

ANNUAL CHARTER REPORT 2002/03

This report reflects our work in relation to our Charter and to the agreed recommendations of the Football Task Force of 1998. Our Charter was published on our website, www.liverpoolfc.tv and was available on request from the Club or by collecting a glossy booklet copy from the following Public Areas & Points of Sale: -

Kop Grandstand Reception
Main Stand Reception
Centenary Stand Reception
Melwood Training Ground Reception
Academy Reception Anfield Club Store
Williamson Square Club Store Museum & Tour Centre
Ticket Office

ACCESSIBILITY

This season we continued our policy of ensuring that prices were accessible to the local community, with the cheapest adult ticket at Anfield costing £23 and the most expensive costing £28. Season Tickets were available from £425 to £520.

Despite a heavy demand for season tickets and a waiting list of approximately 17,000, we continued to ensure that tickets were available on a match-by-match basis. The number of season tickets was restricted to 24,500, corporate season tickets was limited to 2,200 and 5,000 tickets was made available to Priority Ticket Scheme Members, leaving over 30% of seats available for matchday ticket buyers.

Matchday ticket concessions of 50% were available to senior citizens, and children who were accompanied by an adult in the Family Areas. Concessionary 'Adult/Child' season tickets were also available in the Family Areas, prices for these season tickets started at £637.50 with the most expensive being £742.50. Our Family Areas were located in the Anfield Road Stand and the Kop Grandstand. The Anfield Road Family Area has a capacity of 1,282 with the capacity of the Kop Family Area being 1,919, making a total of 3,201 seats specifically for families.

Seats with a restricted view of the pitch were offered with a £1 discount, and seats at the back of the Anfield Road stand where the view is classed as 'severely restricted' were sold with a discount of £3.

FACILITIES FOR DISABLED SUPPORTERS

This season we completed the audit of our facilities at Anfield, Melwood, Academy, Club Stores and Warehouse and are currently working on fulfilling the recommendations outlined in the audit report to bring the Club in line with the Disability Discrimination Act 2004.

Our Consultant who is a leading expert in the Disability Discrimination Act is also currently working with our architects on the design for the New Stadium, prior to planning permission being applied for.

We provided covered accommodation for a total of 80 wheelchair spaces on 3 sides of the Stadium, of which 8 Wheelchair spaces along with seating for Personal Assistants were allocated to away supporters, adjacent to their own supporters.

Tickets for these spaces went on sale at the Ticket Office 23 days prior to a fixture and were priced at £3 for those in wheelchairs and ranged from £20 to £25 (dependant on the category of game and position in the Stadium) for Personal Assistants. A maximum of 2 Personal Assistants were allowed per wheelchair supporter. Season Tickets for 1 wheelchair user and 1 Personal Assistant varied in price from £425 - £475. We sold 57 wheelchair Season Tickets. All other tickets were sold on a 'first come first served' basis.

We also offered 51 tickets for visually impaired supporters. We sold 25 as season tickets and 26 as match tickets. Match tickets were priced at £3 and £23 or £25 for a Personal Assistant (dependant on the game). Match commentary was provided via an InfoTech system in designated areas, this system was also available to away supporters by prior arrangement.

All areas accommodating wheelchair supporters were provided with lowered refreshment counters and dedicated stewards to assist where needed. Fully accessible toilet facilities are available in these areas.

Jill Hayward and Lynn Byrne were available at the Ticket Office to answer any queries about our disabled facilities and full details were available from our website www.liverpoolfc.tv. Disabled Supporters can also contact the Ticket Office at the following address disabled@liverpoolfc.tv

We allocated free parking spaces in the nearby Stanley Car Park to all wheelchair-bound supporters (home and away) who requested them in advance.

Prior to the commencement of 2003/04 season the Club will appoint a Disability Liaison Officer, which is being part-funded by the Barclaycard FreeKicks Scheme.

CUP PRICES

For our Worthington Cup games we reached an agreement with our opposition teams so that we could offer lower priced tickets than for our Premier League games, which were £14 for adults and £6 for concessions. Our FA Cup Replay versus Crystal Palace was priced £18 for adults and £7 for concessions.

Our ticket prices for the UEFA Champions League & UEFA Cup ranged from £18 to £28 with 50% discount for concessions.

