

**MINUTES OF THE ELEVENTH MEETING BETWEEN THE SUPPORTERS' COMMITTEE AND LIVERPOOL FOOTBALL CLUB ON 9 FEBRUARY 2014 AT ANFIELD.**

**Representing the LFC Supporters' Committee:** Paul Amann (PA), LGBT Supporters; Sam Armstrong (SA), Female Fans; James Benson (JB), Fans in the Merseyside Area; Anna Burgess (AB), Away Fans; Jeanette Dodd (JD), Vice-chair and Disabled Fans; Karen Gill (KG), Honorary President; Bob Humphries (BH), Chair and Season Ticket Holders & Hospitality Fans; Damien Moore (DM), International Fans (West); Abu Nasir (AN), Ethnic Minorities; Richard Pedder (RP), Official Supporters' Clubs; Matthew Selby (MS), International Fans (East); Laurie Whitehead (LW) Non Season Ticket Holders & Official Members; Laura Woodcock (LWo), Families and Young People. **Representing Liverpool Football Club:** Ian Ayre (IA), Managing Director; Susan Black (SB), Communications Director; Kenny Dalglish (KD), Club Ambassador; Gill Derbyshire (GD), Head of Customer Service; Phil Dutton (PD), Head of Ticketing and Hospitality; Billy Hogan (BHo), Chief Commercial Officer; Michelle Kirk (MK), Equality and Inclusion Advisor; Yonit Levy-Sharabi (YLS), Customer Experience Manager; Colin McCall (CM), Disability and Accessibility Officer; Andrew Parkinson (AP), Operations Director; Scott Richardson (SR), Head of CRM; Tom Werner (TW), Chairman. **Facilitator:** William Montgomery (WM).

**1. Welcome and introductions:**

- 1.1. BH confirmed that the Committee was fully represented. He stated that full attendance was achieved on account of the meeting dates being set at the beginning of the season, which, in turn, assists with diary planning.
- 1.2. BH thanked Tom Werner (TW) for attending the meeting. He said that the Committee appreciated it and that the fans would appreciate it also. He also welcomed Kenny Dalglish (KD) to the meeting and thanked him for attending.
- 1.3. BH confirmed that the Committee met with a group of supporters on 07/02 and continues to engage with fans online.
- 1.4. He also advised that the Spirit of Shankly fans' union had conducted an online members' survey and that he believed the results had been circulated to the Club in advance of this meeting.

**2. Matters arising from the previous meeting:**

- 2.1. WM stated that since the first meeting the minutes had grown from four pages to 11 from the last meeting, yet the number of resultant actions had not increased by the same margin. Whilst dialogue is good, as it helps share knowledge and clarify understanding, it is the actions that are going to help drive change. He therefore asked those present to keep the discussions precise and to the point so more actions can be identified, agreed, and assigned.
- 2.2. BH said that it was at this point in previous meetings that outstanding actions were discussed. He said that the outstanding actions have reached a level where discussing them is eating into the limited time available. Consequently, for this meeting, the Committee have decided not to discuss them.
- 2.3. BH said that he was disappointed with the level of response from the Club to the outstanding actions. He doesn't believe that Officers of the Club are unwilling to get involved, but more a case of being unable to do so due to other commitments.

