



FAN ADVISORY BOARD

<b>Committee</b>	Lincoln City Fan Advisory Board Meeting
<b>Location</b>	Co-op Community Hub
<b>Date</b>	15th November 2025
<b>Time</b>	12.30pm

## Chairman's Report

League One club benchmarking, fans' survey, fan behaviour & heritage were amongst the key items discussed at the final scheduled FAB meeting of 2025 held prior to the home win against Doncaster Rovers. Full details can be found within our minutes shown below.

As detailed within these minutes the benchmarking once again highlights the huge financial challenges of competing in League One which have not become any easier for the Imps during what is now our seventh consecutive season at this level. This financial disparity has been highlighted this season by the size of transfer fees spent by some League One clubs in the recent transfer window even for players who were already playing for other clubs in our division. Together with official statements coming out of two of our fellow League One clubs within the last month both relating to their need for additional major investment, this goes to show how well our club consistently over performs on the pitch without the financial resources of many of our fellow League One competitors.

Following the club's recent statement regarding discriminatory chanting at home games against Wrexham & Chelsea earlier this year & the financial penalty imposed by the FA following the Wrexham incident, FAB encourages all of us Imps fans to do what we are best at & renowned for within the football world which is by directing all of our energy & passion into giving Michael & his team our fullest positive backing which their performances & league position deserve & therefore continuing to play a major role in the club's success on the pitch which as we all know is fully appreciated by everyone at the club & often referred to by our players & football management during their post-match interviews.

Three FAB members recently attended a very interesting meeting with Martyn Henderson from the Independent Regulator for Football & we thank the Red Imps Community for their kind invitation to join them & be actively involved in the discussion.

Many thanks also to Richard Pearce & Colin Jackson for getting in touch with us with their questions relating to the club's social media content & PA system respectively which we put to the club's hierarchy during the meeting. Please do not hesitate to get in touch with us by emailing [fabchair@theredimps.com](mailto:fabchair@theredimps.com) with any questions which you would like us to ask club representatives at our next FAB meeting in January. We look forward to hearing from you.

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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, 15th November 2025

Attendees: Tony Smith (TS), Charlie Beeston (CB), Chris Laming (CL), Jackie Atkins (JA), Jonathan Battersby (JBa), Roy Thomson (RT), Julian Buttery (JBu), 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-2pm

Apologies: Nick Procter, Sam Kendall

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## 2. Club Benchmarking (LS)

- LS presented a review of the club's standing around the EFL's Salary Cost Management Protocol (SCMP) and benchmarking for League One.
  - LCFC positioned mid-to-lower quartile in League One budget rankings.
  - Some clubs with substantially larger budgets demonstrate scale of financial disparity.
  - LCFC's budget remains efficient but comparatively constrained.
  - It was noted by members that several high-spend clubs currently underperforming on the pitch show the volatility of football spending.
  - Wider FAB discussion took place around finances which included challenges the club will face further down the road with the direction of travel restricting clubs spend as a percentage of their income.
  - Benchmarking suggests we underperform in ticketing revenue based on average attendance in comparison to league rivals. League table ranking for actual attendance is 14<sup>th</sup> in the division, while we are 18<sup>th</sup> for income generated from match ticketing. This is in the region of £300,000/15% shortfall annually.
  - LCFC's wage-to-income ratio currently high, so a pivot towards higher revenue is essential.
  - The club must grow revenue proactively to remain competitive under future regulations.
  - Commercial income already trending +£500k higher than initial budget assumptions.
  - FAB acknowledged need for fan understanding and communication if changes are made.
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## 3. Membership Update/Fan Survey (RN)

- RN presented findings from the membership/season ticket flash survey which had 1,300 responses and showed a strong interest in a 12-month payment option, especially from those non-season ticket holders who responded to the survey.
  - Club looking to maximise total season ticket income and broaden accessibility.
  - Benefits include full and vibrant stadium and increased secondary matchday spend.
  - Blockers include cash flow and the associated admin of chasing missed payments.
  - Club discussed initial modelling thoughts although still working through options.
  - Likely to run alongside a pay up front in full option should any changes be implemented.
  - FAB discussion showed broad support in principle but emphasised the need for clear communication.
  - A further single topic meeting to confirm details will be held ahead of the next scheduled FAB meeting.
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## 4. Fan Behaviour Update (TS)

- LS updated on the club's ongoing response to discriminatory chanting at previous fixtures.



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- FAB has apologised in writing to Chelsea FC, Chelsea Pride and affected supporters.
- No FA charge yet; investigations ongoing.
- Club collecting evidence of mitigation measures, including education forums.
- CCTV identification progressing; criminal thresholds appear low but internal sanctions expected.
- LS confirmed restorative approaches preferred where appropriate.

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## 5. Independent Regulator (ALL)

- TS, JBu & JBa attended a discussion at the recent RICT board meeting with Martyn Henderson, Chief Operating Officer at the new Independent Football Regulator.
- TS confirmed regulator now staffed by more football-experienced personnel; aims for implementation by 2027/28 season.
- Core objectives: sustainability, ownership oversight, heritage protection, and improved fan engagement.
- Regulator cannot directly block a European Super League but can prevent clubs participating domestically, creating indirect deterrents.
- LS confirmed LCFC are working with an external company to ensure the club are “licence-ready” although we were chosen by the company to work with as the club are already in a good position.
- FAB and Trust to remain actively engaged in consultations.

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## 6. Club Heritage (TS)

- Positive discussions held between club, FAB, RICT and Foundation regarding a more structured approach to heritage.
- Club confirmed work is underway to form a Heritage Committee including fan groups.

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## 7. Fan’ Questions (TS)

- Fan question (R Pearce) raised about return of “Inside Imps” and behind the scenes style content.
  - JF confirmed the club wants more behind-the-scenes output but highlighted resource-intensive editing and trade-offs with reach-driven content.
- Fan question from (C Jackson) on the PA System.
  - Acknowledged it is not state of the art like some newer stadiums but confirmed it meets the required needs for a safe stadium.
  - Complex replacement due to stadium power demands and significant investment; feasibility work ongoing.
  - Club is actively progressing plans to install a big screen in the stadium, subject to power upgrades.

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## 8. AOB (ALL)



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- A fellow League One club are seeking league wide approval to raise ticket prices mid-season by £2.
- LCFC confirmed as we had already played them it would negatively impact our fans who plan to travel to the away game and wanted feedback from FAB.
- FAB proposed acceptance of the increase but seek exemption for LCFC supporters at the clubs away game so LCFC fans pay the prices agreed at the start of the season.
- LCFC to report back to the club.

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## 9. Next Meeting

- 22nd January 2026 ahead of the Burton Albion fixture (5.30pm).
- A further one topic meeting on memberships will take place before this date.
- Adjournment: Meeting concluded at 2:00pm.