

## **LIVERPOOL FOOTBALL CLUB INFORMATION CHARTER 2010/11**

Since its formation in 1892 Liverpool Football Club has always and continues to enjoy a unique relationship with its loyal and dedicated supporter base. It recognises and respects the invaluable contribution made by each and every supporter to the ongoing success and longevity of the Club. As such, Liverpool Football Club endeavours to be open and accessible to its supporters, communicating information via the appropriate channels in a clear and effective manner.

Liverpool Football Club is proud of its relationship with fans and constantly strives to improve supporters' matchday experience and day to day interaction with the Club. If you do have reason to complain on a matchday, please speak to a steward or a uniformed member of staff. We find that 95% of all 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, by [email](#) or call us directly on: 0843 1705000.

We will acknowledge receipt of all email correspondence and seek to respond to any communication within ten working days, though this may increase during peak periods. 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](http://www.theifo.co.uk)). The Liverpool Football Club Charter outlines our principal commitments and policies, including those for ticketing to ensure transparency and accountability.

### **The Matchday**

We aim to achieve the very best matchday experience in every aspect with the enjoyment and health and safety of supporters our utmost priorities.

### **Eliminating discrimination from Football**

We do not tolerate discrimination of any sort at the Club, on the pitch or in the stands.

As such, we participate in a number of initiatives, some in partnership with other organisations, aimed at eliminating discrimination from football permanently.

### **The Family (Upper Anfield Road) Stand**

In line with our continued commitment to attract younger supporters and to provide an enjoyable matchday experience for them, the Upper Anfield Road Stand is designated for family groups and juniors.

As such, supporters will only be able to purchase match tickets and any available Season Tickets in the Upper Anfield Road Stand if they are accompanied by juniors.

[Getting to Anfield](#) - Liverpool Football Club, Anfield Road, Liverpool, L4 0TH

## **BUYING TICKETS**

This is your football Club and we want it to be accessible to as many of you as possible. Our current capacity is 45,276, although on occasions this can be reduced with certain seats becoming unavailable for public sale due to areas for public safety reasons having to be segregated. 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.

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### **Ticket Information Sheet 2011/2012**

This information sheets is a quick user guide to buying all types of tickets for all LFC fixtures. Should your question not be answered here, you can visit us at [www.liverpoolfc.tv](http://www.liverpoolfc.tv) or telephone us on 0843 170 5000.

**Match Day Hospitality:** Match Day Hospitality packages are available for all Barclays Premier League home fixtures. Bookings can be made via our website [www.liverpoolfc.tv/tickets/hospitality](http://www.liverpoolfc.tv/tickets/hospitality). Specific selling arrangements apply to all Category A matches. Please call the Hospitality Team on 0151 263 9199 for more information. **From as little as £115.00 per person inclusive of VAT.**

**Match Breaks:** Thomas Cook Sport offer Match Breaks for all Barclays Premier League home matches and Domestic Cup home matches. These can be booked at [www.thomascooksport.com/liverpoolfc](http://www.thomascooksport.com/liverpoolfc) or by calling 0844 800 9900

**Domestic Cup Matches:** Ticket information concerning the FA Cup and League Cup allocations will be advertised on our website [www.liverpoolfc.tv/tickets](http://www.liverpoolfc.tv/tickets) and in the Liverpool Echo as soon as possible after each draw has taken place.

## **Barclays Premier League Home Matches**

All dates of sale are subject to change and we recommend that supporters check the Ticket Office line 0843 170 5555 or the web site [www.liverpoolfc.tv/tickets](http://www.liverpoolfc.tv/tickets) for dates and match announcements. Please note that Cup competitions may also impact the dates of Premier League matches and their dates of sale.

### **Members Sale:**

Members are able to buy their home Barclays Premier League tickets in two sales periods. All the pre New Year games will go on sale in July 2011 and the remaining games in November 2011. Members have the choice to buy individual matches or up to all the games in the sales period, subject to availability. The members' sale will remain open until all tickets have been sold or until a Late Availability is announced.