- 2.4. BH said that the Committee has outstanding issues not from just the last meeting, or the one before that, but from three meetings ago. He said that he doesn't mind a "no" answer, it's an answer. What he doesn't like is no answer at all.
- 2.5. BH said that he appreciates some actions will take time to implement. During the week preceding this meeting, he said that he had been deluged with responses from the Club that he simply hadn't had the time to sift through. The responses he had considered require further work from the Committee, which piles further pressure on the Committee.
- 2.6. BH said that the current situation was unacceptable on account of the fact that the Committee is volunteering a great deal of its time. What the Committee expects, and would like moving forward, is for more timely responses so that these can be posted on the website and via social media more quickly. This, in turn, will encourage the supporters to engage more with the Committee in a more meaningful way.
- 2.7. IA asked for an example of a response that had taken a long time to come forward from the Club.
- 2.8. JD responded by saying that in the June 2013 meeting we asked that the equality representatives be introduced to the LFC Foundation as there is a great deal of synergy. The Committee was asked to provide further information, which it duly did, but as of today the Committee has not been introduced to any members of the LFC Foundation. There are many other examples where action is not being taken, and a good number of them are quick wins.
- 2.9. LW continued by saying that following the online ticket sale, he had been inundated with questions, concerns, and disappointments around not getting tickets, via the online system. Despite this issue being raised during the November 2013 meeting, no response has been received.
- 2.10. IA asked if he could be provided with a list of all outstanding actions to date and assured the Committee that he would do all he could to bring them up to date.
- 2.11. WM said that a way forward could be that, wherever practicable, actions agreed at one meeting should be complete prior to the following meeting. With meetings taking place every three months, apart from the more significant actions, most could be resolved between meetings.
- 2.12. BH said that more than 30 actions are outstanding, and only 20% would be classed as significant and will take time to resolve. 80% of the actions agreed to date could and should be resolved between meetings.
- 2.13. By completing the actions there will be a positive story to tell, and the Committee wants to work with the Club to get this across to fans.

### **3. Discussion on pricing structures:**

- 3.1. BH opened this part of the meeting by stating that around this time of the year fans start thinking about next season's ticket prices, season ticket renewal forms, etc.
- 3.2. BH stated that the approach adopted last year was quite radical in terms of

introducing a six-tier pricing structure for the first time. This was greeted with surprise by some supporters.

- 3.3. BH continued by saying that if the Club plans to review the pricing structures on an annual basis, there should be some input from the Committee who represent the supporters. To this end, the Committee has met with the supporters face to face, via email and on social media. The net result is a list of questions that represent the main issues as put forward by the fans we represent.
- 3.4. BH commented that some fans groups have questioned the credibility of the Committee. We raise issues and their perception is that we simply accept what is said and don't challenge the Club. For the Committee to be credible in the eyes of fans, we need to demonstrate that the Club is listening and acting on our suggestions and recommendations where appropriate. This will help sell the positive that is the Supporters' Committee.
- 3.5. TW said on behalf of everyone involved with the Club, this must be a productive dialogue as we've had internal dialogue and discussed suggestions that have come from the Committee. Our intentions are the same, we may have some disagreements, but all dialogue is healthy. The heart and soul of the Club is its supporters and you have volunteered to represent them. As long as there is dialogue, we will make progress. We have done the best we can in terms of listening to all concerns and whilst trying to get us back in to the Champions' League we have to balance a number of things. Our results have to be proven, believable and credible. Communication is key and the Committee is part of that process.
- 3.6. The first question was asked by KG: Given that disability causes multi-dimensional poverty and that concessions can and do reduce inequality, can the Club give an assurance that the current discount will still be applied for disabled supporters next season?
- 3.7. PD responded: We have a concessionary rate for disabled tickets that will continue next season. In the 13/14 season the Club took the decision to break the link between disabled pricing and all other pricing as the wheelchair bays are fixed positions and therefore these fans don't have the option of an alternative viewing position. In addition, these fans were disproportionately disadvantaged by the new television arrangements. The Club is still considering pricing options for next season, but disabled fans will again be considered separately.
- 3.8. JD asked: Wheelchair users at Anfield are mainly located pitch-side with no shelter from the weather or the ball, poor sightlines and views that are frequently blocked by stewards, match officials, other fans and the various cameras that are used on a match day. When the pricing structure review takes place, can the Club confirm that match tickets for these areas will be amongst the cheapest available at the ground?
- 3.9. PD responded: This is something the Club will need to look at. The Club kept the prices for this season as those for the previous season. Similar to the previous question, the Club plans to keep this separate from the general ticket prices and will be pleased to have a further discussion with the Committee to agree a plan of action.
- 3.10. BH said that the LDSA was represented at the Committee's meeting with the fans on 07/02 and this issue is of some concern to them. They are keen that

the Club takes their particular situation into consideration when proposing ticket price rises.

