

Supporters Board Meeting Minutes – 22nd December 2018 – 12pm

Chair's Notes

A belated Happy New Year to all Imps fans from the Supporters Board. Let's hope we all enjoy another exciting and successful year supporting the Imps.

Even though we have only recently entered the second half of this season, thoughts are already turning towards 2019-2020 with the Supporter Board involved in discussions with the club regarding ticketing, playing kit & increasing stadium capacity for next season as shown in the minutes below.

You may have also noticed that the club have extended the nets behind the goals during the pre-match warm up recently following a suggestion by one of our board members at our meeting in November.

Kind regards,
Tony Smith (Chair of LCFC Supporters Board)

Attendees

Jackie Atkins, Andrew Helgesen, Gary Hutchinson, Paul Pyrah, Tony Smith, John Wilson, Jonathan Battersby, Nick Procter, Sam Kendall, Liam Scully, Roger Bates, David Lowes, Dan Rawson, James Lawton, Julian Burley, Peter Doyle

Apologies

- N/A

Safeguarding

- N/A

Health and Safety

- N/A

Equality and Diversity

- N/A

2019/20 Ticketing Pricing

- Club are considering three purchase period model but the S/B members feel this could be narrowed down to two periods. The model will be reconsidered and redrafted based on feedback.
- There will continue to be a one tier pricing structure across all stands as per previous seasons.
- Consensus among the room was that a renewal price should increase based on the financial information made available ahead of the meeting.
- Members suggested there would then be a separate price for new Season Tickets Holders in League 2 and League 1.
- Method for providing new STH were discussed and it was agreed the club should investigate a lottery system thought the MyImps membership scheme.

Child Season Tickets

- These received mixed opinions but some members thought they were currently too cheap whilst others disagreed. It was agreed that concession season tickets are never purchased as a single ticket, therefore the total cost to the family/group needs to be considered.

Playing and Training Kit 2019/20

- Training kit and leisurewear was supported by all and was signed off.
- The home kit was universally supported and also signed off.
- It was requested that changes are made to the secondary colour for the away shirt.
- The GK kits were supported and signed off.

Digital/Streaming of Matches

- We are in dialogue with the EFL on the development of the model for digital streaming as part of the iFollow digital platform.
- iFollow needs to achieve a fine balance between introducing the streaming of matches whilst protecting and promoting ground attendance and growing the total audience.
- The club's stance is that we support iFollow but do not support the streaming of matches at 3pm on a Saturday or international breaks.
- Marketing for iFollow this season has been limited and as late as possible to ensure supporters travel to support the Imps.
- A pilot from August to October has provided the following data/insight.

- The Imps are the most streamed team in the league.
- At the Tranmere and Oldham away midweek games we had healthy away followings AND achieved relatively good viewing numbers.
- For the midweek home game streamed, the majority of viewers were from 25 miles + outside of Lincoln with a significant number of those 40 miles +.
- Any developments of the iFollow product around streaming will aim to deliver a better experience whilst maintaining the position that nothing beats 'being there'.
- Illegal streams on sites such as Lincoln City Banter are reducing revenue for the club and it was agreed it would be addressed by the Supporters Board.

Ticketing Partners

- The Club are with Eventbrite for another year following this season.
- The tender period has started for potential new ticketing partners after that period.

Eventbrite Charges

- The question was raised regarding why supporters pay Eventbrite fees for away fixtures.
- The response revolved around the club swallowing the fees for home fixtures but would be funding competitors if they were to do the same for away games.

MyImps Membership

- The process for purchasing away tickets v Everton was the same as it has been all season with 80% going on sale to Season Ticket Holders with the remaining 20% going on sale to MyImps Members.
- The club will not change policy for one match mid-season.

Stadium/Stand Naming Rights

- Members of the Supporters Board were open to the sponsorship of the stadium given the commercial opportunity this would present, in particular given this is currently a competitive advantage other clubs have over Lincoln City.
- It was also commonly agreed the Stacey West stand would not be considered for naming rights

Stadium Capacity 2019/20

- A number of options are being discussed regarding increasing match day capacity at Sincil Bank including looking into the possibility of semi-permanent stands and/or major changes to the Stacey West.
- Stacey West could be terraced or even 'built back' to increase capacity and all options are being explored.

EFLT Feedback

- The club have received acknowledgment from the EFL about the Supporters Board letter sent in regarding the Checkatrade Trophy and are awaiting a response.

Children's Entertainment

- A working group has been set up for Half Time activities to increase the engagement on a match day.

Legend's Lounge

- There had been a few comments regarding supporters getting frustrated with people in the Legend's Lounge arriving late to their seat and having to stand up/move to let them sit down. Supporters in hospitality tend to arrive late due to dining which cannot be helped.
- The Legend's Lounge has been a huge success and has resulted in an £80k improvement to the budget.

DONM

- 16th February at 12:30pm – Stevenage

Meeting adjourned – 2:06pm