



Supporter Charter

2017/18

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Liverpool Football Club Information Charter 2017/18

For 125 years since its formation in 1892, Liverpool Football Club always has - and continues to - enjoy a unique relationship with its loyal and dedicated supporters. It recognises and respects the invaluable contribution made by each and every one of them to the ongoing success and longevity of this historic Club.

We're proud of our relationship with our fans, we always endeavour to be open and accessible, and we constantly strive to improve supporters' matchday experience.

This season we're celebrating a significant milestone on our journey as Reds and we thank you for being part our story and the world's greatest football family.



Welcome to Anfield

The Matchday



Liverpool Football Club
Anfield Road
Liverpool
L4 0TH



FAN ZONE AREAS:

Liverpool FC is proud to be able to offer something for everyone on a matchday. For the 2017/18 season LFC are proud to continue with their Fan Zones.

The Fan Zone in Paisley Square is located off Walton Breck Road and the Family Park is located on Anfield Road. These areas are pre-match entertainment zones designed with supporters in mind. In addition to being a place for families to congregate before matches, they also provide fans with live entertainment, including giant media screens.

Liverpool FC aims to achieve the very best matchday experience in every aspect, with the enjoyment and health and safety of supporters being the Club's utmost priority. Any fan visiting Anfield for the first time, attending a match or wanting more information about how to plan their visit to the ground can visit the '[Fan Experience](#)' page for more information.

Plan your route in advance. LFC, Merseytravel and transport operators have been working together to help make matchday travel more convenient for supporters heading to the stadium. We encourage the use of public transport.

Ensure that you arrive at the ground in plenty of time to enjoy the pre-match build up and to allow enough time for any

necessary security checks which may include random searches when entering the ground. Bringing bags to the stadium is actively discouraged. However, fans arriving at the stadium with a small personal bag (i.e. handbag/medical bag) should expect this to be searched and tagged before entry.

Bringing a bag may delay your entry and in some cases may lead to non-entry to the stadium. Please do not bring large bags or luggage (such as rucksacks/briefcases/suitcases/suit bags etc.) to Anfield as they cannot be brought into the stadium.

We would also recommend that supporters print off a '[Visiting Anfield Guide](#)' ahead of their visit.

Fan Zones provide great pre-match build-up and excitement outside of the stadium and onto the surrounding concourse to bring supporters together. Liverpool FC welcomes both home supporters and visiting supporters to these areas

Ticketing Information:

Buying Tickets

Through the renovation of the Main Stand, the Club's current capacity has risen to 54,074, although on occasions this can be reduced with certain seats becoming unavailable for public sale. For the majority of games at Anfield, demand for tickets significantly exceeds supply, with almost every fixture selling out well in advance of the actual day of the game.

[Click here](#) for the 'How to Buy a Ticket' guide and for more information regarding ticket sales.

[Click here](#) for the latest ticketing information.

[Click here](#) for information regarding Season Tickets.

[Click here](#) for information regarding the Ticket Exchange Scheme.

[Click here](#) for information regarding for the Auto Cup Scheme.

[Click here](#) for match ticket prices for season 2017/18.

[Click here](#) for hospitality packages.

[Click here](#) for official matchday packages.

[Click here](#) for terms and conditions.

[Click here](#) for the latest ticketing FAQs.



Behaviour at Anfield

Breach of Ground Regulations and Ticket Conditions of Issue

Anfield is famous not just for the passionate atmosphere but also for its warmth and welcoming to people of all backgrounds. Liverpool FC strives to maintain Anfield's safe and welcoming atmosphere.

When you attend a match at Anfield you must behave in accordance with the Premier League's Ground Regulations and Liverpool FC's conditions of issue of home tickets, Membership and Season Tickets.