- 3.11. BH asked: Last season the Club moved their financial year end, resulting in season ticket renewals having to be made by 28th May. Looking forward to LFC competing in future semi-final or finals both domestically and/or in Europe, the renewal date will only add to what would be a very expensive time for supporters. Would the Club look at introducing a fee free and interest free payment plan for season ticket renewals? Speaking to Aston Villa and West Brom supporters confirmed that this option is available to them.
- 3.12. PD responded: The Club's credit card partners do offer interest free options that he will forward to the Committee. There is also a finance agreement facility in place, but this does carry an up front fee. In addition to these two existing options, the Club is looking at a direct debit facility. The reason the Club has not offered this facility to date is on account of the associated risks, such as direct debits failing and membership cards subsequently being deactivated, something the Club is wary of. Other Clubs have attempted to introduce such a facility, only to withdraw it again once they realise how complicated it can be. That said, the Club is prepared to look at the direct debit facility again, but it will not be in place in time for the 14/15 season.
- 3.13. PA asked: Given that the Club moved to a tiered ticket pricing structure for this season based on seat location and view, surely that should show for itself in terms of those supporters who suffer from a restricted view or suffer from inclement weather. Will this omission be addressed for next season?
- 3.14. PD responded: There are no plans in place to address this for the coming season.. Anfield does have a mixture of restricted and severely restricted seats. The discount on a restricted view seat is £1, rising to £2 for a severely restricted seat. Anfield has approximately 1000 restricted view seats and approximately 300 severely restricted seats. The Club is prepared to take this issue away, work out the financials and come up with a workable solution. There is little the Club can do about inclement weather as this affects different seats in different ways and is open to interpretation.
- 3.15. BH said that there are things the Club can do to keep the seats dry. For example, providing paper towels to fans on arrival. The Club demonstrating its caring nature will be well received by the fans.
- 3.16. AP said that the Club would look at the seats where fans may be impacted in the event of weather although this could vary game by game. If there was an impact, necessary steps will be taken.
- 3.17. CM said that the Club has a facility to issue ponchos to wheelchair bay users during times of inclement weather and this facility could be extended to non-disabled fans seated in areas that are similarly affected by the inclement weather.
- 3.18. JB asked: 30 years ago Anfield's demographic was made up of approximately 20% of under 16s. Today it is just under 2%. This is due to the restricted number of under-16 tickets available leaving adults wishing to take their son or daughter left with having to pay the adult price or not take them due to unaffordability. The Club therefore needs to be mindful that we could lose the next generation of support through this policy and should look to provide a facility for under-16s all around the stadium.