AWAY SUPPORT

Tickets for away matches were sold to our own supporters by post or application at the ticket office, with priority given to season ticket holders and corporate members. For matches with high demand, tickets were limited to season ticket holders with certain serial numbers. To ensure a fair distribution of tickets throughout the season the end number of the serial number changed every away fixture. Therefore, the corresponding number on the season ticket entitled the ticket holder to a ticket for that particular game.

3,008 seats were offered to visiting Clubs, and concessionary tickets were available to juniors and senior citizens. All visiting supporters were charged the same prices as home fans for comparable accommodation: our visitors' section is in the Anfield Road Stand, where home and away fans pay the same rate for tickets.

LOYALTY & MEMBERSHIP

After consultation with supporters and in response to feedback at the ticket office, we began a programme of establishing a 'Loyalty' system so that the supporters who attend most games will be given priority for tickets. In view of the proposed 'Loyalty Scheme' for 2002/03 season we introduced a technology 'Fan Card', which was distributed to all season tickets holders, Priority Ticket Scheme members and European Travel Club Members. Upon supporters applying for away tickets they had to either present their Fan Card or disclose the Fan Card number, this enabled the Club to store the data on each card. This data will now be used to operate a 'Loyalty Scheme' for season 2003/04 based on matches attended.

We currently run 5 membership schemes, which are as follows:

- The Official Liverpool Supporters Club (OLSC) – Adult
- The Official Liverpool Supporters Club (OLSC) – Junior
- The Official Liverpool Supporters Club (OLSC) – Family
- Priority Ticket Scheme (PTS)
- European Travel Club (ETC)

The Official Liverpool Supporters Club (OLSC) is a non-ticket membership scheme that entitles the member to obtain discount in the Club Stores, Museum & Tour Centre and on any Banqueting bookings at the Stadium. Members are also entitled to gain free admittance to home Reserve Matches and an invitation to the Fans Day, where they are able to watch the 1st team train, with commentary from our Assistant Manager, Phil Thompson.

The Priority Ticket Scheme (PTS) has a capacity of 10,000 members, with 5,000 tickets available per League match. This scheme enables Non-Season Ticket holders a better chance of obtaining tickets for games. Tickets go on sale to PTS members prior to General Sale.

European Travel Club (ETC) is a membership scheme that allows Non-Season Ticket Holder & Non-OLSC members to travel abroad to watch Liverpool Football Club. Tickets will not be issued to Non-members for games in Europe.

CONSULTATION & INFORMATION

This season we continued our focus on consulting with the local community on our proposed plan to build a new stadium in Stanley Park. Within the proposal there is a plan for the regeneration of the Anfield/Breckfield area. During season 2003/04 a vote by the local community on the said proposed plan took place with 58.5% majority in favour.

Our Chief Executive, Rick Parry met with the City Council, Members of Parliament & Community Centres 's regarding the regeneration of Anfield/Breckfield & Local Community initiatives on the following dates

- 8 July 2002
- 13 September 2002
- 24 September 2002
- 11 October 2002
- 29 October 2002
- 20 December 2002
- 10 January 2003
- 21 March 2003

We also met with our supporter base on the following dates

- 1 November 2002
- 20 January 2003
- 29 January 2003
- 1 April 2003
- 9 April 2003

COMMUNITY ACTIVITY

During the season we produced 2 Community News Magazines and 1 brochure detailing our activities in Community. The Magazines were distributed in Public Areas around the Club, in local shops, Public Houses, Community and Sport Centres. In total we distributed 15,000 Magazine & 6,000 brochures.

CHARITIES

The Club's commitment to Charities is ongoing and one of the best ways to demonstrate this is by assisting in their fund raising campaigns.

In the last year, the Club donated over 2000 autographed shirts, balls, pennants, team photos, matchday programmes etc. for use by charities to raise much needed funds. One shirt alone raised £3000 for the Cystic Fibrosis Trust. The following charities/organisations have been supported this season: -

Willow Foundation Children in Need CAFOD
Great Ormond St Hospital Comic Relief Tear Fund
Sports Aid SCOPE Barnardos Weston Spirit Merseyside Police Schools
Military Charities Marie Curie Clatterbridge Alzheimer's Starlight Foundation Claire House
Macmillan Cancer Research Make a Wish Foundation Hospices
Alder Hey Hospital Hansel Foundation RNIB
The Children's Society Give a Child a Chance NSPCC
Multiple Sclerosis Society

We also assisted many Individuals with signed merchandise for fundraising activities.

