

MINUTES OF THE 22ST MEETING BETWEEN THE SUPPORTERS' COMMITTEE AND LIVERPOOL FOOTBALL CLUB ON 22 JANUARY 2017 AT ANFIELD.

Representing the LFC Supporters' Committee: Paul Amann (PA), LGBT Supporters; Anna Burgess (AB), Away Fans; Ian Byrne (IB), Family Match Goers; Tony Fitzgerald (AF), Season Ticket Holders and Hospitality; Lee Foley [LF], Official Supporters' Clubs; Karen Gill (KG), Honorary President; Yunus Lunat (YL), BAME Supporters; Katie Price [KP], Disabled Supporters; Matthew Selby (MS), International Fans; Graham Smith (GS), Supporters in the Merseyside Area. **Representing Liverpool Football Club:** Ian Ayre (IA), Chief Executive; Susan Black (SB) Communications Director; Forbes Duff [FB], Red Neighbours Manager; Phil Dutton (PD), Head of Ticketing and Hospitality; Yonit Levy-Sharabi [YLS], Customer Experience Manager; Andrew Parkinson [AP], Operations Director; Scott Richardson (SR), Head of CRM; Andrew Shaw [AS], Head of Fan Engagement and Service Delivery; Simon Thornton [ST], Equality and Diversity Adviser. **Facilitator:** William Montgomery (WM).

1. Welcome and introductions:

- 1.1. WM opened welcomed all present, particularly Forbes Duff [FB] who was attending a meeting for the first time in his capacity as Red Neighbours Manager.
- 1.2. IA and GS both confirmed that there were no apologies from the Club or Committee respectively. GS said that the Committee would ask relevant questions pertaining to the updates received from the Club.

2. Matters arising from the previous meeting:

- 2.1. There were no matters arising from the previous meeting.

3. Update from Liverpool Football Club, including Red Neighbours, the new Main Stand, Anfield Road and Accessible Stadia:

- 3.1. FB gave a short presentation on **Red Neighbours**, a scheme recently launched by the Club. During which time he highlighted some key points:
- 3.2. Red Neighbours is an initiative run by a small team who work in partnership with local residents, schools around the Anfield area, local community groups and club staff who give their time and expertise voluntarily to help support the Red Neighbours programmes.
- 3.3. The team uses the power of the "badge" to create events and experiences that improve the lives of local residents and communities in the Anfield area.
- 3.4. As part of the research, the team held face-to-face talks with over 60 individuals that included key community leaders, councillors, head teachers, community councils and residents within the L4, L5 and L6 postcode areas.
- 3.5. Red Neighbours covers four key focus areas; namely: food poverty and education, the elderly community, promoting a physically active community and creating memorable experiences for young people.
- 3.6. Typical initiatives to support the four key focus areas above include, but not limited to: fans' food banks, the can cook initiative, including pop-up kitchens, pensioners' free Christmas parties, ASCC [Anfield Sports and Community Centre], the young fan ticket initiative and the donated ticket scheme, involving the Club's key sponsors.