The Club operates a requisite criteria for Category A and B games, which ensures that half of all tickets in the member's sale period will be dependent on the number of games a member has attended during the 2010 / 2011 season. Full details on the dates of sale are available by visiting [www.liverpoolfc.tv/tickets](http://www.liverpoolfc.tv/tickets) New memberships must have been purchased at least 72 hours before members tickets can be purchased. Applications are by telephone and online only for members sales and members can purchase one ticket per qualifying membership for up to a maximum of 4 memberships per match per transaction during the member's sale period.

### **Late Availability Sale:**

Following the member's sale period, any remaining match tickets for Barclays Premier League home matches will go on a Late Availability Sale. Liverpool Football Club reserves its right to change the dates of sale at any time for any reason. All changes to the dates of sale will be published on the Club website [www.liverpoolfc.tv/tickets](http://www.liverpoolfc.tv/tickets)

Online bookings can be made by visiting [www.liverpoolfc/tickets](http://www.liverpoolfc/tickets)

Telephone Bookings can be made by calling the Ticket Office Line on 0843 170 5555 (Overseas +44 151 907 9399), Monday-Friday 8.15am-7pm and Saturday 9.15am-3pm.

In the unlikely event that tickets are still available 11 days before the match, tickets can also be purchased from either the Ticket Office in person (Monday – Friday 8.15am-3.45pm and Saturday 9.15am-3pm) or from the L1 Club Store (4pm-8pm Monday – Friday, Saturday 9am-7pm and Sunday 11am-5pm).

**A minimum booking fee of £2.50 per ticket will be charged across all sales channels.** Tickets booked online or by telephone within the period up to three days prior to the match will be forwarded by post. Tickets booked after this period will have to be collected and signed for at the Ticket Office. Name and Address ID and the card used for the booking must be produced on collection.

A maximum of **four** tickets may be purchased in one transaction; however the Club may at any time implement a maximum ticket restriction. Recent history has shown that for the majority of Barclays Premier League home matches, the available match tickets have been sold via online or telephone bookings, and that no tickets have been available within the eleven day period for personal applications.

**Please Note:** The Barclays Premier League home matches against Everton and Manchester United are subject to specific selling arrangements. Eligibility to apply for match tickets for our fixtures against Everton and Manchester United will be dependent on a previous attendance criteria that has been recorded on a Fan Card or Members Card registered against the applicant. The attendance criteria that the Club will apply to each application will be announced in advance of the sale of match tickets for the Everton and Manchester United fixtures.

**Reserved Seat Prices - Match Tickets**    **Category A**    **Category B**  
**Category C**

Main Stand, Centenary Stand, Paddock Enclosure and Anfield Road			
Adults	£48.00	£44.00	£42.00
Over 65	£36.00	£33.00	£31.50
Upper Anfield Road/Family Section	£63.00	£59.00	£57.00
Kop Grandstand			
Adults	£45.00	£42.00	£39.00
Over 65	£34.00	£31.50	£29.50

**Disabled and Visually Impaired Prices**

Paddock, Anfield Road	£36.00	£33.00
£31.50		
Kop	£34.00	£31.50
£29.50		

Disabled and Visually



### **Ticket Office hours and contact telephone numbers**

#### **In Person**

Monday – Friday 8.15am – 3.45pm  
Match days 9.15am to half time

**(Match Day Opening times may vary depending on the time of the kick off.)**

Non Match Saturdays 9.15am – 3.00pm

#### **Telephone**

Monday – Friday 8.15am – 7pm  
Saturdays 9.15am – 3pm

#### **L1 Club Store ticket selling hours**

Monday – Friday 4pm – 8pm  
Saturdays 9am – 7pm  
Sundays 11am – 5pm

**24 Hour Ticket Information Line 0843 170 5555**

**Credit Card Booking Line 0843 170 5555**  
**Overseas Booking Line +44 151 907 9399**

**Customer Service Line 0843 170 5000**  
**Overseas Customer Service Line +44 151 907 9399**

**Membership Line 0843 170 5000**

**Comment [m1]:** CE Team to check

Supporters are advised that they should quote their Members/Fan Card number for all ticket purchases in order to record their purchase history. Supporters are also advised to retain their tickets stubs as these may be used in the event of a home fixture being abandoned, and also if there are any queries regarding purchase history.

