funding 40 season memberships, matched by club to 81 memberships (~1860 tickets).
 - Increased matchday revenue due to ticket sales and related spending.
 - Working with the Lincoln City Foundation, the beneficiaries of the tickets included care home residents, young people, mental health support groups and many more from the local community.
 - Plans for further expansion in upcoming seasons with the support of donations through the Gold Membership purchase period.
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3. Innovation & Growth Update

- JF provided an update
 - Shift towards multi-year sponsorship deals for financial stability.
 - Planned changes in marketing strategy (more video content).
 - Three new 2025/26 kits expected to be released in June and before the season starts.
 - Innovation Lab updates: 105 responses received, first sponsor verbally agreed.
 - Ongoing work with Quambio as an innovation partner and advanced talks with another innovation partner
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4. Season Ticket Pricing & Zoning

- RN provided an update on Gold Memberships.
- New seat zoning system for pricing confirmed for introduction for next season.
- Window 1 pricing: Renewals priced at £419 for an adult. £442 for new zone A purchases. Lower-priced season ticket option in Zone C.
- Window 1 to close April 4th with window 2 pricing to be confirmed but window 1 will offer the cheapest season ticket option.
- Anyone renewing their gold membership will pay no more than zone B prices.
- Zoning has taken into account several viewing factors and access to facilities.
- New scheme introduced where season ticket holders can return tickets for up to two TV-moved games and receive credit with terms and conditions applied.



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- Under 18's moving to 18-21 age category will get a reduced rate for their first year, if renewing in W1.
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5. Valley Parade 40

- Club maintaining a respectful distance while awaiting direction from Bradford City Council.
 - Internal working group remains in place for involvement when required.
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6. Catering Revenue Update

- RT asked for an update on the catering revenue having brought it back in-house in the summer.
 - RN - Proving successful, with increased revenue, particularly in the away end and significant increased profits.
 - Non-matchday venue hire has contributed to financial success.
 - Staffing remains a challenge; new technology being introduced to improve scheduling.
 - Fan Village continues to receive positive feedback.
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7. Match Streaming

- TS asked about recent streaming issues.
 - Acknowledgment of Now TV issues during the last match; Sky are usually good at compensating affected viewers.
 - General praise for improved streaming quality, including four-camera feeds and commentary.
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8. Any Other Business

Ground Safety & Infrastructure

- Plans for improved handrails and seating safety in the Greenlinc Renewables Stand remain under review and is part of the stadium investment plan.
- Investment decisions based on priorities, with a budget of £370,000 allocated for stadium improvements this summer.



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- Scoreboard replacement remains under consideration, with long-term plans for a big screen still an option.

Recent Fan Incident

- Clarification provided on the recent complaint process related to fan conduct at a Bolton game.

AGM

- Discussion of recent AGM resolutions, including share allocations for potential investment.

9. Next Meeting

Date: April 12 (Shrewsbury Town fixture)

Adjournment: Meeting concluded at 13:35pm