



<b>Committee</b>	Lincoln City Fan Advisory Board Meeting
<b>Location</b>	Co-op Community Hub
<b>Date</b>	12 <sup>th</sup> April 2025
<b>Time</b>	12.30pm

## Chairman's Report

As we rapidly approach the end of another season, our latest meeting held on Saturday 12th April before the Shrewsbury Town fixture focused largely on looking ahead to next season with discussions covering the usual fantastic number of renewals & new purchases of gold memberships for 2025/2026, stadium zoning & stadium infrastructure improvements to be carried out during the close season. Other agenda items included potential & concerning changes to the payment of policing on matchdays outside of football stadiums, more of which can be found within our detailed minutes shown below.

It was a pleasure to meet with representatives from the Shadow Football Regulator with fan engagement figuring prominently in discussions during their recent visit to the LNER Stadium.

A suggestion from ex FAB member Jon Clack for click and collect from the Club Store was also discussed. Please get in touch with us if you have any questions or ideas which you would like us to ask the club's hierarchy at our next meeting by emailing [fabchair@theredimps.com](mailto:fabchair@theredimps.com).

We look forward to hearing from you.

We wish all Imps an enjoyable summer break.

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Tony Smith

Chair of the Lincoln City F.C Fan Advisory Board

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## Minutes of Meeting: FAB Meeting, 12<sup>th</sup> April 2025

Attendees: Tony Smith (TS), Charlie Beeston (CB), Chris Laming (CL), Jonathan Battersby (JBa), Roy Thomson (RT), Julian Buttery (JBu), Samantha Kendall (SK), David Lowes (DL), Liam Scully (LS) Jason Futers (JF), Rob Noble (RN),

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### 1. Meeting Admin

Meeting start: 12:30pm Estimated close: 1:45pm

Apologies: Jackie Atkins, Toby Freestone & Damian Froggatt

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### 2. 2025/26 Gold Membership Update (LS, RN)

- 4,385 general admission memberships sold in Window 1
- Net revenue reached almost £1.1 million.
- Slight drop of 285 in total sales vs. W1 last year, but net income up 4%.



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- Loyal support, improved CRM communications, engagement and the overall matchday experience credited as contributing factors to the broadly successful W1 campaign.
  - Window 2 and 3 being considered to better manage operational demands and finance projections. FAB had no objections to this as long as it is communicated accordingly.
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### **3. Stadium Zoning Feedback (LS, RN)**

- Some negativity from some people initially, particularly regarding ticket misuse and accusations of fraud.
  - Very small number of individuals (4) attended in-person consultation offered by the club. Discussions were constructive but some points of difference remain.
  - A barrier system will be introduced to restrict movement between zones along with entry through dedicated Rilmac turnstiles.
  - Additional concessions and changes in stand usage planned to address concerns and maintain matchday experience.
  - Stakeholder feedback noted for future consideration and ongoing internal planning.
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### **4. Football Governance Bill Update (DL)**

- Bill has been passed by the Lords and is progressing through the Commons; expected to become law later this year.
  - Shadow regulator visited the club; broad range of topics covered with discussion particularly focused on financial and regulatory processes as well as fan engagement.
  - Emphasis placed on the importance of tailored regulation and competitive balance across clubs.
  - FAB discussed role of fan engagement and the value it adds to club operations and community.
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### **5. Policing Football & Special Police Services Agreement (LS)**

- Concerns raised over proposed changes that could make clubs liable for city-wide policing costs.
  - Football and horse racing appear to be disproportionately targeted.
  - At macro level, it is likely additional costs would, inevitably be passed to fans.
  - One to watch as this is likely to be a public and political debate in the near future.
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## 6. VP 40 Anniversary Update (TS)

- Club will participate in official Bradford memorial events to support Bradford City Council event.
  - Delegation of representatives, including club board, FAB, RICT and Former Players Association.
  - Wreath to be laid pre-match at final home game vs. Wrexham.
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## 7. Stadium Summer Improvements (TS)

- £370,000 allocated for infrastructure upgrades, excluding pitch investments at the EPC and the stadium.
  - Major works include the Stacey West Gateway and car park redevelopment.
  - Accessibility and parking review ongoing, including stakeholder engagement.
  - Changes to parking allocations expected; needs-based assessments will apply.
  - Engagement with Away Travel Association and local schools and businesses an ongoing process in the search for additional arrangements.
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## 8. Click & Collect (TS)

- Suggested by supporter at a previous meeting; club and Elite Pro Sports (EPS) are supportive but working through logistics.
  - EPS have undergone a procurement for their back-end and front end systems with a new online retail platform being developed.
  - Stock and site synchronisation remain primary challenges and what that looks like from a supporter journey with the tech available and locations of where stock is held over multi-sites.
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## 9. Any Other Business

- Volunteer thank you event scheduled for 21st April prior to Bolton match. Thanks from TS to the club for hosting an event of this nature.
  - Streaming quality praised by CB, significant improvement noted.
  - RT asked about event management for Wrexham fixture which was discussed, including ticketing controls and anticipated crowd measures.
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## 9. Next Meeting

**Date:** TBC likely to be online and post-fixture release day

**Adjournment:** Meeting concluded at 13:35pm