Failure to comply with any of these terms could result in ejection from the stadium and, in some cases, a ban from Anfield. Where behaviour may be a criminal matter,

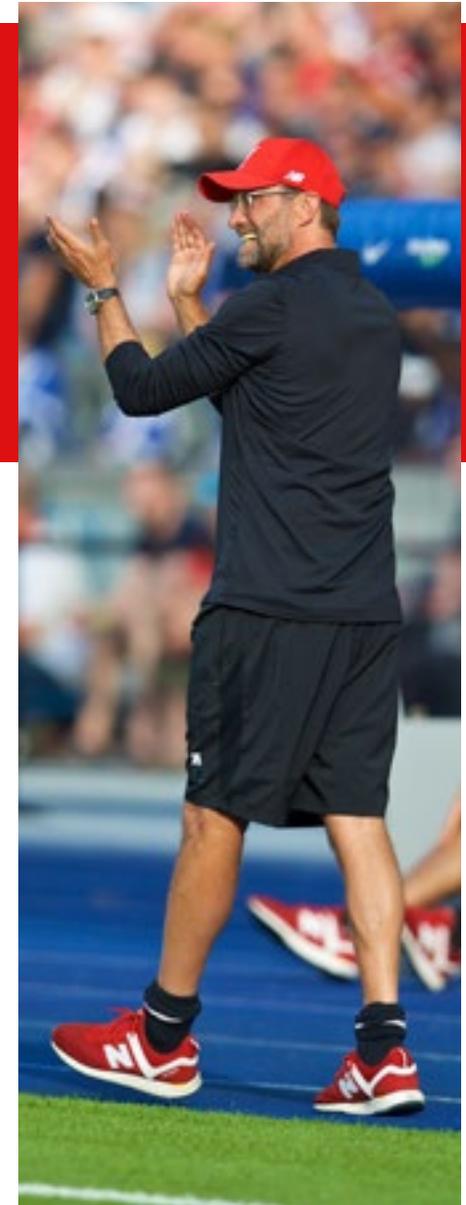
Liverpool FC will fully support the police in their enquiries and any subsequent prosecution. Liverpool FC will also support any fan who reports poor behaviour or an incident while at Anfield.

Prohibited Items

The following items must not be brought within the Ground - knives, fireworks, smoke canisters, air-horns, flares, weapons, dangerous or hazardous items, laser devices, bottles, glass vessels, cans, poles and any article that might be used as a weapon and/or compromise public safety. Any person in possession of such items will be refused entry to the Ground.

Fan Sanctions

Liverpool FC seeks to enforce the Ground Regulations and Ticket Conditions of Issue robustly but fairly. We will consider each case on its own basis and appreciate that no two cases are the same. The table below indicates the level of sanction a fan can expect in relation to particular breaches of the Grounds Regulations and Ticket Conditions of Issue. Please note that this is for guidance only and the Club may suspend a fan's account while an investigation is taking place.



Offence	Ejection from Stadium	Written Warning	3 Match Ban	6 Match Ban	Season Ban	3 Season Ban	Lifetime Ban
Unacceptable conduct Persistent standing, visiting supporters in home areas	●	●	●				
Discriminatory behaviour or language Racist, homophobic, anti-Semitic, anti-disability language, offensive chanting or abuse	●				●	●	●
Disorder Fighting, physical assault	●			●	●	●	●
Use of pyrotechnics	●		●	●	●	●	
Missile throwing Throwing of objects (including coins and alcohol/drinks) in the stands, on the concourses or onto the pitch	●		●	●	●	●	
Pitch incursion At any time	●		●	●	●	●	
Abuse/aggression towards LFC staff Verbal or physical abuse	●		●	●	●	●	●
Drunk inside the stadium On concourses, in stands and/or hospitality areas	●		●	●			
Drinking alcohol in view of the pitch In stands, marked concourse areas, hospitality areas with a view of the pitch	●	●	●	●			
Persistent foul and abusive language Towards players, staff, fellow supporters home and visiting	●	●	●	●	●		
Ticketing Touting, misuse of tickets, misuse of concessions	●	●	●	●	●	●	●
Smoking / E-Cigarettes Non-compliance in Stadium	●	●	●	●			

Appeal Process

The Club considers each decision to impose a sanction carefully and bases its decision on available evidence. However, Liverpool FC recognises that there may be instances where the Club's decision may have been incorrect or too severe.