- 3.19. SA asked: Can the Club explore how they can introduce a 'young adult' ticket (17-21), as the current pricing structure doesn't offer such a category. Many of these young people may be students, unemployed or low waged and should be encouraged to get to Anfield, as they are the next generation of supporters that will help continue to provide the atmosphere the Club market as 'the twelfth man'.
- 3.20. PD responded: The Club is committed to its policy of converting any season tickets where juniors are paying adult prices to only pay junior prices. Several hundred junior fans will benefit from this price reversal. The Club is also committed to making more junior tickets available when and where it can. Once the stadium is redeveloped, the issue comes much easier, as the Club can sustain a higher number of junior tickets. Regarding young adults, it's a similar situation and one the Club is keen to address. As well as offering junior tickets for cup games, the provision will be extended to young adults as well. The Club will be making announcements on this shortly and it is as a direct result of the work that members of the Committee have put in over the last six months.
- 3.21. JB said that making provision for a 'boys' pen' had come up at the fans' forum on 07/02, to which PD responded that the space is simply not available to create such an area.
- 3.22. IA said that if the Club was to take, say, 300 seats at the back of the Kop to create a 'boys' pen', 300 people would have to move, and they wouldn't be happy about it. The reality is that we are restricted with the current stadium. Once the stadium is redeveloped, the Club will not have the same restrictions and will have a blank canvas on which to allocate whole areas for specific purposes and needs.
- 3.23. PD said that during the cup games, the Club averages between 3,500 and 4,000 juniors per game, which equates to approximately 10% of the stadium's capacity. Additionally, the Club doesn't restrict the sale of junior tickets for cup games.
- 3.24. PD said that one of the main stumbling blocks to allocating more junior tickets to league games is that the Club just doesn't have them available. If the Club were to make, say, 2,000 tickets available to juniors only, that would mean that 2,000 adults who currently attend would be denied the opportunity to attend. Whilst you could argue this is the right way to go, we have a set way of selling which makes this difficult to just change.
- 3.25. IA said for every junior and young adult the Club makes available, we would need to turn someone else away. Whilst many agree that the Club needs a younger fan base that will support the Club for many years to come, there are also fans that support the Club now and have qualified to attend games from the various schemes that the Club promotes.
- 3.26. BH said that it's all about creating the right balance. Decisions made some years ago, have swung the balance against young people, and more towards adults. All we are saying is can we try and re-address that balance where possible. We appreciate that a redeveloped Anfield will help, and probably resolve many of the issues raised.
- 3.27. BH continued by saying that it is a welcome step that the Club is addressing the situation of juniors paying adult prices, and extending the attendance of juniors and young adults at cup games. But the Club should also consider

making any returned tickets for the exclusive use of junior and young adults. Similar with the away allocation that is not taken up by visiting fans, some of these tickets could be made available for the exclusive use of juniors and young adults.

- 3.28. BHo said that the Club has come along way in a short time in how it prices its tickets. The issue of pricing and creating the right balance is debated at length internally and the Club recognises that it has further work to do. These meetings with the Committee influence our position, and what we now do with returned tickets will form part of our internal discussions.
- 3.29. BH asked if the Club would consider inviting existing sponsors to subsidise tickets for younger supporters, such as a children's area sponsored by Dunkin Donuts?
- 3.30. BHo said that there is a process that the Club goes through with each partner and potential partner so the sponsor is clear about what they are purchasing from the Club. Depending on who the partner is, it could include many dimensions to the partnership agreement. If the Club diverts sponsorship revenue to subsidising tickets, there is a risk that the Club will be worse off as a result. Consequently, the Club needs to find incremental revenue from a partner, for example, making every £1 of sponsorship revenue equal £1.50 after enhancements have been taken into account. These discussions are currently taking place, but it's a long process and one the Club is committed to succeed at.
- 3.31. LW asked if the Club would consider engaging with local businesses for them to sponsor on a smaller scale to the big sponsorship arrangements that are currently in place. For example, the Club could engage with a local business to subsidise child tickets. BHo responded by saying that the Club is happy to engage with any potential sponsor, but the arrangement has to be right for both the Club and partner concerned.
- 3.32. IA said that of late the Club has seen instances where individual fans or fans groups have attempted to have a direct dialogue with sponsors. There is nothing good about this, and it is counter-productive. Fans advising sponsors on what they should do with their sponsorship money and how to renegotiate their contracts does not help the Club or its commercial relationships.
- 3.33. BH reiterated his point that the more the Committee is seen to be engaging with the Club and positive results are achieved, there will be less inclination or instances of fans taking matters into their own hands, whether this is contacting sponsors directly, or by boycotting the purchasing of Club products and memorabilia.
- 3.34. LWo asked: The Club has introduced different levels of membership within their members' scheme but has not introduced a 'family' level. Many organisations understand the financial difficulties placed on families and provide for this through discounted schemes. Will the Club, therefore, look at introducing a reduced 'family' membership level to cover the various make up of families, i.e. a maximum of two adults and three children per family membership?
- 3.35. SR responded: Over the past five or six years, the Club has taken a look at family membership. One of the challenges the Club has is clearly defining what a family is. So, from a proposition perspective, what you give family members becomes a real challenge. For example, the number of membership

cards, souvenirs etc. That said, the Club will review price promotion for families, or households.