You can also become an e-season ticket holder via our website [www.liverpoolfc.tv](http://www.liverpoolfc.tv). With Liverpoolfc.tv E-season ticket you can see every goal, watch every press conference, and enjoy every interview, online, on demand. So why not go online today.

Full Terms and Conditions of entry can be found at <http://www.liverpoolfc.tv/tickets/ticket-terms>

**Disabled Supporters:** Assistance is provided for all disabled supporters and their personal assistants. Every Club Steward has or if newly appointed will receive training on disability issues to help and assist disabled supporters (both home and away) who attend games at Anfield. Tickets for wheelchair users, visually impaired supporters, ambulant disabled and their Personal Assistants are available from the Club Ticket Office. There is a separate low level accessible counter for all disabled supporters. Details of ticket prices can be obtained from information posted on the

Notice Board outside the Club Ticket Office, on the Club's website at <http://www.liverpoolfc.tv/tickets>.

Wheelchair places - the stadium has availability for up to two assistants to support each wheelchair user. Wheelchair places are situated in the Kop, Paddock and Anfield Road Stand with full disabled access into and out of the stadium as well as to disabled toilet facilities. Any supporter who has not previously applied for tickets in this section of the stadium will be asked to provide the Club with documentation confirming the level of care required.

Visually Impaired - Supporters applying for visually impaired tickets for the first time will have to provide the Club with relevant documentation which will then be held on file for future reference. Seats are available in the Paddock Enclosure, with availability for up to two assistants to accompany them to a game. The Club also provides headsets offering full match commentary. Please ask a steward for these upon arrival.

Ambulant Disabled - We have a dedicated area in the Main Stand Paddock where the majority of Ambulant Supporters are seated with full disabled access in to and out of the stadium. Ambulant disabled supporters can sit in other areas of the ground although these requests will be looked at on an individual basis where the club will endeavour to cater for that request. Facilities for disabled supporters are also accessible. Any supporter who has not previously applied for tickets in this section of the stadium will be asked to provide the club with the documentation confirming the level of care required.

Applications for home league matches should be made in writing five weeks prior to the game including credit or debit card details or enclosing a cheque made payable to Liverpool Football Club.

For Cup games, prices and selling arrangements can vary and will be announced via the selling notice which is published in the local media and on the club website. Again a postal application is required with all applications being addressed for the attention of the Disabled Ticket Coordinator, at the address below. In the event that you should have a query regarding disabled tickets/admission, supporters should contact one of the clubs designated Disabled Ticket Coordinators, whose contact details are set out below:

**Disabled Ticket Coordinator:** Liverpool FC Ticket Office PO Box 204 Liverpool L69 4PQ Tel: 0843 170 5555 option 1 and then option 0. Email: [disability@liverpoolfc.tv](mailto:disability@liverpoolfc.tv). Textphone: 0151 264 2020.

**Abandoned Game:** In the event that a first team match at Anfield is abandoned, the policy of Liverpool Football Club is as follows:

Should a first team match be abandoned before kick-off then ticket holders will be entitled to receive free admission on the date of the rearranged game. In the event of a first team match being abandoned at any time after the game has started then ticket holders shall be entitled to half-price admission for the re-arranged date. It is imperative that non-season ticket holders retain their original ticket stubs to present to

the Club for when they purchase another ticket's for any game that has had to be abandoned after it has kicked off.

**Refunds:** Refunds for tickets to all home matches are given to supporters provided that the tickets is/are returned to the ticket office not less than 72 hours prior to the advertised kick-off time.

**Reserve Team Matches:** Our reserve team play our Home games in the Barclays Premier Reserve League (North) at the home of Tranmere Rovers FC, 796 Borough Road, Birkenhead, Wirral CH42 9JG.