If you have been subject to a sanction, you can appeal the sanction by [contacting us](#) and setting out the reasons for your appeal.

Please note that your appeal must demonstrate why the Club has imposed a sanction incorrectly (by reference to the Ground Regulations and Ticket Conditions of Issue) or why there are reasons that you were not responsible, or should bear less responsibility, for the incident in question.

The Club will acknowledge your appeal within five working days of your email or letter. You can expect to receive a final decision relating to your appeal within 28 days of our acknowledgement. There is no right to appeal a final decision.

Please note that the Club may exercise its rights under the Ground Regulations and Ticket Conditions of Issue independently of any police investigation or prosecution. The Club is not obliged to follow the findings of any police investigation or prosecution, but it may use the findings to advise its own decision.



Melwood Training Ground

Melwood is the training ground of Liverpool FC, located in the West Derby area of Liverpool, it has been the Reds training ground since the late 1950s. Legendary manager Bill Shankly helped to transform the training ground in to a top class training facility, players would change at Anfield before getting the bus to train at Melwood.

In January 2001 Liverpool FC started work on the Millennium Pavilion, a modern facility for players and coaches, designed in part and heavily influenced by former manager Gérard Houllier, with some of the best facilities in Europe.

Jürgen Klopp and his backroom staff are based at Melwood with facilities such as synthetic pitches, rehabilitation rooms, press and meeting rooms, gymnasium, swimming pool, restaurant and recreational facilities available.



Liverpool FC Academy

Liverpool FC Academy is committed to nurturing and developing young football talent with the aim of shaping its players to become elite players.

The Academy was created in 1998, is based in Kirkby, Liverpool and trains players from Under 6 level through to the Under 23 squad. Alex Inglethorpe is the current Academy Director with Neil Critchley and Steven Gerrard managing the Under 23 and Under 18 teams respectively.

A whole host of stars have progressed through the Academy to the first team including players such as Jamie Carragher, Steven Gerrard, Robbie Fowler and Michael Owen.



Liverpool Ladies FC

Liverpool Ladies FC, were formerly known as Newton Ladies in 1980s, before changing their name in 1995. In 2013 Liverpool Ladies FC became a full-time professional team. Following its rise to professional status, the side won the league later that year for the first time in the Club's history before retaining their FA Women's Super League title in 2014. The Reds also competed in Europe's elite competition, the UEFA Women's Champions League in 2014 for the first time ever.

Liverpool Ladies FC also run a reserve side in the Premier League Reserve Mid/North Division One and a Centre of Excellence which has U9, U11, U13, U15 and U17 teams.

The current side is managed by Scott Rogers and includes a whole host of top class internationals such as England trio Siobhan Chamberlain, Alex Greenwood and Casey Stoney.

In April 2017 the Ladies signed a new shirt sponsor independent of the men's team in Avon; this is the first female-focused brand to sponsor a premier ladies football team

Rogers' side are a full time professional team that train and play their matches at the Select Security Stadium in Widnes. For more information regarding the Liverpool Ladies FC, please [click here](#).



