

Minutes of Meeting #55

Lincoln City Football Club Fan Advisory Board

MEETING	Fan Advisory Board meeting #55
DATE	Saturday 19 September 2026
TIME	12.30pm – 1.30pm
VENUE	Co-op Community Hub
CHAIR	Charlie Beeston

Attendance

Name	Init.	Role	Present / Apologies
Charlie Beeston	CB	Chair, Fan Advisory Board	Present
Nick Procter	NP	Vice Chair, Fan Advisory Board	Present
Jackie Atkins	JA	FAB member	Present
Jonathan Battersby	JBa	FAB member	Present
Julian Buttery	JBu	FAB member	Present
Sam Kendall	SK	FAB member	Present
Chris Laming	CL	FAB member	Present
Roy Thomson	RT	FAB member	Present
David Lowes	DL	Fan Engagement Director, LCFC	Present
Liam Scully	LS	Chief Executive Officer, LCFC	Present
Dan Seaborne	DS	Chief Operating Officer, LCFC	Present
Bobby Copping	BC	Chief Commercial Officer, LCFC	Present
Louise Wade	LW	Head of Retail and Ticketing Operations, LCFC	Present

Apologies: none.

1. Meeting administration

Lead: CB

- There were no apologies.
- Tony Smith has stepped down from the Board following a change in his circumstances and a new appointment, ahead of the departure he had already planned for the end of the season. The Board recorded its thanks for nine years of service, and for the handover he completed over the summer.
- The Board now has eight members against a complement of 12. Recruitment is covered at item 7.

DECISION D55-01 The Board's thanks to Tony Smith for nine years of service formally recorded.

2. Imps Territory

Lead: All, with the Club reporting

- Members reported a strongly positive supporter reaction to the development. The Club is seeing the same picture operationally and commercially, with shorter queues and waiting times, better movement through the area and a change in spend per head.
- Supporters are arriving considerably earlier, extending the pre-match window to around four hours, and members noted that the space does not feel congested even at its busiest.
- The Club described its approach as test-and-learn. A snagging programme will continue for the next two to three months, alongside further work on signage and wayfinding.
- Additional seating has been installed in response to feedback after the first fixture, including accessible benches, further benches around the concourse and outside the cafe, lower benches suitable for families, and rails to lean on around the pillars. More will be added, balanced against emergency vehicle access and the flow of people and vehicles through the area.
- The upper hospitality area remains closed, with the club working through remedial actions required to achieve relevant approvals. FAB asked the club whether it could provide an opening date for the new hospitality area in Upper Rilmac. DS did not want to commit to an exact date during the meeting but explained that 10 of the 11 required building control checks had been signed off, with work ongoing to secure the final sign-off.
- Members gave detailed feedback on Fanzone Plus following the Southampton fixture, covering how supporters buy or upgrade, how the credit against an existing season ticket seat is handled, and the information supporters receive before they arrive. Most points have already been corrected, and the remainder were accepted by the Club.
- Feedback from the first evening fixture on lighting and the big screen was discussed. The stand lighting behind the upper tier will be reduced and retested, and screen brightness has already been adjusted. Clocks have been added to the mid-tier screens from this fixture.
- The Club and FAB will hold a session on the customer journey and queuing arrangements, so that FAB can help explain them to supporters.

Actions: A55-01, A55-02, A55-17.

3. Loyalty scheme and away ticketing

Lead: CB

- Members commended the improvements made to away ticket sales and the queuing system, and the openness of the communication around them. The Sheffield United sale, expected to be the next significant test after Middlesbrough, passed without material problems. A small number of members experienced access errors during the sale, which the Club will take up with Ticketmaster.
- The Board returned to away ticket priority and loyalty at length. The Chair has developed a consultation plan with the Club: a communication to supporters explaining what is being looked at, a survey, a focus group drawn as a cross section of those who respond, and a report back to the Club. The aim is to conclude no later than December, ahead of the Gold Membership sales window early next year.
- A FAB working group has been formed to take this forward, comprising CB, NP, RT and JBa.
- The Club will share its benchmarking of the schemes other Championship clubs operate, so that supporters can respond to the models that actually exist rather than to an abstract question.