Season Ticket Holders are subject to availability and upon production of their valid Liverpool Football Club Fan Card entitled to free admission at all home Barclays Premier Reserve League (North) fixtures. Members of the Liverpool Football Club Official Membership and of the Priority Ticket Scheme (PTS) will be entitled to receive a discount of £2 per valid Members Card upon production of such at the turnstiles, subject to availability on the occasion of each home game.

Admission prices for Season 2010/2011 for members of the general public who are not in possession of one of the aforementioned cards are - £4 for Adults and £2 for Children aged 16 years or under and Senior Citizens.

It is anticipated that all our home games in the Barclays Premier Reserve League (North) will be played at Prenton Park. However on occasions it is possible that these matches may have to be rescheduled and played at an alternative venue such as Anfield or at the Liverpool Academy, The Liverpool Way, Kirkby, Merseyside L33 7ED. Upon a reserve team fixture being rescheduled, details of such change to the date of a game or venue or kick-off time will be immediately advised to supporters via the club website and local media outlets.

Due to first-team commitments it is common practice for the reserve team games to be rescheduled at relatively short notice. Supporters are recommended to always check that any fixture is being played as announced by contacting either the Club Website or the Club on 0151 263 2361 at least 48 hours prior to each game.

**Visiting Supporters:** Supporters of Clubs visiting Anfield will be allocated up to 3,000 seats in the Anfield Road Lower Stand. Prices will be the same as those paid by our own supporters for comparable accommodation in the same stand, including concessionary rates. The Club offers tickets for visiting disabled supporters at the same admission prices as home disabled supporters. Similarly, we will offer tickets for visiting visually impaired supporters at the same admission price and with the same facilities as home supporters. Visiting wheelchair supporters will be located with Home wheelchair supporters in an area adjacent to those sections reserved in the Anfield Road Stand for visiting supporters.

**Away Matches (Domestic):** At the beginning of the 2003/2004 season the club introduced a new Priority Scheme to reward those supporters who travelled most regularly to watch the team play in domestic competitions. This scheme will continue to operate throughout the current 2010/2011 Season.

Initially tickets will be placed on sale to Season Ticket Holders who have purchased tickets for a specified minimum number of games played during the previous season. All data covering matches attended by supporters will be held on their Season Ticket Fan Card. Ticket stubs will only be applicable/required if and when requested in any Selling Notice issued by the Club.

Details of the number of games that supporters will need to have attended will be included on the selling notice issued by the Club for each domestic away fixture.

On any occasion when tickets are still available after all priority sales have been completed then these shall be placed on sale to the general public.

The host Club will always be responsible for setting admission/ticket prices for all domestic away games.

**Away Matches (European):** Any supporters wishing to apply for tickets for an away game in any European competition played under the jurisdiction of UEFA must either be a Season Ticket or Membership Card holder. The possession of either of these entitles the holder to apply to the Ticket Office for a ticket (one per person) or to book on an organised trip with a recognized tour operator.

Please note that the Club will endeavour to give supporters the earliest possible notice of any changes that are made to our ticketing policies and the reasons for such changes.

## CONSULTATION AND INFORMATION

Regular dialogue and meetings with local community groups;

Meetings with recognised supporters' associations/groups upon request;

A twice yearly community news brochure;

Premier League supporter panels;

The annual Premier League Fan Survey;

LFC customer Experience Surveys, forums, and panels which will be ongoing throughout the year.

Details of any major policy decisions or changes at the Club will be published in the Match Day programme and on the Club website at [www.liverpoolfc.tv](http://www.liverpoolfc.tv).

The Club is in regular consultation with former shareholders, sponsors, and the local authority. We also consult with members of the local community, residents' associations and organisations concerned with the development and regeneration of the Anfield area, such as the North Liverpool Stakeholders Group, Anfield Breckfield Partnership Forum, Anfield Breckfield Community Partnership, Anfield Breckside Community Council and Breckfield North Everton Community Council. The Club

recognises its role as a major investor in the Anfield and Breckfield areas and as such it plays a key role in the regeneration plans for these communities.