- 3.7. Initiatives from October 2016 have included:
- Employee Volunteering Events x 6
 - Player Appearance x 2
 - Young Fan Ticketing Initiative x 450 tickets
 - Donated Tickets x 430 tickets
 - Condolence Letters x 22
 - Mascot Places x 4
 - Melwood Visits and Anfield Tours x 12
 - LFC Carol Service
 - Children's Christmas Party
 - Pensioners' Christmas Party x 2
 - Supported Community Events x 5
- 3.8. Planned initiatives for 2017 include:
- Career Speed Networking Events
 - Employee Volunteering
 - Safer Internet Day – 7th February
 - Mascot Places x 3
 - Melwood Visits & Private Tours for Terminally Ill Fans
 - Young Fan Ticketing Initiative
 - Condolence Letters
- 3.9. GS, on behalf of the Committee, said that fans have been hugely impressed with what the Club is doing and achieving with the Red Neighbours initiative.
- 3.10. IF asked if Anfield could be used as a homeless shelter. FD responded by saying that homelessness is not just restricted to Liverpool, but the Club is aware of the issue and the problems it causes. The Club is looking at the possibility of using the stadium to help ease the burden of homelessness in the City, but can't promise anything at this stage. The Club has regular dialogue with Whitechapel, as the main homelessness organisation for the area. It was agreed that FD and IF would meet to continue the dialogue further.
- 3.11. LF asked about how does the Club take the food banks to the next level. FB responded by saying that the Club is looking at using the 'employee volunteer scheme' to help pack up the parcels, store the food, and help get the message out to those who need help the most.
- 3.12. PA said that building on the theme of education, he is involved with The Workers' Educational Association, which is launching two lottery funded initiatives, one covering digital inclusion and the other covering financial inclusion. They aim to help people stop having to rely on food banks, and address poverty. He asked if we get information, advice and guidance element into the Club's initiatives to refer people to other opportunities that might help transform their lives. FD said that the Club would help signpost people to the various support organisations across the city.
- 3.13. YL asked, as the BAME representative, if the Club was mindful of connecting with the different ethnic and religious communities in the postcode areas covered by Red Neighbours. FD said the Club has made best effort to make contact with all known groups, but if some had not been included to date, Club would welcome having details so contact can be made and the group included in the initiative.
- 3.14. LF asked if FD would like to attend the Mosque in Brougham Terrace, which has become an official partner in the food bank initiative, which is being

- supported by the Liverpool Echo. LF agreed to send FD an invitation.
- 3.15. GS advised FD that the Committee, collectively and individually, will do all it can to help support the initiative of Red Neighbours and would like to be involved in its on-going development, and would be prepared to introduce the initiative to other supporter's groups who can also lend their support in helping the initiative reach its potential.
 - 3.16. In response to a comment from AB about initiatives that take place within her own organisation that help support local communities, such as helping out in young-persons' centres, FD said that he would communicate all forthcoming Red Neighbours initiatives to the Committee so individuals can lend their support according to their interest and relevant skills levels.
 - 3.17. BA asked for an update on the initiative where the Club invited local school children into the hospitality areas to watch an away game. SB said that the Club has a close relationship with the 25 schools in the local area. The feedback from the pilot was very favourable, so it's now a matter of feeding this back into the schools and working out a plan with them as to what they want and expect the priorities to be in the future. There is a meeting that SB will attend in early March, the output from which will be shared with the Committee.
 - 3.18. BA asked for an update on the idea where kids can play a short tournament at halftime with the support of sponsors. FD said this the Club is prepared to consider such activities, but wishes to wait until the warmer months, say, from March onwards. The Manager is keen that the pitch remains in the best possible condition and this precludes, particularly during the winter months, any activities not involving the first team. AP said the issue stems from the fact that the grass does not grow as fast during the winter months, and therefore it is likely to be damaged more easily.
 - 3.19. PA said that in terms of homeless young people, as many as 25% have an LGBT background because their families have often excluded them. They are not necessarily the visible homeless, as they often 'sofa-surf' at the homes of friends. If the Club is working with young homeless, it would be appropriate to look at the other issues and needs they may have, which will include safeguarding issues. FD said that this group had been considered as part of their research and the Club is fully aware of the challenges faced by this group, and that they will continue to be part of Red Neighbours.
 - 3.20. Before moving on to the topic Anfield Road, AP stressed that it would be opportune to talk about the new **Main Stand**. The fan areas of the Main Stand were completed in August/September 2016, and since this time it has been operationally and structurally effective. There are still some developments outstanding, such as the stand not being open to the general public on a non-match day, largely because some of the works are still outstanding to areas for the players, officials and training zone situated under the podium. This programme of works will be completed by the spring.
 - 3.21. AP continued by saying that work is continuing on the development of the new retail store that is being created and is due for completion by August 2017, which will effectively double the size of the existing store. Not only will the new store have additional product ranges and more sales points, it will also have a café, thereby offering a better fan experience.