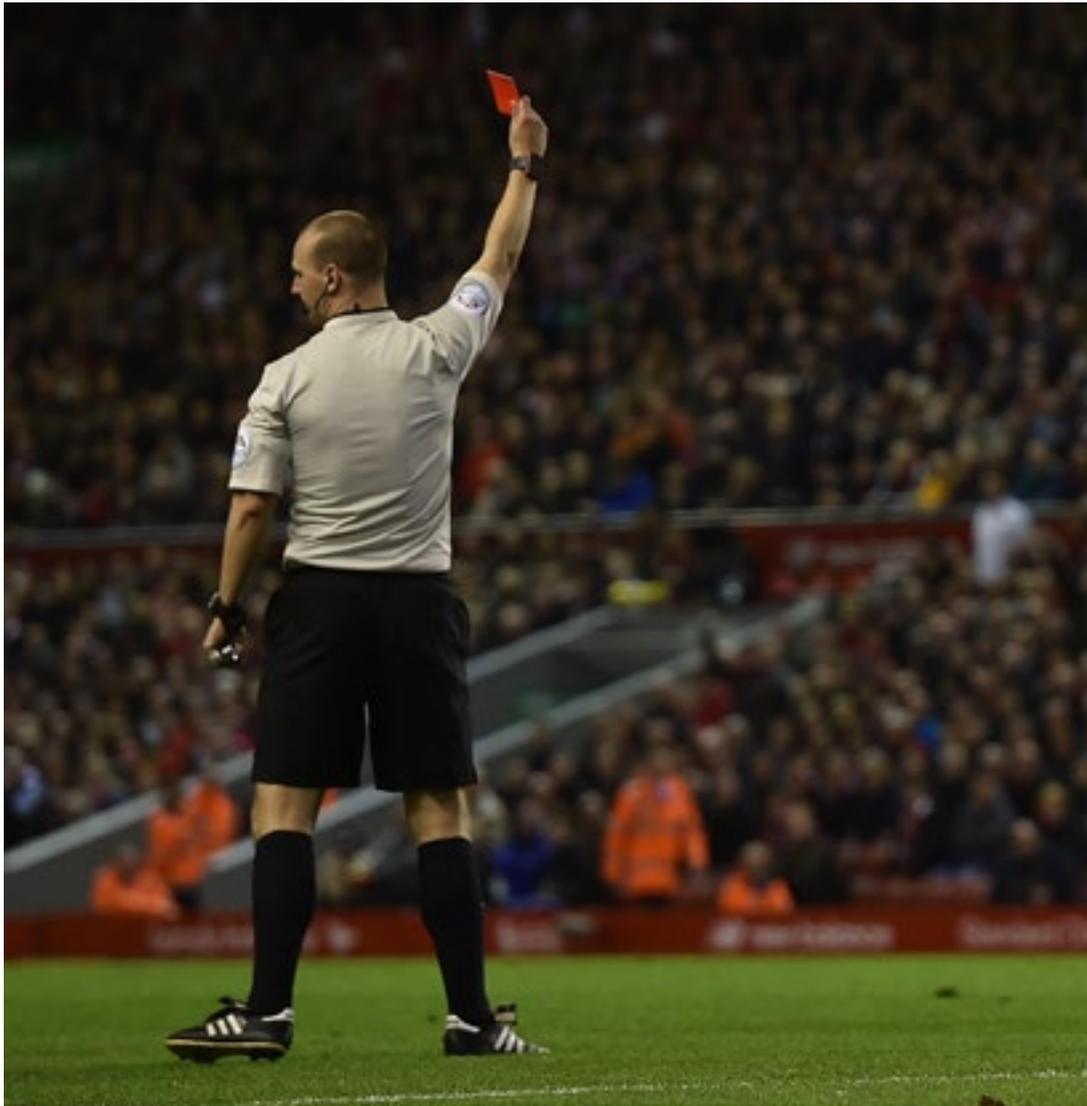
Liverpool Girls Centre of Excellence

The Liverpool Girls Centre of Excellence provides progressive coaching and training within the North West. Training is given to talented female footballers from some of the best youth coaches in the city. Further to this, an education of leadership, sports psychology, injury management, fitness and nutrition is also given to players offering further opportunity, knowledge and guidance. The purpose of FA Centres is to identify players of outstanding ability and place them in a technical and educational programme designed to produce excellence in conjunction with personal development.

The FA Girls Centre of Excellence is embedded into the female player pathway with talent identification days throughout the National Fixture Programme which enables England Scouts to watch the best girls from all over the county. The centre currently has teams within the Under 9, Under 11, Under 13, Under 15 and Under 17 age categories. The main emphasis is on player development in the hope that many of our girls will continue to make great strides towards the elite women's game with our Development Squad and First team and also gain international recognition.