- 3.36. LW asked: As tickets are becoming more and more expensive and unaffordable to many, will the Club look to lower the costs of the membership light level?
- 3.37. SR responded: What the Club has attempted to introduce is a range of membership options to meet the varying needs of the fan base. The majority of members do take full membership. All members have an equal opportunity to purchase tickets through the general sale. Approximately 25% of the official members are at the light level.
- 3.38. SR continued: The Club has 8,000+ tickets available at each game for members. If you compare that to other leading Premier League clubs, the Club has more tickets available to members than any of our comparable or benchmark clubs. Manchester United and Arsenal appear to have more members searching for a smaller number of available tickets.
- 3.39. SR continued: Not only do light members have the opportunity to apply for tickets for the 19 league games each season, but they also have the opportunity to join the auto-cup scheme as well. The Club continues to look at giving members more access to tickets, within the constraints of the limited number that we have available.
- 3.40. PD said: The Club needs to be careful what it does with its membership scheme so that it doesn't become a closed shop. The Club is working hard to ensure that the pricing, availability and accessibility are right. It's important to reward loyalty, but we also need to give everyone a chance to come and see the team play.
- 3.41. BH said that a further discussion is needed, but the crux of the question is that there are a percentage of members who particularly favour the light option as opposed to the various other add-ons that come with full membership. They are only members because they want access to tickets. Therefore, when the Club looks at re-evaluating the membership scheme, we would ask that you take into consideration that the add-ons are not as favourable to some as they are to others.
- 3.42. PD said that it's important to note that when fans say they couldn't get tickets, it's usually for just two or three games. For example the game against Norwich was on sale for nearly three months. It is difficult to get a ticket for Manchester United, Arsenal or Chelsea, but it is not the case for the less popular fixtures. The perception is that you can't get tickets, but this is not the case. It was agreed that LW and LWo would meet with PD and SR to discuss further.
- 3.43. RP asked: Can the Club re-introduce a 0151 number option as a contact number? Many supporters have to use their mobiles in order to telephone for tickets, which can be very expensive.
- 3.44. GD responded: The Club has initiated a project to improve the overall telephone experience for fans. Part of this includes the consideration to move to a 0151 telephone number. The Club will be inviting tenders for various telephone systems and the plan is to have dialogue with the Committee on what progress is being achieved.

- 3.45. MS asked: Can the Club look at having an International ticket price? It's probably not simple, but for fans purchasing from overseas they'd like to book a stadium tour, museum visit, etc. at a reduced price. Some fans have contacted me and would like to have a whole Anfield experience when coming from afar.
- 3.46. PD responded: The short answer is yes. It will require some cross departmental discussion, but there is no reason why a 'package' option including stadium and museum tour, plus ticket, can't be put in place as you suggest.
- 3.47. AB asked: Liverpool supporters who travel away suffer from the effects of categorisation, which is seen as unfair to the loyal fans who wish to give the team their support on their travels. Will the Club seek to agree reciprocal deals with other PL clubs to remove categorisation for away fans? Furthermore, will the Club look to remove categorisation altogether for all home games?
- 3.48. PD responded: I doubt anyone from the Club would disagree with what you are suggesting. Categorisation was originally introduced to help sell the less popular fixtures. However, the argument for keeping it is no longer a compelling one. The Club introduced the six-tier pricing in advance redevelopment of the stadium. Moving forward, the Club would like to extend the tiering structure to include 12/13 price options. It would mean the best seats may become more expensive, but there may be many more cheaper seats as well.
- 3.49. PD continued: Over the last two years, the Club has been positioning itself to be ready for the stadium re-development and the next logical step is to remove the categorisation of games but for that to work the Club needs both the physical space to move supporters who want to move but also the range price wise to make it work. We can continue to stretch prices but cannot really make the bigger changes until we have clarity on the stadium. The redevelopment of the stadium presents the ideal opportunity to effect this change and move to a simpler and fairer system, across the whole stadium and not just the redeveloped parts.
- 3.50. JB asked if there was news on any reciprocal deals with other football clubs in the Premier League. PD responded by saying that the Club intends to speak with other clubs during the summer and determine what, if any, deals can be put in place.
- 3.51. DM asked: The additional fees imposed when purchasing tickets often fluctuates and angers fans given the already expensive cost of tickets. They are also indiscriminately applied. Will the Club look to remove such fees?
- 3.52. PD responded. Members don't pay fees for league games and supporters in the auto-cup scheme also do not pay fees. The Club is charged up to 1.5% in credit card transaction fees, and absorbs the vast majority of these costs itself. Any fees that are levied are only going towards covering the credit card transaction fees that the Club is left with. The Club made a loss last year of approximately £300,000 between what it is charged by the credit card companies and what the Club recovers from fans.
- 3.53. AN said: That the Club was doing well with its overall business strategy, and now appears to be sustainable. The commercial revenues are wonderful. But one thing the fans are asking for is for the Club to look at the balance, and