CONCERNS RAISED

- No decision has been taken, and none should be inferred. Members were clear that any arrangement which ranks supporters by loyalty carries a real risk of division, and that FAB would recommend a change only on evidence of overwhelming supporter support.
- Members were equally clear that the consultation must not answer its own question. Responses will be read against how often supporters travel rather than in total; the focus group will include supporters who attend away fixtures only occasionally, and the survey will avoid the period immediately after a high-demand sale.

DECISIONS D55-02 The FAB loyalty scheme working group confirmed as CB, NP, RT and JBa.

D55-03 No commitment was made to introducing a loyalty or away ticket priority scheme. FAB will recommend one only where supporter support is demonstrably overwhelming.

D55-04 The consultation will conclude no later than December 2026, ahead of the Gold membership sales window.

Actions: A55-03 to A55-08.

4. 2027/28 kit

Lead: LS, NP, CL, JBu

- The working group of CL, JBu and NP has been meeting with the Club on the non-design elements of the 2027/28 range: material, collar, fit and the options available. Final design decisions remain with the Club and its supplier.
- A meeting held that morning considered three material options. The group made a recommendation which the Club expects to adopt across the whole range, subject to logistical checks.
- Both sides regarded the process as a success and a model for future focused working groups. The Club confirmed that the kit will not be presented as FAB endorsed, so that representatives are not placed in a difficult position.

DECISION D55-05 The working group's material recommendation accepted by the Club, subject to logistical confirmation, for use across the 2027/28 range.

Action: A55-09.

5. Club communication channels

Lead: LS

- The Club is rebuilding how supporters contact it and how it responds. Its telephone and email systems have reached the limit of what further changes to the existing arrangements can deliver.
- The Club accepts that its processes can frustrate supporters, and that the review must start there.
- The plans include a new telephone system with call queuing and wait time information, improved messaging and email handling, and correspondence moving from named individuals to Club inboxes. The Club made it clear that human contact is not being removed: the aim is for supporters to reach the right person within a known and reasonable time.
- Members supported the direction and asked that the change be communicated carefully, so that the Club is not seen as becoming less accessible. The Club agreed that its accessibility values are not changing. FAB will be consulted before implementation.

Action: A55-10.

6. Memorabilia roadshow

Lead: JBu

- JBu presented plans for a memorabilia roadshow, as part of the work of the 1884 Collective. The Club has a good picture of what it holds itself, but none of what supporters hold.
- Supporters will be invited to bring memorabilia, or evidence of it, to be photographed and catalogued. Nothing will be taken from anyone. Auctioneers will attend to value items for those who want that, and the League One trophy will be available for photographs.
- The event will be held on a non-match day in the upper hospitality area, subject to that space being open, and the roadshow date will be published when the Club has confirmed the venue.
- Longer term, the catalogue could support an online archive, permanent displays or a museum, and may uncover items for future commemorative fixtures.

DECISION D55-06 The roadshow date will not be published until the Club has confirmed the venue and announced the event.

Actions: A55-11 to A55-13.

7. Any other business

Lead: All

SUPPORTER QUESTION — DEPARTING PLAYERS

- A question was received from a supporter, prompted by the departure of Adam Jackson. Where a player's last appearance is not known at the time to be his last, is there anything the Club can do shortly afterwards to give supporters the chance to say goodbye?
- The Club regarded this case as unique given the player's length of service. Most departures happen in the summer, are not always on the player's terms, and a departing player may not wish to appear on the pitch (for example). Creating a precedent would be difficult, because the Club could not then differentiate between players.
- The Club believes it handles departures well, with content produced and agreed with the player and his representatives and remains open to feedback. Members accepted the position and noted that the handling of this departure had been well received. CB will reaffirm the position to the supporter.