Equality, Diversity & Inclusion



Liverpool Football Club is committed to providing a great experience to its supporters across all service areas regardless of an individual's background or personal circumstances. We expect supporters and customers to be committed to this too and to adhere to the Club's rules where applicable. Wherever possible, the Club will take steps to ensure the environment is free from abusive or discriminatory behaviour in whatever form it may take and will continue to develop this so that as many people as possible can access the Club and its services in whatever way they want. Liverpool FC will do this by:

- Ensuring any discrimination and/or breaches of the Club's rules are dealt with in accordance with Club policy and referred to law enforcement agencies and partner organisations, where necessary;
- Providing facilities to report inappropriate or discriminatory behaviour. You can report any such behaviour on a matchday via SMS on [+447479638022](tel:+447479638022) or you can raise your concerns with a steward; either option may allow us to take immediate action at the time where appropriate. Alternatively, you may report your concerns at a time more convenient for you to Liverpool FC direct via [email](#) or to Kick It Out [here](#).
- Providing facilities and services which meet your requirements as much as possible. For example, our facilities and services include a faith room, halal and kosher catering and a variety of accessible facilities;
- Training staff to enable them to deliver the services you require;
- Listening to what you have to say in order to improve what we do and working closely with Liverpool FC Disabled Supporter's Association and the Supporters' Committee;
- Raising awareness through our communication channels, initiatives on a matchday, in the community and at other times with partner organisations such as Kick It Out and Show Racism the Red Card.

We hope that you will appreciate and embrace these measures to ensure we achieve our aims and make Liverpool Football Club the welcoming environment we believe it to be. We would be delighted to hear from you about your experiences and if you have any feedback to help us to further improve our services we welcome you to [contact us](#).

Additionally, Liverpool Football Club has a dedicated Equality and Diversity Advisor, Simon Thornton, who you can contact with any queries you may have in this area on [+44 \(0\)151 432 5678](tel:+441514325678) or Simon.Thornton@liverpoolfc.com.

Safeguarding

Liverpool Football Club recognises the importance of safeguarding vulnerable groups who may be at risk, and believes that all vulnerable groups and individuals have the right to access Club services without risk of harm, abuse, or maltreatment. Liverpool Football Club believes that within the provision of all Club services, Safeguarding Matters and the principals of safeguarding will be given the appropriate and due consideration within all services operated across the Club.

Liverpool Football Club are audited every season by the Premier League where criteria and outcomes are aligned to national minimum safeguarding standards. Liverpool Football Club have also recently contributed toward the Premier League achieving an Ofsted outcome of "Outstanding" across each area.

We have taken a number of industry leading steps to address safeguarding on a match day, an aspect of this involves the provision of home and away Young Fans wristbands, which can be obtained from any steward or member of fan support, these assist with reuniting lost children and identifying their accompanying adult quickly. This aspect is complimented by embedding a trained and designated safeguarding network of stewards, hospitality, fan support and ticketing staff, who are there to assist and advise on safeguarding concerns in and around the stadium, the Safeguarding stewards are identified by a purple safeguarding steward armband.

Any individual who has concerns related to safeguarding on a match day are advised to contact a designated safeguarding steward, match day steward, or any member of staff at any other LFC provision without delay. Individuals may also contact the LFC Safeguarding team via email safeguardingmatters@liverpoolfc.com





Disabled Supporters

Liverpool Football Club is proud to have been awarded the number one position for accessibility by Visit Football for the fifth year running. Liverpool FC is committed to ensuring all of our disabled supporters have a great matchday experience. We provide assistance for all disabled supporters and their personal assistants. Every Club steward is trained on disability issues to help and assist disabled supporters (both home and away supporters) who attend games at Anfield. Tickets for wheelchair users, ambulant supporters and their personal assistants are available from the Ticket Office. There is a wheelchair accessible low level counter available for all disabled supporters. Details of ticket prices can be obtained from the [accessibility web page](#). Disabled supporters applying for tickets will be asked by the Club to provide documentation to confirm eligibility and their level of support required.

Wheelchair Users

The stadium has availability for up to two assistants to support each wheelchair user. Wheelchair users places are situated in the Kop, Main Stand, Kenny Dalglish Stand and Anfield Road Stand with full disabled access into and out of the stadium as well as access to disabled toilet facilities and catering facilities.