The Club also permitted the following Charities to carry out collections at the Stadium against the following opposition:

St. Joseph's Hospice – 21 September 2002 v West Bromwich Albion
Sports Aid – 26 October 2002 v Tottenham Hotspur
Marie Curie Centre – 11 January 2003 v Aston Villa
Childline North West – 8 March 2003 v Bolton Wanderers
Liverpool Motorists Annual Outing – 3 May 2003 v Manchester City

VISITS TO MELWOOD TRAINING GROUND

Visits to our training ground to meet players have once again proved to be successful. The Club prioritise these visits for youngsters and some adults with mental and/or physical disabilities and/or terminally ill. The visit always includes members of their family.

81 visits were organised this season, when our players signed autographs, had photos taken, and chatted with our guests. Some of the visits are arranged directly through families or through organisations such as Make a Wish Foundations, Starlight Foundation, Dreams Come True and Share a Dream.

GOODIE PACKS

Some organisations seek help with resources to assist with their individual projects. Schools for example fall into this category. Approximately 10,000 'goodie packs' of posters, brochures, player's pictures, pens, and programmes have been distributed this season.

USED KIT

At the end of each season all the surplus football kit and training clothing that will not be required for the following season, is donated to worthwhile causes around the world. Organisations supported are as follows: -

Military SSAFA Forces
World in Need Action for Children in Conflict CAFOD HOPE

Millennium Awards (Ghana) Across in Albania
Child Flight British High Commission Banjul Children with Leukaemia Whizz Kids
Operation Christmas Child Christian Aid
African Inland Mission International Needs
Kitsbera Project Smiles Foundation
Khartoum Christian Centre New Life Teams
Across (Western Africa) Missionary Aviation Fellowship
Marie Curie Merseyside Children's Holiday Foundation
John Moores University (Gambia) Irish Baptist Mission Ameva Project
World Vision Overseas Missionary Fellowships (Thailand)
Mathara Valley Bishop of Kenya Project

The Missionary charities will distribute kit in the following countries:

Malawi Africa Romania Kenya
Kosovo Chad Libya Uganda
Chile Zimbabwe Sudan Armenia
Gambia

TOURS OF ANFIELD

Even though the Club has a commercial operated Museum & Stadium Tours Department, many personalised Stadium tours and Museum visits are donated to many different individuals and organisations via the Public Relations Department.

This season has seen 106 complimentary tours of our Stadium and Museum incurring around 700 visitors.

MAIL RESPONSES

The Club has continued to develop its response to the thousands of letters and e-mails that are sent with requests for autographs, information for schools projects and general information regarding the Club. The Club handles the majority of the player's mail. This season over 25000 letters that fell into this general category were

responded to. The Club produce a brochure each season with articles about recent developments at the Club e.g. potential new Stadium, players diet, history, all the various departments of the Club, player's profiles and a team poster. These have proved particular popular and useful.

ALDER HEY CHILDREN'S HOSPITAL

Each Christmas our first team squad visit Alder Hey Children's Hospital in Liverpool. Every child receives a present and is given the opportunity for photos and autographs. For those children too young to understand, the Parents of the patients enjoy the opportunity of meeting with our players. This is a great occasion enjoyed and appreciated by patients, staff and the players themselves. 260 presents were distributed to young patients throughout the Hospital.

IT'S NEVER TOO LATE TO LEARN

This season saw the opening of a new Adult Learning Centre at the Vernon Sangster Sports Centre. In partnership with Granada T.V, the Club established "Its Never Too Late to Learn" to encourage anyone within the local community to develop innumeracy & literacy skills and in particular, computer skills.

THE LIVERPOOL CUP

Each season, Liverpool Football Club, Liverpool Schools F.A. & The Merseyside Schools F.A. organise a 7-a-side competition for Primary Schools in our region. This year we celebrated the 25th Anniversary of this tournament in which 293 schools were invited to take part. The Finals were staged on the pitch at Anfield. Our Manager, Gerard Houllier and Assistant Manager, Phil Thompson presented the main awards and trophies on the night.