OTHER ITEMS

- FAB recruitment. The Board has eight members against a complement of 12. The Chair will approach a prospective member already known to the group before a public recruitment drive opens, and will update the recruitment information and application process on the Club website first. Several supporters expressed interest after recruitment was mentioned in the last published minutes. The aim is to have at least one further member in place by the November meeting.

DECISION D55-08 Recruitment to proceed by direct approach to an identified candidate first, followed by a public drive. The Board is not obliged to fill every vacancy.

Actions: A55-14 to A55-16.

8. Decisions taken

Ref	Minute	Decision	Basis
D55-01	1	The Board's thanks to Tony Smith for nine years of service formally recorded.	Agreed
D55-02	3	FAB loyalty scheme working group confirmed as CB, NP, RT and JBa.	Agreed
D55-03	3	No commitment made to introducing a loyalty or away ticket priority scheme. FAB will recommend one only where supporter support is demonstrably overwhelming.	Agreed
D55-04	3	The consultation will conclude no later than December 2026, ahead of the Gold membership sales window.	Agreed
D55-05	4	The kit working group's material recommendation accepted by the Club, subject to logistical confirmation, for use across the 2027/28 range.	Agreed
D55-06	6	The memorabilia roadshow date will not be published until the Club has confirmed the venue and announced the event.	Agreed
D55-07	7	FAB will not engage with social media commentary about the Board.	Agreed
D55-08	7	Recruitment to proceed by direct approach to an identified candidate first, followed by a public drive.	Agreed

9. Actions arising

Ownership, RACI and status are held in the FAB Decisions and Actions Log, which is reviewed at the start of each meeting. Open actions carried forward from meeting #54 are held in the log and are not repeated here.

Ref	Minute	Action	Owner	Timing
A55-01	2	Arrange a working session with FAB on the Imps Territory customer journey and queuing arrangements.	DS/BC	Before 21 November
A55-02	2	Reduce the stand lighting behind the upper tier and retest glare on the big screen.	DS	Next evening fixture
A55-17	2	Issue pre match information to Fanzone Plus customers covering entry, voucher collection and facilities.	BC	Before next home fixture
A55-03	3	Send screenshots of the Ticketmaster access error to the Club.	FAB members	Within 7 days
A55-04	3	Raise the access errors with Ticketmaster and report back.	BC	Before 21 November
A55-05	3	Convene the working group and agree the consultation timetable and draft wording.	CB	Within 7 days
A55-06	3	Issue the supporter communication explaining the consultation.	CB with BC	End September 2026
A55-07	3	Design the supporter survey and agree final wording with the Club.	CB/NP	Date to be set by the working group
A55-08	3	Share Championship scheme benchmarking with the working group.	DL/BC	Within 7 days
A55-09	4	Complete logistical checks on the selected kit material and report to the working group.	LS	As soon as practicable

Ref	Minute	Action	Owner	Timing
A55-10	5	Consult FAB on the new communications arrangements before implementation.	BC	Ahead of switch over
A55-11	6	Confirm availability of the hospitality area for the proposed roadshow date.	DS	Before announcement
A55-12	6	Announce the memorabilia roadshow once the venue is confirmed.	JBu/DS/BC	During international break
A55-13	6	Promote the roadshow through FAB channels once announced.	FAB	After announcement
A55-14	7	Reaffirm the Club's position on player departures to the supporter who raised the question.	CB	Within 7 days
A55-15	7	Update the FAB recruitment wording and application process on the Club website.	CB/NP	Before recruitment opens
A55-16	7	Approach the identified prospective member and report back to the Board.	CB	Before 21 November

10. Next meeting

DATE	Saturday 21 November 2026
VENUE	Co-Op Community Hub
FIXTURE	Wrexham
CARRIED FORWARD	Review of the actions log; Imps Territory; loyalty scheme consultation — survey findings; communications programme update; 1884 Collective and exhibition; FAB recruitment