



Committee	Lincoln City Fan Advisory Board Meeting
Location	Co-op Community Hub
Date	16th August 2025
Time	12.30pm

Chairman's Report

A wide range of subjects were discussed with the club's hierarchy during our first FAB meeting of the new season held before the Imps excellent victory against Plymouth Argyle on Saturday 16th August. These included new investment, playing budget, recent stadium improvements, commercial growth, season memberships, Lincoln Women F.C & away travel pick up changes, details of which can be found by reading our minutes below.

We were saddened to hear confirmation that the club has now been charged by the FA relating to incidents which occurred at the final game of last season against Wrexham. Positively though we congratulate everyone at the club for achieving joint second position in the latest Fan Engagement Index.

It was no surprise to hear that the club board is as ever continuing to proactively seek additional investment reaffirming (not that it was ever in doubt) the ambition of our owners & everyone at Lincoln City F.C to achieve & sustain a future place in the EFL Championship.

Many thanks from FAB to Chief Growth & Innovation Officer, Jason Futers for his positive & detailed presentation covering a variety of items & also to Toby Freestone for his contribution to FAB during the last three years. Toby amicably resigned from FAB prior to Saturday's meeting & we are actively looking to continue our longstanding relationship with the 617 Squadron via ongoing discussions with Toby & his colleagues.

Thanks to Steve Barton for contacting us recently about buying shares. Similarly, please do not hesitate to get in touch with us via emailing fabchair@theredimps.com.

If you have any off-field questions or points which you would like us to discuss with the club's decision makers either at our next meeting on 4th October prior to the Exeter City fixture or before. As always, we look forward to hearing from you.

Finally FAB belatedly wish Michael, his staff & the team all the best for this season which has started very well for us Imps to date.

UTI

Tony Smith

Chair of the Lincoln City F.C Fan Advisory Board

Minutes of Meeting: FAB Meeting, 16th August 2025

Attendees: Tony Smith (TS), Charlie Beeston (CB), Chris Laming (CL), Jackie Atkins (JA), 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: Toby Freestone

Toby Freestone has resigned from the board. Thanks were recorded for his service.

Recruitment process ongoing for replacements to fill previously vacated roles. Meetings taking place in the coming weeks.

2. Club Board Changes & Investment (LS, DL)

- Recent board restructure discussed; outgoing directors remain investors despite stepping down from the board.
 - Aim: simplify governance, strengthen investment appeal, and position the club transparently for future opportunities.
 - Current strategy is active, not passive, with the club proactively seeking suitable investors, but broadly speaking, this is no different to the approach taken over the recent past.
 - Priority: attract the right type of long-term partners, aligned with club values.
 - FAB noted the importance of maintaining clarity in the process and appreciated updates from Clive.
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3. Supporter Behaviour & FA Charge (LS)

- Club to be charged by FA following disorder and discriminatory chanting during the Wrexham fixture.
 - Club reviewing match management learnings and will continue proactive measures to promote inclusivity.
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4. Player Budget & Transfer Market Update (LS)

- First team expenditure, including playing budget for 2025/26, has increased by a high six-figure sum compared to the budget set at the beginning of last season.
- Rising operating costs, such as travel, accommodation, suppliers, etc, are also absorbed in this expenditure.
- A percentage of funds from recent transfer activity will be re-invested into the playing squad, based on the continued cycle of transfer activity that the club aims to achieve.



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- Transfer window strategy: patience required as the market is inflated; the club remains confident that suitable signings will be made. Must also be seen in the context of minimal outgoings from the end of last season.
 - Emphasis on sustainable recruitment within the wage structure.
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5. Growth & Innovation Update (JF)

- Close Season Improvements:
 - JF provided a summary of some of the works that had taken place over the summer.
 - Use of new “Halo” technology system being stepped up to monitor and address matchday issues.
 - Kits:
 - 20% uplift in home shirt sales YoY.
 - Positive PR from launches noted.
 - Commercial:
 - JF provided a summary of new partners signed over the last few months and the increasing pipeline value due to new sales approach.
 - New sales team taking shape and JF highlighted the successful use of technology in the process.
 - Innovation Lab:
 - Two sponsors confirmed; further expansion planned with dedicated website launch.
 - Women’s Football:
 - Lincoln Women branding discussed and new kits revealed.
 - Teams retain historic names under umbrella identity.
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6. Season Membership Update (RN)

- Current sales have passed 5,600. Final sales typically occur by the end of the school summer holidays. By the time this process is completed, expect to be around 150–200 down YoY.
 - Net revenue is on track with targets despite lower numbers due to price categories purchased (e.g. more adult than concessions). Assume Rilmac changes have also had a positive impact in this regard.
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7. Away Travel Changes (RT)

- Feedback noted on supporter coach arrangements at Tentercroft Street.



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- Club recognised logistical challenges caused by local road changes.
- Ongoing engagement with supporters and local stakeholders on transport improvements.

8. Fan Engagement Index. (LS)

- Club have finished joint second in latest Fan Engagement Index and credit to team for achieving high marks.

9. Football Governance Bill (TS)

- Bill passed through Parliament; regulator role confirmed.
- Interim CEO of new regulator to attend Red Imps Community Trust board meeting (8th October) and JBu invited FAB members to participate.

10. AOB

Heritage (RT)

- Discussions around celebration of the 75/76 record breaking season.

Shares (TS)

- Queries raised regarding share purchase options for supporters. TS to respond to supporter.

Inclusivity & Sensory Room (JA)

- TS & CB had discussions with Level Playing Field and TS will update JA after the meeting.

Stadium Improvements (All)

- FAB praised improvements and how the stadium was looking.
- Also noted the positive atmosphere at the first match of the season against Reading.

11. Next Meeting

- Saturday 4th October before Exeter City fixture.
- Adjournment: Meeting concluded at 1:45pm