KNOWSLEY EDUCATION ACTION ZONE

In partnership with Knowsley Education Action Zone, we have developed a "Learning Through Football" project to enhance innumeracy and literacy skills in those pupils in need of extra help, motivation, or stimulus. The work booklets utilised the high profile of the Club and our players as the stimulus for learning,

450 pupils of the 10 – 11 years old age category from the following schools attended:

St Edmond of Canterbury High School
St Dominic's Junior School
St Albert's Primary School
Brookside Primary School
St Columbus Primary School
St Bridges Primary School

ANTI-RACISM

In July 2002, the Club hosted the prize giving ceremony for the 19 winners of our Holocaust Memorial Day, poster competition, which had been organised earlier in the year. Louis Ellmen, MP for Liverpool Riverside, had instigated the project, which was to encourage awareness of racism and bigotry by designing anti-racism & anti-bigotry posters.

The 19 winners are from the: -

Beacon C.E. Primary School Notre Dam High School
Breckfield Primary School Anfield Comprehensive School
Our Lady Immaculate School Anfield Junior School
Breckfield Community School All Saints Junior School
Pinehurst Junior School

All the winners received award certificates, prizes and a tour of the Stadium & Museum.

KICK IT OUT

The Club continued its commitment to support the 'Kick it Out' campaign. We made an announcement prior to Kick Off at every Home game here at Anfield, we had a perimeter board in place all season and displayed the 'Kick it Out' advert in all matchday programmes.

The Club supported the National Anti Racism Week of Action by having all Players wearing the 'Kick it Out' t-shirts to warm up in prior to our Home match versus Tottenham Hotspur and our Away fixture at Leeds United. Our Board or Directors, Manager, Coaches, Staff & Stewards all wore badges supporting the campaign. Our Stewards have continued to wear the badges for all matches at Anfield. The Liverpool Club Stores also displayed the t-shirts and the Staff wore the t-shirts, we had some spare badges left over, which were handed out to our supporters in the Club Stores.

We also arranged 2 tournaments in Toxteth with an anti-racism message.

During the Season we had 4 reports of racist behaviour through the confidential 'Kick it Out' hotline. We had 7 ejections from the Stadium during the Season for alleged racist behaviour.

Upon on a Steward receiving or witnessing racist comments or abuse, he will then subject to the severity of the comments warn the perpetrator. Should the perpetrator then continue such abuse or comments a further warning will be issued by the Head Steward or/with a Police Officer. Any future offence will result in the perpetrator being ejected, and may face arrest & prosecution. This policy is under review during the close season.

THE DRUMS OF ANFIELD

In support of the National Anti Racism Week of Action, the Club produced the play "The Drums of Anfield", transposed from the children's book of the same name. The play was produced to educate youngsters about racism and bigotry in our society and sport.

Actors from Liverpool based theatre group, Positive Impact, directed and performed this play about a talented 17 years old African boy from the bush who leaves his homeland to play for Liverpool. Brookside's Leon Lopez also volunteered to take part.

African dance and music figured prominently in the performances as the play gently unfolded its anti bigotry themes.

At the end of each performance, the cast of actors entered in to a question and answer session with the young audiences, who ensured that each session was extremely lively and outspoken.

1532 pupils from the following Schools attended:

St Edwards College Breckfield Community School
Sandfield Park Special School Fazakerley High School
West Derby Comprehensive School Broad Green School

Anfield Community Comprehensive School Roscoe Junior School
All Saints School Pupil Access Support Service
St Mary's School Parklands High School
Corinthian School St Gerrard's School
St Johns School

SHOW RACISM THE RED CARD

The Club continues to support this meaningful campaign with our ream posters with the "Show Racism the Red Card" slogan.

The campaign holds a national art and poster competition and the entry from Childwall Comprehensive School, Liverpool, won the competition in their category.

The Club held a presentation ceremony for 17 youngsters who contributed to their prize winning entry, and Emile Heskey gave them their "certificates of achievement", autographs and photographs. This took place in our Study Support Centre, Reduc@te.

FOOTBALL AID

Football Aid is now well established at Anfield, where at the end of this season we staged the 3rd event of this kind. Through the Internet players bid to play at Anfield in there preferred positions. Two teams are assembled in

this way and then invited to play on the hallowed turf. Former Liverpool players are invited to attend to act as team captains and managers. This year 5 former players attended the match and subsequent presentations ceremony.

PREMIER READING STARS

This project has been instigated and will be running during the summer months of 2003. Breck Road Library has been chosen as the venue, Danny Murphy is our Reading Star and 10 children and 10 adults have been selected.