## COMMUNITY ACTIVITY

The vision of LFC's work in communities is to use the power of the Club's reputation and badge to inspire positive change, not just in its local area, but in poor communities throughout the world.

Liverpool Football Club achieved Business in the Community's **CommunityMark** in 2009. The **CommunityMark** is a national standard that recognises companies that are the best investors in their communities. It is a robust, strategic and independently assessed standard only achieved by 32 companies in the UK. The Club benchmarks all of its community activities by this standard of excellence and seeks to fulfil the **CommunityMark** standards in all of its programmes.

The five areas which are the focus of the Liverpool FC's activities are: education, health, social inclusion, physical activity and charity support. The objectives are:

- To inspire people to achieve their potential.
- To work with professional and community partners to encourage healthy lifestyles and deliver measurable improvements. To inspire people of all ages and abilities to improve their educational achievement.
- To contribute to safe and inclusive communities
- To offer a wide range of sporting activities which engage people of all ages and abilities.
- To be a trusted partner for other charities and agencies.

We coach in football and other sports in mainstream and special schools and community centres throughout the year. All sessions are free and open access, even summer soccer camps. The *Respect 4 All Centre* offers activity sessions four nights a week for young people and adults with visual impairments, physical and learning disabilities. And the award-winning *Kickz* programme offers late night football and other positive activities for 12 - 18 year olds reducing anti-social behaviour.

Our *Action for Health* and Healthy Stadia programmes are set up to encourage healthy lifestyles and well being through such as healthy menu choices at Anfield, health checks for staff and the community, and physical activities, especially for men and older people. These programmes are funded by the Premier League, Sport Relief, Liverpool City Council, and Liverpool Primary Care Trust, PSS (which provides Health Trainers) and we work in partnership with other community and professional organisations.

LFC's education programmes are extensive. As well as school assemblies, LFC has devised a *Tactics 4 Families* programme for schools that encourages support and understanding. The LFC Education Centre (formerly Reduc@te) has been rebuilt this summer above the Ticket Office. It offers a wide range of bespoke programmes for schools in subjects such as English, Maths, ICT, Spanish, and French with sport as the basis for curriculum development. Materials are also available for downloading from LFC's website, [www.liverpoolfc.tv](http://www.liverpoolfc.tv). LFC has sponsored films and plays in partnership

with the Merseyside Fire and Rescue Service and Merseyside Police for use in schools dealing with such topics as hoax calls to the emergency services, arson and gang culture.

The Social Inclusion programme uses football to link ethnic minority groups with areas such as North Liverpool. LFC has also been working closely with the Anthony Walker Foundation and has sponsored films dealing with racism such as "From Gayle to Babel" about the Club's black players.

The Charities Section of the Community Team answer all requests for signed items by other charities, respond to fan mail with goodie packs, certificates, complimentary tour tickets etc as well as arranging Melwood visits and tours of Anfield for terminally ill fans. Last year this amounted to over 18,000 items. In addition to this, LFC donates container loads of kit to poor communities throughout the world via charitable partners such as Oxfam.

In 2010 community coaches have given soccer camps in impoverished areas of Northern Ireland, the Sudan and South Africa. This international work will continue in the new season, especially when the team is on tour.

**Regeneration:** LFC's work in the Anfield Breckfield and North Liverpool has resulted in the delivery of the restoration of Stanley Park and the Isla Gladstone Conservatory, highway and infrastructure work, the restoration/rebuilding of 4 community centres and the restoration of 10 houses. The Club has contributed over £10million to this work which has enabled Liverpool City Council to draw down funding from Europe and central government. Its work in regeneration is being highlighted at the Shanghai Expo in 2010.

The Club is a respected and trusted partner through its community work.