Ambulant Supporters (Including Visually Impaired Supporters):

Ambulant supporters are generally situated in the Main Stand, with full disabled access into and out of the stadium. Ambulant disabled supporters Seats are available at various positions throughout Anfield. Ambulant disabled supporters have availability for one personal assistant.

As part of the Club's commitment to improving accessibility at Anfield and the matchday experience for disabled/ ambulant supporters it also provides:

- Changing places facilities in the Kop and Main Stand;
- Hearing loops fitted in various locations of the ground including the Ticket Office, Club Store, and selected catering stations within the ground, all of which are clearly signposted;
- Headsets with full commentary will also be provided upon request for visually impaired supporters;
- Matchday programmes are available in alternative formats;
- Improvements made to the Club website to enable a simple ticket purchase experience for visually impaired fans;
- Lower level counters fitted in bars and kiosks with dedicated serving staff provided;
- Waited service for disabled fans seated in the Kenny Dalglish and Main Stand who wish to remain in their seat during the game;
- Training and development provided for all staff including the Premier League Open for Business training.
- Dedicated Disability Access Stewards added to the team for disabled supporters



Further details of our facilities and your trip to Anfield can be obtained from the [accessibility web page](#) and our [accessibility guide](#). We would be delighted to hear from you about your experiences and if you have any feedback to help us to further improve our services for our disabled supporters please contact us at disability@liverpoolfc.com

Social Responsibilities



Club

Liverpool Football Club is dedicated to being a good neighbour. Whether that is engaging people in Liverpool FC's local or global communities, we are committed to supporting fans, schools, community organisations and grassroots football to inspire positive and lasting change in people's lives. We believe in bringing communities together and raising aspirations because the LFC family deserves the best opportunities in life.

Red Neighbours

Red Neighbours was borne from the Club's desire to be a good neighbour to local people in the Anfield community. An extensive consultation was carried out with the Anfield community including: 60 community leaders, councillors, head teachers, community councils and residents to help identify the local needs.

As a result of the research, four key areas of focus were identified: food poverty and education, the elderly community, creating a physically active community and making memorable experience for young people.

- To work towards alleviating food poverty whilst increasing education around cookery skills and healthy eating on a budget
- To reduce barriers to social inclusion for our elderly community and increase opportunities to meet like-minded people
- To encourage a physically more active community
- To offer memorable experiences for young people; creating lifelong memories, resilience and positive experiences from which to build upon

For more information about the work the Red Neighbours carry out in the Anfield community please contact us on:

www.liverpoolfc.com/contactus

or follow us on Twitter: [@Red_Neighbours](https://twitter.com/Red_Neighbours)





Foundation

THE CLUB'S OFFICIAL CHARITY

LFC Foundation is the official charity of Liverpool Football Club.

Being part of LFC means being part of the greatest football family in the world. We look out for each other, and particularly those who are in need.

Building on the Club's work in the community over the past 30 years, the charity was formed in 2010 as a financially independent organisation to harness the power and passion our fans and supporters have to improve the lives of others. We organise our resources into four key areas:

- Raising vital funds to support our work
- Delivering high quality programmes
- Supporting strategic charity partners
- Inspiring fans and the LFC family to take action

The LFC Foundation's mission is to create life changing opportunities for children and young people in Liverpool and beyond. We do this by delivering a wide range of programmes and partnerships which focus on improving the health and life chances of young people. We currently work with over 3,000 individuals every week and with the support of the LFC family, we can help even more.

The LFC Foundation is committed to making the biggest difference possible to the lives of those who need our support, and in addition to delivering our own programmes we also work in partnership with three local charities and non-profit organisations: INTO University / University of Liverpool, Liverpool School of Tropical Medicine and Alder Hey Children's Charity.

You can find out more about the impact the LFC Foundation makes by visiting www.liverpoolfc.com/foundation and by following us [@LFCFoundation](https://twitter.com/LFCFoundation)

The LFC Foundation is an independent charity registered in England & Wales with The Charity Commission, Charity Number: 1096572. Registered Office: Anfield Road, Liverpool, England L4 0TH.