- 3.22. AP continued by saying that up to the opening of the new retail store, the existing one will remain open. At this time, the existing retail space and other spaces that form part of the temporary structures can be better utilised, and the Club is looking at different options for their use.
- 3.23. KP suggested that the current retail space could be use for as an "accessibility suite" similar to the one available at Old Trafford. Such a facility could give shelter, offer refreshments and provide accessible toilets. With no such facility at present, disabled fans are often required to remain on the bus, particularly during wet weather. AP responded by saying that this would be looked at along with any other options that need to be considered.
- 3.24. AP continued by saying that with so many fans arriving at Anfield several hours before a game, the Club is investigating options for providing covered areas outside the ground to make the match-day experience more pleasant for all, both able-bodied and disabled fans alike.
- 3.25. GS enquired about access to the Hillsborough Memorial, which is currently inaccessible during the day due to on-going construction works. AP responded by saying that the Club would take this matter away and investigate the best option, such as opening the memorial at set times, or displaying notices on how to gain access on an impromptu basis. YLS said the process is in place currently involves fans asking a member of security for access at which point a member of the operations team would escort fans to the memorial. With this process not widely known about, the Club agreed to determine the best solution and communicate it across the fan base.
- 3.26. AP continued by saying that one of the biggest challenges faced by the Club has been the increase in capacity by 8,500 fans, and additional staffing, but without the provision of additional car parking spaces. The extra provision of public transport has helped the situation but more work is still to be done with the service operators to ensure getting to and from the ground is as effective as possible. The Club now has a framework for working with the service operators and City Council and further improvements will be made on an on-going basis.
- 3.27. PA stated that whilst the Club has made provision for getting fans from the stadium to the city centre, more work needs to be done to ensure that appropriate transport is available to get people away from the city centre without the need to rely solely on taxis, such was the occasion following the game that took place on New Year's Eve.
- 3.28. GS said that at the start of the season the Committee was receiving numerous enquiries from disabled supporters about parking provision. It's to the credit of the Club that most of these issues have been resolved and that the very few issues are now being raised. It's important to recognise that steps were taken by the Club to address the very real issues raised by fans.
- 3.29. AP said that once the construction works have concluded the security fencing and gates will be removed which will allow fans to walk from Stanley Park to Walton Breck Road in a more open and accessible environment than it is currently.
- 3.30. In a response to a question from MS, SR advised that the current plan would be to install the Anfield Forever, a walkway of personalised engraved granite stones set in a landscaped area, in the spring. The Club is now at the stage of choosing contractors to install the walkway.

- 3.31. AP said that, in terms of **Anfield Road**, and making a decision it would be based on how well the Main Stand had performed. This is still very much the case. However, the Club has been investigating numerous options with regard to the re-development of Anfield Road and this is similar to the programme the Club undertook with the Main Stand. Each will review different economic and construction models, all of which would need to be in the best interests of the Club. The Club has outline planning consent and is working within the timeframe set therein.
- 3.32. AP continued by addressing the point of **accessible stadia**. The Club is committed to comply with the official guidelines for accessible stadia. The Club has a plan to meet the requirements in terms of wheelchair spaces, a formula based on the attendance within the stadium. All Clubs have a number to meet based on capacity. With Anfield increasing in capacity from 45,000 to 54,000 that means the number of wheelchair spaces would increase. In 2013, the stadium had 100 spaces, but over the years the Club has made additional provision for disabled fans, including accessible toilets, refreshment areas etc.
- 3.33. AP continued by saying that recently the Premier League made a commitment that all Clubs would need to meet the regulations for wheelchair spaces by August 2017. This has given the Club numerous challenges. With the completion of the new Main Stand, wheelchair provision increased to 195 spaces, but with a 54,000 capacity the Club needs to provide 238. The Club is therefore at 85% of the required number and investing how best to meet this provision as soon as possible without the need to redevelop Anfield Road to help meet the accessible stadia requirements.
- 3.34. AP continued by saying that the Club has had discussions with LDSA about the various options and proposals that might help the Club meet its obligation within the accessible stadia guidelines. Largely these have been met favourably. The plan includes additional wheelchair spaces in the Centenary and Anfield Road stands.
- 3.35. AP continued by saying that next step is to gain approval from the licensing and safety authorities, before submitting a planning application. Assuming approval is given, work on increasing the provision from the current 195 to 238 would commence in the summer of 2017. With the need to displace existing fans to accommodate the extra wheelchair provision, approximately 500 fans will need to be relocated, and involved in the communication process.
- 3.36. AP continued by saying that alongside the task of increasing wheelchair provision, the Club is investigating where extra seating might be made available elsewhere in the stadium. This is not an easy task as, along with all other major pieces of construction work, there is a limited window of opportunity in order to complete them.
- 3.37. In response to a question by AB, AP said that the Club has a plan to meet the guidelines and will do its very best to meet the requirement. However, should it not meet it, for whatever reason, the authorities will be aware that the Club has a plan and is committed to achieve it within the spirit of the guidelines.
- 3.38. In response from a question for PA, AP said that the Club already has the required number of changing places, facilities and toilets. The Club already has the required number of disabled parking spaces. However, legislation is changing continually and the Club is determined to meet them as and when required, such as provision of lifts etc.