**Education:** Reduc@te is the "Playing for Success" Centre located in the Kop end of the famous Anfield Stadium. The Centre celebrated its eighth birthday in 2007 and since its opening in July 2000 in excess of 27,000 school pupils have benefited from the exciting educational opportunities provided by the centre. In addition to providing "out of hours" learning programmes for local youngsters, Reduc@te has developed an extensive day time range of activities to help schools complement their curriculum requirements. Language classes, particularly Spanish have become increasingly popular at the Centre but the key focus with the majority of children continues to be that of improving literacy, numeracy and ICT skills. Reduc@te's summer programmes, which operate throughout the school summer holidays provide a variety of and enjoyable activities for children from the local community. In addition to a full time Centre Manager, Reduc@te has a full time Curriculum Development Officer whose role is to produce all curriculum material to be used at the Centre. These materials are also made available online for schools to download from the official Liverpool Football Club website at [www.liverpoolfc.tv](http://www.liverpoolfc.tv). The educational partnership with FC Barcelona continues to flourish and in March 2007 a group of Catalan students visited Liverpool, enjoying a four day visit to the city during which they attended the UEFA Champions League fixture at Anfield between the two clubs. A reciprocal visit took place in May when youngsters from a Liverpool Junior School travelled over to Barcelona for three days to sample life in mainland Europe. A

successful funding bid from Reduc@te secured additional monies in the last twelve months to substantially refurbish the Centre and provide a brand new minibus to assist in the transportation of children to and from the Centre. Reduc@te continues to support Liverpool schools Work Placement programmes providing opportunities for young people to spend up to two weeks at the Centre gaining valuable work experience. The strong partnerships developed with the three Universities of Liverpool ensure that Reduc@te has a valuable source of talented students available to attend the Centre where they will be provided with valuable knowledge and guidance.

**Performing and Visual Arts:** The Club is involved in promoting issues such as anti-racism, anti-drug and crime messages through the media of performing and visual arts.

**Anti-Racism Initiatives:** The Club supports the aims of leading initiatives such as 'Kick it Out' to tackle problems of racism in the game.

The Club co-ordinates a European funded 'Action for Health' programme for North Liverpool working with local and regional organisations to provide information and educational programmes, health checks and schools programmes to tackle poor health and promote healthy living. It also participates in the Healthy Stadia programme through Heart of Mersey that seeks ways of offering healthy choices to supporters and staff.

## **MERCHANDISE**

All home replica Strips have a minimum lifespan of two seasons. All away replica Strips have a minimum lifespan of one season. Swing tickets are attached to each replica Strip stating the season that the Strip is in use. Details of the next intended change of kits can be obtained from the Club shop. The Club carries out its obligations under the Premier League Rulebook to prevent price fixing in relation to the sale of replica Strips.

We offer refunds on merchandise in accordance with our legal obligations.

## **PARTNERSHIP**

Liverpool FC aims to partner with best-in-class brands and is committed to working seamlessly with our Partners to craft innovative and measurable marketing programmes that consistently meet and surpass their business objectives. For more details on partnership opportunities with Liverpool FC, please contact the Partnership Department on 44 (0) 151 237 5973.

## **FAQ**

All club's FAQ can be found [here](#)

## **Our staff**

The Club is an equal opportunities employer and all applicants for employment will be regarded equally and be given equal opportunities irrespective of their race, colour, nationality, religion, sex, sexual orientation, marital status, age, disability or ethnic origin.

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It is anticipated that all our home games in the Barclays Premier Reserve League (North) will be played at Prenton Park. However on occasions it is possible that these matches may have to be rescheduled and played at an alternative venue such as Anfield or at the Liverpool Academy, The Liverpool Way, Kirkby, Merseyside L33 7ED. Upon a reserve team fixture being rescheduled, details of such change to the date of a game or venue or kick-off time will be immediately advised to supporters via the club website and local media outlets.

Due to first-team commitments it is common practice for the reserve team games to be rescheduled at relatively short notice. Supporters are recommended to always check that any fixture is being played as announced by contacting either the Club Website or the Club on 0151 263 2361 at least 48 hours prior to each game.