National Youth Theatre

The National Youth Theatre performed two performances of their futuristic play "Miss Dorothy". Based on the mythical character Miss Dorothy (Dot) Com., the play highlighted child safety, stranger danger, and directed the young audiences to visit the Miss Dorothy website, to help them with their own personal safety.

The pilot project invited two primary schools from Sefton Education Authority and a total of 120 youngsters enthusiastically joined in all the fun of "Miss Dorothy".

AWARD CEREMONIES

Club representatives attended the following award ceremonies: -

Halton Community Awards - Halton Cross Stadium, Widnes 32 adults

Princes Trust Volunteers - 2 award ceremonies were held at Anfield for a total of 15 young people who had successfully completed their volunteer's personal development course.

Leyland St Mary's School - Annual Awards ceremony 800+ youngsters and parents

Breckfield Comprehensive School - Annual Awards ceremony 400+ youngsters and parents

Positive Impact - Local Theatre group awards evening at Anfield, 14 young people.

Our Ladies Junior School, Wirral - Sports awards ceremony, 250 pupils and parents

Connexions - Sefton Education Authority Special achievements awards ceremony in the Anglican Cathedral Liverpool 2000 pupils and parents.

Sports Life - Correspondence course for Liverpool fans. Healthy lifestyle, diet, exercise etc. educational course. 300 adults learners received their certificates at Anfield on the awards evening.

Barnados Quiz Evening - The Club was approached by Barnados to host a national football quiz to raise funds for this charity. The evening was a great success with 11 teams of 8 competing. The eventual winning team went on to the national trials in Manchester. In total Barnados raised their target of £50,000.

LIVERPOOL FOOTBALL CLUB LADIES TEAM

The Liverpool Football Club Ladies team are expanding rapidly thanks to the Clubs support both financially and with resources. The Ladies have a reserve team and 5 junior teams, the later playing in local girls football competitions and the U16yrs team proving to be the most successful in the area at this age group. Liverpool Football Club provides playing kit, pitch hire fees, travel and accommodation costs. The LFC Ladies team also has there own section in our Museum displaying their achievements.

PRINCE'S TRUST

The Club supports The Prince's Trust - the UK's leading youth charity, which enables 14-30 year olds to develop the skills and confidence they need to get their lives working. Through a nation-wide network of programmes, The Prince's Trust provides training, educational support, personal development, business start up support, mentoring and advice.

The Prince's Trust supports 14-30 year olds who would otherwise not have the opportunity to succeed, such as those who are unemployed, under skilled, within or leaving the criminal justice system and those leaving care.

The Trust benefits from a long-term partnership with The FA Premier League, The Professional Footballers' Association and The Football Foundation, with local support provided by participating Football Clubs.

The Club provides a range of vital practical and in-kind support for 12-week personal development courses, which enable 16-25 year olds to learn new skills, gain national qualifications and develop the confidence to help them through life and into work. The course includes a residential week, a community project, individual work placements and a variety of challenging team activities, which benefit the local community.

In partnership with Liverpool Community College & more recently Skelmersdale & Ormskirk College, the Club has supported 38 young people on 4 teams.

Of the 38 young people who started the course, 76% were unemployed, 18% were young ex/offenders and 6% were in or leaving care. *

Examples of support provided by the Club this year included:

- On-going staff support & involvement.
- Providing complimentary museum & stadium tours at Anfield for 5 Volunteer Programme teams from the North West region.
- Hosting two Presentation Evenings in the Red Suite at Anfield. The club kindly provides the function suite F.O.C, whilst a buffet & refreshments are charged at a favourable rate.

It is estimated that each team member contributed more than £1,000 worth of benefit to the local community through their community projects. Local projects undertaken by the teams as part of the programme included:

- North Liverpool Team 1 redecorated the team room at Longmoor Lane, Fazakerely.
- North Liverpool Team 2 Tidied up the garden & redecorated some of the rooms at Holy Rosary Youth Club in Aintree.

In recognition of it's support & contribution to The Prince's Trust over the past year, the club was short listed for the 'Football Excellence' Award at the North West Recognition Event which was held at the Reebok Stadium on 31 October 2002.

The Prince's Trust Football Initiative has now helped over 5,000 young people nationwide and Liverpool Football Club are fully committed to supporting the work of The Prince's Trust next season.