not comparing Liverpool fans with those who support other clubs, for example Chelsea. Liverpool fans are not as affluent as other supporters of other clubs.

- 3.54. AN continued: Affordability is a key issue for many Liverpool fans. We are not explicitly asking for cheaper ticket prices, but would like you to address the value for money that is being received. At the moment the fees and charges being applied don't represent value for money.
- 3.55. AN continued: The television revenues are increasing and commercial sponsorship is also increasing, but the fans are not seeing the value from any of that. The Club is not in the Champions League and not competing with other clubs in the transfer market. We would therefore ask that you consider the value for money that fans are currently getting from supporting their club.
- 3.56. AB tabled some additional questions for the Club to consider on completion of the meeting. These questions were generated from the open forum with fans on 07/02 and the Committee feels duty bound to table them:
- 3.56.1. LFC hide behind saying that the club needs to be competitive, but can you ask them what does competitive mean? Who are we competing with and how is this measured? We need a definition of what they mean by 'competitive'.
- 3.56.2. How does the club decide on the categories A, B & C? The belief is that this is based on supply and demand.
- 3.56.3. Last season the ticket price increase covered 1% of the player's wages bill. Have the players been asked if they will subsidise any increases in ticket prices, as their wages increase?
- 3.56.4. What, if any, are the increases next season going to be based on? Inflation or average wage increase? The wage increase is the best RPI as this is the money that people have in their pockets.
- 3.56.5. Why doesn't the Club develop its own model for selling tickets? Don't copy everyone else, but lead the way.
- 3.56.6. Will the club enter into an open and honest dialogue about this?
- 3.57. BH said: Some of the above questions have been addressed already, but where they have not, and/or additional information can be provided, we would ask the Club to respond as soon as possible. The Club likes to promote itself as being unique and the fans do too. The fans want to feel valued and they consider this not to be the case currently.
- 3.58. BH continued: We would therefore ask that you show the fans that you care, are radical in your approach, and don't necessarily copy the approaches adopted by other clubs. Ideally, the fans would like a reduction in ticket prices, if not a price freeze on the current prices. We would also ask you to consider season ticket holders, who currently feel undervalued. We discussed the issues surrounding juniors and young people. We feel if the Club can make some progress in these areas, it will be well received by the fans we represent.
- 3.59. BH continued: For us to continue to develop the trust that we have built up between the Committee and other fans groups, we need the Club's support and help to ensure that the positive messages reach the fans. We have to be

seen in the eyes of the supporters as a credible group. There have been positives that have come from today's meeting, so we need to ensure that these messages reach the fans. This, in turn, will help us when we next meet with fans groups, as they will be better informed of the positive contribution the Committee is making.