**Visiting Supporters:** Supporters of Clubs visiting Anfield will be allocated up to 3,000 seats in the Anfield Road Lower Stand. Prices will be the same as those paid by our own supporters for comparable accommodation in the same stand, including

concessionary rates. The Club offers tickets for visiting disabled supporters at the same admission prices as home disabled supporters. Similarly, we will offer tickets for visiting visually impaired supporters at the same admission price and with the same facilities as home supporters. Visiting wheelchair supporters will be located with Home wheelchair supporters in an area adjacent to those sections reserved in the Anfield Road Stand for visiting supporters.

**Away Matches (Domestic):** At the beginning of the 2003/2004 season the club introduced a new Priority Scheme to reward those supporters who travelled most regularly to watch the team play in domestic competitions. This scheme will continue to operate throughout the current 2010/2011 Season.

Initially tickets will be placed on sale to Season Ticket Holders who have purchased tickets for a specified minimum number of games played during the previous season. All data covering matches attended by supporters will be held on their Season Ticket Fan Card. Ticket stubs will only be applicable/required if and when requested in any Selling Notice issued by the Club.

Details of the number of games that supporters will need to have attended will be included on the selling notice issued by the Club for each domestic away fixture.

On any occasion when tickets are still available after all priority sales have been completed then these shall be placed on sale to the general public.

The host Club will always be responsible for setting admission/ticket prices for all domestic away games.

**Away Matches (European):** Any supporters wishing to apply for tickets for an away game in any European competition played under the jurisdiction of UEFA must either be a Season Ticket or Membership Card holder. The possession of either of these entitles the holder to apply to the Ticket Office for a ticket (one per person) or to book on an organised trip with a recognized tour operator.

Please note that the Club will endeavour to give supporters the earliest possible notice of any changes that are made to our ticketing policies and the reasons for such changes.

## **CONSULTATION AND INFORMATION**

Regular dialogue and meetings with local community groups;

Meetings with recognised supporters' associations/groups upon request;

A twice yearly community news brochure;

Premier League supporter panels;

The annual Premier League Fan Survey;

LFC customer Experience Surveys, forums, and panels which will be ongoing throughout the year.

Details of any major policy decisions or changes at the Club will be published in the Match Day programme and on the Club website at [www.liverpoolfc.tv](http://www.liverpoolfc.tv).

The Club is in regular consultation with former shareholders, sponsors, and the local authority. We also consult with members of the local community, residents' associations and organisations concerned with the development and regeneration of the Anfield area, such as the North Liverpool Stakeholders Group, Anfield Breckfield Partnership Forum, Anfield Breckfield Community Partnership, Anfield Breckside Community Council and Breckfield North Everton Community Council. The Club recognises its role as a major investor in the Anfield and Breckfield areas and as such it plays a key role in the regeneration plans for these communities.

## COMMUNITY ACTIVITY

The vision of LFC's work in communities is to use the power of the Club's reputation and badge to inspire positive change, not just in its local area, but in poor communities throughout the world.

Liverpool Football Club achieved Business in the Community's **CommunityMark** in 2009. The **CommunityMark** is a national standard that recognises companies that are the best investors in their communities. It is a robust, strategic and independently assessed standard only achieved by 32 companies in the UK. The Club benchmarks all of its community activities by this standard of excellence and seeks to fulfil the **CommunityMark** standards in all of its programmes.

The five areas which are the focus of the Liverpool FC's activities are: education, health, social inclusion, physical activity and charity support. The objectives are:

- To inspire people to achieve their potential.
- To work with professional and community partners to encourage healthy lifestyles and deliver measurable improvements. To inspire people of all ages and abilities to improve their educational achievement.
- To contribute to safe and inclusive communities
- To offer a wide range of sporting activities which engage people of all ages and abilities.
- To be a trusted partner for other charities and agencies.

We coach in football and other sports in mainstream and special schools and community centres throughout the year. All sessions are free and open access, even summer soccer camps. The *Respect 4 All Centre* offers activity sessions four nights a week for young people and adults with visual impairments, physical and learning disabilities. And the award-winning *Kickz* programme offers late night football and other positive activities for 12 - 18 year olds reducing anti-social behaviour.