* In some cases course attendees came under two or more categories and were therefore included in both/all figures

SCHOOLS PROGRAMME

During the period of this report our Community Department delivered our Schools programme across the Merseyside Area. This programme entailed taking Assemblies, which delivered Anti Racism, Anti Bullying, Anti Drug and social messages such as 'its more important being a Good Person than a Good Footballer'. In addition to the Assemblies we took along the replica Trophies from our Museum. We visited 35 different Schools, with 53 visits during the season, the total number of Children seen was in excess of 14,200.

Our Coaching programme for the Schools enabled 1,130 Children per week to receive professional coaching, this involved 28 sessions per week with 18

Schools visited on a weekly basis. In addition we held an After Schools Coaching Club at the Vernon Sangster & Kirkdale Sports Centre, where 7 sessions and 200 Children per week were coached.

We ran an 18 weeks Coaching programme for people with Disabilities at the Alderwood Centre and Oakfield Day Centre, this involved coaching 16 people per session. Additionally we held a Special Needs day for a group of 30 people from Wales.

We distributed over 2,600 Complimentary Tickets to 13 different Schools and Clubs over the season for the following matches: -

SS Lazio – Pre-Season Friendly
FC Basel – UEFA Champions League
Southampton – Worthington Cup
BV Vitesse – UEFA Cup
Ipswich Town – Worthington Cup
AJ Auxerre – UEFA Cup
Sheffield United – Worthington Cup Semi-final
Crystal Palace – FA Cup

Our Community Department also arranged a trip to Omagh, Northern Ireland, which entailed Coaching for over 750 children at 24 Schools. We also took the trophies along to each School for the children to view.

During the Season we also arranged a Competition with Railtrack that involved 63 children from 8 Schools, The Smoby Table Football Competition in which 8 children from 4 schools participated and The Junior Football Cup Boys & Girls 6-a-side with 7 schools involved making up 5 boys team and 6 girls teams.

GCSE STUDY COURSE

In conjunction with the Liverpool Secondary Schools Consortium and with considerable help from Anfield Community Comprehensive School, Liverpool Football Club's IT Department has, in the past year, designed a study course demonstrating how we use ICT within our organisation.

Students need to focus on a business organisation as part of the Applied GCSE in ICT and it is hoped that the material we have produced will stimulate and motivate them to higher levels of achievement.

Previously, schools have had to take groups of pupils into companies to look at systems in place causing disruption to both the school and the business. One of the principal aims of the LFC course is to eliminate this, allowing students to study in their own environment and in their own time.

UEFA CHAMPIONS LEAGUE FLAG BEARERS

We also involved children from local schools by asking them to be Flag Bearers for our UEFA Champions League matches here at Anfield, giving them the opportunity to experience a major game and be involved in the presentation of the match itself. 3 UEFA Champions League games were held at Anfield and 30 children from local schools in the Anfield/Breckfield area acted as Flag Bearers.

HOLIDAY COACHING COURSES

Over the School Holidays we offer a number of Coaching sessions that have been attended by over 2,600 children. The courses are as follows: -

Summer Splash – a 6-week course
Kirkby Soccer Camp – 1-day event
All Girls Soccer Academy – 1-day event
Kick It Kick Off – 6-week course
Easter Camp – 8-day course with 2 sessions per day
Neston Summer Soccer Camp – 3-day event

HOMELESS PROJECT

The Club provided a Christmas meal for the homeless people at the Liverpool City Mission Centre.

SWEEPERZONE

The SweeperZone project, which is the first of its kind, consists of 25 young people from the LFC Youth Forum working together with the local community, Coca-Cola, En-Cams & Liverpool City Council, with the mission statement of 'Lets Keep Anfield Tidy'.

On matchdays the SweeperZone youth team clean around the area prior to the game, with the Liverpool City Council night crew cleaning up once the crowds have departed. In addition to the matchday operation, there is a SweeperZone Vehicle, which works 52 weeks a year cleaning the Streets of Anfield.

This scheme has been a great success with the local community delighted with the reduction in litter on the streets caused by Home matches. The Lord Mayor of Liverpool commented 'It's great to see the kids taking such pride in their neighbourhood and hopefully it will encourage more young people to do the same.' Each young person has received the prestigious 'Environmental Citizen of The Year Award' from the Liverpool City Council.

The SweeperZone team have been trained in group sessions, been to watch the 1st Team train at Melwood, been presented on the pitch at a home match, had a prize giving dinner including a trophy for their achievement and have received a Match Ticket for every home game. The SweeperZone Team have also been invited to the Houses of Parliament to meet the Secretary of the Environment, Michael Meacher.