- 3.60. IA said that only last week, he, BHo, PD spoke with Tom Werner and John Henry on the telephone. The issues that have come up in this meetings, particularly around ticketing, gets our attention and forms part of the dialogue that we have internally. Although it might be premature to say, there is no doubt that some of the actions that we take during the summer will be on account of the discussions we have had today. It is incumbent upon the Club to make this clear to the fans, that some of the positive changes that have taken place at the Club are a direct result of the dialogue the Club is having with the Committee.
- 3.61. Tom Werner (TW) said: The Club is sensitive to the experience that fans receive. We appreciate the uniqueness of being a Liverpool supporter. It's very different from being a Chelsea supporter. It is important to get some deliverables from these meetings, so that the dialogue we are having produces results. We are moving in the right direction.
- 3.62. TW continued: There has always been from the very beginning a sense that we want to under promise and over deliver. There will be actions that take place on the basis of this dialogue and you should all be very optimistic about the team that is in place at the Club who are sensitive to these conversations.
- 3.63. TW continued: Kenny Dalglish is taking an active role with the Club and he thought that it would be helpful for him to attend and hear the dialogue between Club and Committee. He also embodies the spirit and heart of Liverpool Football Club.
- 3.64. Kenny Dalglish said: The meeting had been educational for him. Everybody who represents the Club can't always get everything they want. There's no blank sheet of paper. The very fact the Tom and Ian and others from the Club are here today, gives the Committee a huge amount of credibility. There will always be skeptics out there that want something themselves, rather than for the benefit of everybody else. But if everybody has it in their mind that they want to help the majority of Liverpool fans will benefit. The Club has always valued the fans, and always will.

#### **4. Any other business:**

- 4.1. PA said: He had been asked by a great number of LGBT fans in the run up to the Olympics whether LFC will support Article 6 of the Olympic Charter which states that any form of discrimination with regard to a country or person on the grounds of race, religion, politics or gender, or otherwise is incompatible with belonging to the Olympic movement. IA responded by saying: Absolutely.
- 4.2. BH said: This matter relates to the crowd control issue that took place on 28/01 when Liverpool played Everton. There was a situation that developed and the City Council and Ground Safety Advisory Group are currently investigating it. The results from which are expected in due course.
- 4.3. BH continued: The Club issued a response to any supporters who raised this matter with them, but the Committee feel this response could have been

better worded, stating that an investigation into the incident would be taking place, the outcome of which would be to try to ensure there is no repetition as fans safety is paramount.

- 4.4. IA said: For every game played at Anfield, there is a pre-match review. AP issues a document to all executives of the Club setting out every step the Club has taken in advance of the game. After each game, the process is repeated with a post-match review. That incident, regardless of any independent inquiries, will be subject to a review by the Club. Coincidentally, at that particular game, representatives from FA Licensing Authority were in attendance. But it would be inaccurate to state that the Club only reacted because the City Council launched an inquiry. Liverpool Football Club conducts its own internal reviews before and after every game, irrespective of whether there are incidents or not.

#### **5. Key actions for this meeting:**

- 5.1. Committee to provide IA with a list of all outstanding actions from previous meetings and Club to ensure these and future actions are dealt with in a timelier manner. [2.10]
- 5.2. Club to consider making the tickets for wheelchair bays the cheapest in the stadium. [3.19]
- 5.3. Club to consider providing a direct debit facility for season ticket holders. [3.12]
- 5.4. Club to consider what discount is appropriate for seats with a restricted and severely restricted view. [3.16]
- 5.5. Club to consider making provision to help fans affected by the inclement weather, such as providing paper towels and issuing ponchos. [3.17]
- 5.6. Club to consider making any returned tickets, or unused away allocations, for the exclusive use of junior and young adults. [3.27]
- 5.7. Club to consider a price promotion for families, or households. [3.35]
- 5.8. Club to meet with LW and LWo to discuss the various membership options, including, light, full and family. [3.42]
- 5.9. Club to introduce a 0151 contact number. [3.44]
- 5.10. Club to introduce a whole of Anfield experience, particularly for international fans. [3.45]
- 5.11. Club to speak with other clubs during the summer and determine what, if any, deals can be put in place. [3.50]
- 5.12. Club to review and answer the additional questions tabled towards the end of the meeting. [3.56]