- 3.39. AP took the opportunity to talk about the existing training facilities of Melwood and The Academy. You will be aware that the manager expressed desire following the pre-season game against Tranmere for all training facilities to be in one location. There are a number of benefits to this. As a result the Club is looking at possible options. The Club has undertaken numerous studies to find a solution which will be in the best long-term interest of the Club.
- 3.40. In response to a question by GS, AP said that, as part of the accessible stadia review, the Club is considering installing a sensory room. One of the proposals involves the use of Box 1A, currently forming part of the second TV Studio.
- 3.41. GS asked if the Club would look at the provisions made by the official coaches, particularly the on-board facilities for disabled fans, and to build in sufficient time for them to get on and off the coach during rest room breaks. AP said that the Club would investigate this matter. YLS asked for any feedback received by the Committee to be sent to her for consideration.
- 3.42. MS asked for an update on the feasibility of players stopping to sign autographs at Melwood. AP responded by saying that the Club looked at several different options. There was a plan to determine if the path leading to the entrance, which is not under the jurisdiction of the Club, could be widened, and the existing wall put further back, thereby creating a safe area. Unfortunately, the City Council attempted to place other provisions on the application, which would have made it very difficult to realise. The alternative, which the Club is investigating, is to see if the team can visit local areas and schools for autograph signing.
- 3.43. IA stated that in the conceptual work the Club has undertaken around the new training facility this is an issue that is planned to be addressed. Accessibility for all players and there will be consideration given to a managed signing provision as part of the planning.
- 3.44. YL said that the feedback he has received regarding the multi-faith room has been very good. On the first day of use, for the Watford game, the Stewards appeared to be well briefed on the procedure and were very helpful. But what is still being requested is an ablution facility, which if installed would generate a great deal of good will. AP responded by saying that the Club would look into this matter. At the same time, the Club would elicit feedback across all faiths to determine what has gone well and what could be improved further.
- 3.45. PA said that it's clear that the wider concourses and accessible toilet facilities in the new Main Stand are really appreciated by the fan base. However, on the concourses with the food venues some of the staff don't appear to be as efficient as others and as a result long queues are forming unnecessarily. AP said that the Club would investigate this matter.
- 3.46. AB stated that during the past few games there has been no hot water in the female toilets in Block 300. AP said that the Club would investigate this also.
- 3.47. GS asked for an update on the fan engagement survey that is underway. SB responded by saying that the feedback from Phase One of the survey has been received. Phase Two involves completion of a questionnaire and Phase Three involves looking at best practice across other sporting stadia in around the country and internationally.
- 3.48. SR continued by saying that the Agency is due to have the top line results in February 2017 from Phase One and Phase Two, including the stakeholder