Head of Club and Supporter Liaison

In keeping with the club's ongoing commitment to provide fans with the best possible engagement process, from season 2017/18 Liverpool FC has introduced the new role of Head of Club and Supporter Liaison. The role, gives supporters a range of opportunities to engage with the Club, both formally and informally, with the aim of improving communication between all parties.

The Head of Club and Supporter Liaison will chair, co-ordinate and manage five new fan forums while informally establishing an ongoing dialogue with fans and supporter groups through social media.

Fan forums:

Five new fan forums have been created to focus on issues highlighted by fans during extensive research carried out by Populus last autumn. These forums will centre on ticket availability, ticket prices, the stadium, local supporter engagement and equality and diversity. Each of the fan forums will be made up of between 8-12 supporters with one seat being reserved for the Liverpool Supporters Trust (the Spirit Of Shankly), and one seat for a member of the previous Supporters' Committee.

There will also be an annual Fan Summit hosted by LFC's new Chief Executive Peter Moore. Club directors, senior officials and supporters who are members of the fan forums will be invited to attend the annual summit to be held at Anfield, either in person or via video call facilities.

Supporter Liaison Officer

Liverpool Football Club has enhanced its supporter liaison operations to provide Reds fans more support, particularly around away games. To help improve communications between supporters and football clubs, UEFA introduced a licensing requirement in the 2012/13 season for all clubs across Europe to appoint a Supporter Liaison Officer (SLO) to ensure proper and constructive discourse between them and their fans. The Premier League also introduced a requirement in the 2012/13 season for every Club to carry out 'supporter liaison' via, for example, a dedicated Supporter Liaison Officer. The supporter liaison role is effectively covered by a number of people within the Club covering the key areas of ticketing, operations, matchday experience and communications. One person is nominated as Supporter Liaison Co-ordinator, who is responsible for ensuring that all SLO communications and feedback are dealt with by the correct department and that the necessary actions are delivered. To contact the Supporter Liaison Officer, [click here](#)

Liverpool Disabled Supporters Association

The Liverpool Disabled Supporters Association (LDSA) is run by disabled supporters for disabled supporters. The LDSA are an elected committee (independent of the Club) who work in association with LFC to help improve the overall experience at Anfield for disabled supporters.

For more information on the LDSA, [click here](#).

Official Supporters Clubs

Liverpool FC fans are famous the world over. They set us apart from every other football club in the world with their loyalty, passion and knowledge. Liverpool Football club has just over 260 Official Supporters Club (OLSC) branches in 84 countries across the world. Our official groups provide hubs to allow supporters to come together and celebrate the club they love. Local OLSC's provide a valuable service to Liverpool FC supporters living in the area they operate. They also provide an excellent way of meeting fellow supporters and like-minded people all of whom are devoted to following Liverpool FC, wherever they live in the world.

OLSC Branches are closely affiliated to Liverpool FC and enjoy many benefits in return for their close allegiance. If you would like to know more or to contact your local supporters Club please [contact us](#)