The SweeperZone project will continue next Season.

YOUNG PERSON OF THE YEAR AWARD

In partnership with Maritime Housing Association the Club held its inaugural 'Young Person of The Year' award ceremony in the Shankly Suite at Anfield. We invited nominations from mainly the Anfield/Breckfield area, which through their courage, caring or contribution to the environment deserved the award.

Jamie Carragher has sponsored the awards, but Jamie was unable to attend due to international duty, so Vegard Heggem presented the awards instead. Our Chief Executive Rick Parry, Maritime Housing Association Chief Executive Andrea Titterington, The Lord Mayor Jack Spriggs, Councillor Flo Clucas, Anfield/Breckfield Community Leaders and representatives from En-Cams and Coca-Cola all attended.

PLAYERS IN THE COMMUNITY

In addition to the individuals and groups that attended Melwood to watch training sessions and meet the Manager, Players & Coaches in a safe environment, we used 17 players from our 1st team squad for appearances at Community activities.

REDUC@TE

Our Study Support Centre, Reduc@te, aims to maximise the potential of school pupils and raise their motivation. A partnership between the Club, the DfES and the Local Education Authority, along with the support from commercial sponsors and the Liverpool Universities, provides school tuition during normal school hours and after-school in a relaxed and informal setting. Teaching is structured to enhance school education and provide individual attention, focussing on Literacy, Numeracy, I.C.T. and Independent Learning Skills.

Reduc@te employs Mentors from Liverpool John Moores University, Liverpool Hope and the University of Liverpool who work with the children, providing valuable support and assistance.

This season 52 schools and community groups/centres attended 192 times to Reduc@te, which equated to 2,616 visits made by pupils.

MERCHANDISE

We are committed to 2-year kit cycles for our home replica strip and we have at the end of this season come to the end of the 1st year of this cycle and will not be replaced until May 2004.

Our replica away strip has a minimum life span of one year. The away strip for this season will be replaced on 5 June 2003.

We provide swing tickets attached to each replica strip stating the season that the strip is in use. Details of the next intended kit changes are available from the Official Club Stores, Mail Order Department or via the website www.liverpoolfc.tv

STAFF CONDUCT

EQUAL OPPORTUNITY

It is the policy of the Club that there should be equal opportunity for all. This applies to external recruitment, internal appointment, terms of employment, conditions of service and opportunity for training and promotion regardless of sex, marital status, creed, colour, race, age, disability, sexual orientation or ethnic or national origin and the Club is committed to the development and promotion of such equality of opportunity. The policy also applies equally to the treatment of our customers, clients and suppliers.

DISABILITY DISCRIMINATION ACT

Policies, procedures and awareness training of the various parts of the Disability Discrimination Act (DDA) has taken place throughout the Club, this has involved the participation of over 140 employees to ensure that we are compliant with the current legislation of the Disability Discrimination Act. All frontline staff has awareness both of the legislation and an understanding of what disability means, complete with the knowledge of the most emphatic way to deal with disabled customers. The Club is also applying for the 'two ticks' symbol to advertise that we meet the requirements.

CHILD PROTECTION

We are currently developing Child Protection policies and working with relevant agencies to ensure that everyone visiting the Club is protected to the best of our ability. Our Academy has these policies and practices in place and the Club is working on having all other Departments equally protected.

STEWARDING

In 2000 Liverpool Football Club received its Kite Mark for attaining the Football Safety Qualification (FSQ) for training Stewards, which includes a module on Disability. Since receiving this award we have trained approximately 450 Stewards to FSQ standard with these people being presented with a Certificate. In addition to the FSQ all Stewards from the start of season 2003/04 will enrol on the new training module, which deals with racism.

CUSTOMER SERVICE

Our Assistant Secretary Jonathan Hargreaves has overall responsibility for administering the Customer Charter. Each individual Department dealt with their own complaints. In the event that the Customer was dissatisfied with the response by the respective Department this was then forwarded to Jonathan Hargreaves.

Season 2002/03 has seen all Ticket Office staff trained by Hayes Customer Service to improve and change our approach to the customer and to strive to provide the best possible service for our customers at all times.

During the Season we received approximately 300 complaints, it is estimated that 95% of these complaints met our response times that are stipulated in our Customer Charter.