- interviews. The research agency has confirmed that results and volumes given a good representative sample which is positive. Although the Club made paper copies available, these were not taken up.
- 3.49. GS said the background to the question related to the future meetings between the Club and Committee. The Committee is suggesting that the next meeting is on 20 May. In light of the findings being made available, perhaps an earlier meeting would be advisable. SB confirmed that it would be advisable to meet soon after the full Phase One, Two and Three findings are made available and potentially therefore before the planned meeting in May.
 - 3.50. GS asked PD to update the Committee on the issue of transparency in ticket allocations. PD responded by saying that the Club is committed to providing the information, but there are issues in how it's presented and how the commercially sensitive information is dealt with. For example, how many tickets partners get for each match. There is no objection from the Club to issue such information; it's just a matter of how it's presented. It was agreed to get this process resolved ASAP to stop any misrepresentations.
 - 3.51. PD said that the Club has always had a very small number of tickets (8) that are held for Executive and Owner requests; invariably these are not used and as such are then sold on to supporters. Similarly, the players' allocation can vary depending on how many tickets they take up for a game, this can either positively or negatively affect the number of tickets available to supporters.
 - 3.52. PD continued, the Club is about to begin a consultation on away tickets and how they are sold. We are committed to helping genuine fans attend the game whilst working hard to stop those people who buy tickets to make a profit. There are a number of things that other clubs do to limit the touting of away tickets and whilst some appear draconian others do make sense and the Club will be talking about these as part of the consultation.
 - 3.53. The issue around the Bournemouth away game was discussed and the fact that due to the small allocation and the requirement to supply some tickets to hospitality ticket holders some with 19+ credits missed out. AB suggested that on these occasions where 19+ credit holders would miss out then the hospitality requests should be refused. GS asked that all 19+ credit holders who missed out for Bournemouth tickets should have the credit given to them. PD said he would consider this.
 - 3.54. AB raised the issue of whether fans who had 19 home and 19 away credits last season, could be considered as being 'season ticket' holders for the allocation for tickets for cup games. PD said that Club would take the matter away for consideration.
 - 3.55. AB asked that for games like Plymouth/Southampton could either a plane or train charter from Liverpool subsidised by the Club be considered. AB used Spurs' subsidised flight to Newcastle as an example of a great initiative. The club responded to this concerned about those people not based in Liverpool travelling to away games - GS indicated that LFC is "Liverpool" FC and as such the SC considered there would be little concern if this was done.
 - 3.56. AB raised that matter that when it comes to Category A, B & C games, disabled supporters are queuing twice for tickets. PD said that Club would take the matter away for consideration.

- 3.57. MS raised the issue of the sale of the seats that were removed during the renovation of the Main Stand. He stated that they can now be purchased from third parties cheaper than they are on sale from the Club. SR asked MS to send him the details so the matter can be investigated.
- 3.58. PA asked why the contact details for the Supporters' Committee are no longer listed in the match day programme. SB said that she would look into this matter.
- 3.59. PA congratulated the Club for its support for the rainbow laces initiative, which was greatly appreciated.
- 3.60. YL said that whenever there is a Kick-It-Out supported game, the Club should take the opportunity to highlight the work of the Supporters' Committee and the good work that is generated by these meetings. ST said that he would take this matter away and determine the best way forward.
- 3.61. GS asked if the booking fee could be scrapped. PD responded by saying that the Club reviews its policy each year, and that the fee has been reduced in the last two years. It will be reviewed again at the end of the season.

4. Any other business:

- 4.1. There were no items for any other business.

5. Date of the next meeting:

- 5.1. The next meeting will take place on 20 May 2017.

6. Agreed actions from this meeting:

- 6.1. FD to continue the dialogue further re Red Neighbours. [3.10]
- 6.2. Club to consider a possible space for use as an "accessibility suite" at the stadium. [3.23]
- 6.3. Club to determine the best solution for fans accessing the Hillsborough memorial during the final phases of the re-development of the Main Stand and communicate it across the fan base. [3.25]
- 6.4. Committee to provide the Club with any feedback received to date on the lack of provision, such as location and access to disabled toilets, being offered by the official coach providers. [3.41]
- 6.5. Club to investigate feasibility of installing an ablutions facility in the multi-faith room and elicit feedback across all faiths to determine what has gone well and what could be improved further. [3.44]
- 6.6. Club to investigate the efficiency deployed at the food kiosks in the new Main Stand. [3.45]
- 6.7. Club to investigate the lack of hot water in the female toilets in Block 300. [3.46]
- 6.8. Club to update the Committee on the issue of transparency in ticket allocations. [3.50]

- 6.9. Club to consider if fans who had 19 home and 19 away credits last season, could be considered as being 'season ticket' holders for the allocation for tickets for cup games. [3.53]
- 6.10. Club to investigate the sales of tickets to disabled supporters and review why disabled supporters are queuing twice for tickets for Category A, B & C games. [3.56]
- 6.11. Committee to send the Club details of where the seats removed from the main stand are being sold by third parties cheaper than they are on sale from the Club. [3.57]
- 6.12. Club to consider re-instating contact details of Supporters' Committee in the match day programme. [3.58]