

Supporters Board Meeting Minutes – 30th June 2021 – 7pm

Chair's Notes

Important information for all Imps fans detailing changes to the club's ticketing structure and Club Store home matchday opening times can be found below within the minutes of the latest virtual Supporters Board meeting.

As part of another busy agenda, we were pleased to be given the opportunity by Liam and Jay to provide our views to the club regarding the on-sale time for match tickets and EFL Trophy kick off times.

Yet again sales of Club Memberships have been amazing in what has probably been the shortest and busiest close season ever at the club with new players arriving, a new pitch laid and a temporary stand installed as the stadium gets ready to welcome us fans back on a regular basis.

The Supporters Board wish everyone at the club all the best for another exciting and successful season.

UTI

Tony Smith

Attendees

- Andrew Helgesen, Tony Smith, Liam Scully, Jake Longworth, Jay Wright, Jackie Atkins, Dan Rawson, Julian Burley, Sam Kendall, Jon Clack, Jane Chamberlain

Apologies

- Nick Procter, Marcus Burton, Gary Hutchinson, Jonathan Battersby

Health & Safety

- N/A

Equality & Diversity

- N/A

Ticket Office Structure

- Club have made numerous changes since Ticketmaster have come on board regarding ticketing structure, with the aim of providing an improved and more consistent offer to fans.
- The new model was designed following extensive research looking at other clubs both in the UK and abroad, as well as learning from other sports.
- Ticketing team is now part of a wider administration/office department.
- Club Store at the stadium will open between 10am and 5pm Monday to Friday.
- The store will also be open on home match days and for newly created and prescribed collection periods.
- Club Store will open 10am-3:15pm on a Saturday home match day and 1pm until 8pm on a Tues/Weds home match day.
- Club Store will also be open for ticket collections on a Friday prior to Saturday away fixtures between 10am-6pm. The store will also be open solely for ticket collections on a Tuesday prior to Tuesday evening away fixtures between 9am and noon.
- Waterside Store will remain open 7 days a week and over time the club will invest into this store as a fan hub. Tickets, home and away, will be available to purchase from the Waterside Store but no away collections will be available from this store.

- Ticketmaster model is largely based around delivery to a card/option to print at home (home tickets). The new away ticket model will be based mainly around a postage service with collections available within the week leading up to the game.
- Club will also offer an enhanced collection service for supporters on match days at LNER Stadium.
- A new dedicated ticketing telephone line will be introduced to help service supporters.
- The overall model focusses on online delivery, telephone service and a self-serve/delivery postage method.

Ticket On Sale Times

- Group discussed on sale times which were traditionally at 7pm. Club will receive less technical support for evening on sale times as opposed to working hours.
- Supporters Board members agreed for ticket sales to commence from 7pm with the known pros and cons.

Season Memberships

- 5,400 supporters renewed in the first window.
- The cap for season memberships is 6,300.
- Silver and Bronze Memberships (formerly MyImps) to go on sale at the end of July.
- Full capacity stadiums look likely for the 2021/22 season.

Impact of New Investment

- Investment will help give Michael Appleton the best possible playing budget heading in to the new season.
- Other investment will be used to fund stadium improvements to improve the overall fan experience. EPC and Academy will also benefit from ongoing investment.

Stacey West Project – New Bond

- Club have a funding gap to redevelop the Stacey West Stand.
- A bond scheme will be set up which will be ran by the Red Imps Community Trust with support from Lincoln City FC to help bridge the gap.
- The plan is to start developments by removing Stacey West roof in Jan/Feb 2022.
- Club will also be installing a temporary 182-seater stand in the North-East corner of LNER Stadium.

Lift of Salary Cap – League One

- Liam Scully added that this will not directly impact Lincoln City FC as such due to the club spending within their means regardless of the regulations.
- We have seen other Clubs in the league really 'go for it' with the lifting of restrictions. Whilst this does impact the market, we simply cannot be drawn into competing financially with these clubs as it would not be sustainable for Lincoln City.

Trophy Kick Off Times

- Supporters Board believed that 7pm would be the best time for Papa John's Trophy fixtures to commence.
- It is believed that this kick-off time will also enable more younger fans to attend,
- The club confirmed they will strive for 7pm kick offs which will need to be mutually agreed with the opposition club.

Away and Third Kits

- Away kit to be launched at the end of July/start of August.
- Gold+ codes for all renewals have been sent out to supporters. Gold+ codes for new purchasers will be sent out following the closure of the season membership window.

- Third kit to be launched in October which will feature the names of the supporters who left season ticket money with the Imps.

Elior – Catering

- There will be numerous themes for food during the 2021/22 season with rotating menus.

AOB

- Jon Clack and Tony Smith to lead on 'Thank A Fan' project. More will be revealed in August.

DONM

- 2nd October 2021 at 12:30pm (Plymouth Argyle fixture)