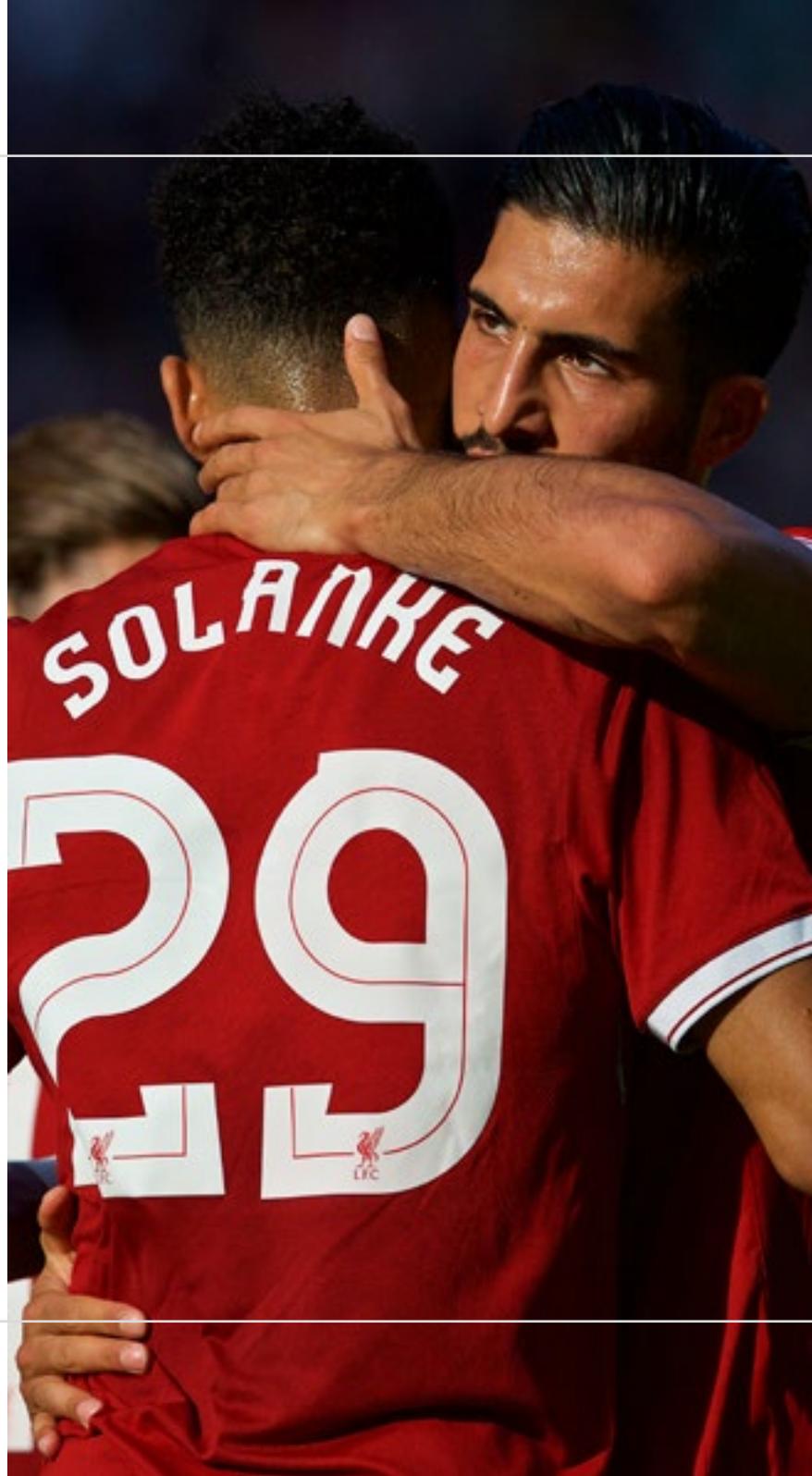
Complaints

Your Matchday:

We find that most complaints can be resolved at the time of the initial problem. If your complaint cannot be resolved on the day or is concerning another matter, please contact us at the main club address - Liverpool Football Club, Anfield Road, Liverpool, L4 0TH - by **email** or call us directly on **+44(0)151 264 2500**. If you do have reason to complain on a matchday, please speak to a steward or a uniformed member of staff.

We will acknowledge receipt of all email and written correspondence and seek to respond to any communication within 10 working days. Should you be dissatisfied with the response you have received or feel your complaint has not been resolved and refers to a Club specific issue, you can escalate your complaint for final resolution to the Club's Customer Services Manager or, if your complaint refers to a particular competition, with the governing body (the FA, Football League, Premier League or UEFA). Should you still remain dissatisfied with these responses, you can escalate the case to the Independent Football Ombudsman (www.theifo.co.uk).

The Liverpool Football Club Charter outlines our principal commitments and policies, including those for ticketing to ensure transparency and accountability.



Contacting the Club

If you have queries on any of our products and services we offer, please visit our [Q&A section](#) of our website.

Alternatively, to contact the Club, please [click here](#)