Our *Action for Health* and Healthy Stadia programmes are set up to encourage healthy lifestyles and well being through such as healthy menu choices at Anfield, health checks for staff and the community, and physical activities, especially for men and

older people. These programmes are funded by the Premier League, Sport Relief, Liverpool City Council, and Liverpool Primary Care Trust, PSS (which provides Health Trainers) and we work in partnership with other community and professional organisations.

LFC's education programmes are extensive. As well as school assemblies, LFC has devised a *Tactics 4 Families* programme for schools that encourages support and understanding. The LFC Education Centre (formerly Reduc@te) has been rebuilt this summer above the Ticket Office. It offers a wide range of bespoke programmes for schools in subjects such as English, Maths, ICT, Spanish, and French with sport as the basis for curriculum development. Materials are also available for downloading from LFC's website, [www.liverpoolfc.tv](http://www.liverpoolfc.tv). LFC has sponsored films and plays in partnership with the Merseyside Fire and Rescue Service and Merseyside Police for use in schools dealing with such topics as hoax calls to the emergency services, arson and gang culture.

The Social Inclusion programme uses football to link ethnic minority groups with areas such as North Liverpool. LFC has also been working closely with the Anthony Walker Foundation and has sponsored films dealing with racism such as "From Gayle to Babel" about the Club's black players.

The Charities Section of the Community Team answer all requests for signed items by other charities, respond to fan mail with goodie packs, certificates, complimentary tour tickets etc as well as arranging Melwood visits and tours of Anfield for terminally ill fans. Last year this amounted to over 18,000 items. In addition to this, LFC donates container loads of kit to poor communities throughout the world via charitable partners such as Oxfam.

In 2010 community coaches have given soccer camps in impoverished areas of Northern Ireland, the Sudan and South Africa. This international work will continue in the new season, especially when the team is on tour.

**Regeneration:** LFC's work in the Anfield Breckfield and North Liverpool has resulted in the delivery of the restoration of Stanley Park and the Isla Gladstone Conservatory, highway and infrastructure work, the restoration/rebuilding of 4 community centres and the restoration of 10 houses. The Club has contributed over £10million to this work which has enabled Liverpool City Council to draw down funding from Europe and central government. Its work in regeneration is being highlighted at the Shanghai Expo in 2010.

The Club is a respected and trusted partner through its community work.

**Education:** Reduc@te is the "Playing for Success" Centre located in the Kop end of the famous Anfield Stadium. The Centre celebrated its eighth birthday in 2007 and since its opening in July 2000 in excess of 27,000 school pupils have benefited from the exciting educational opportunities provided by the centre. In addition to providing "out of hours" learning programmes for local youngsters, Reduc@te has developed an extensive day time range of activities to help schools complement their curriculum requirements. Language classes, particularly Spanish have become increasingly popular at the Centre but the key focus with the majority of children continues to be

that of improving literacy, numeracy and ICT skills. Reduc@te's summer programmes, which operate throughout the school summer holidays provide a variety of and enjoyable activities for children from the local community. In addition to a full time Centre Manager, Reduc@te has a full time Curriculum Development Officer whose role is to produce all curriculum material to be used at the Centre. These materials are also made available online for schools to download from the official Liverpool Football Club website at [www.liverpoolfc.tv](http://www.liverpoolfc.tv). The educational partnership with FC Barcelona continues to flourish and in March 2007 a group of Catalan students visited Liverpool, enjoying a four day visit to the city during which they attended the UEFA Champions League fixture at Anfield between the two clubs. A reciprocal visit took place in May when youngsters from a Liverpool Junior School travelled over to Barcelona for three days to sample life in mainland Europe. A successful funding bid from Reduc@te secured additional monies in the last twelve months to substantially refurbish the Centre and provide a brand new minibus to assist in the transportation of children to and from the Centre. Reduc@te continues to support Liverpool schools Work Placement programmes providing opportunities for young people to spend up to two weeks at the Centre gaining valuable work experience. The strong partnerships developed with the three Universities of Liverpool ensure that Reduc@te has a valuable source of talented students available to attend the Centre where they will be provided with valuable knowledge and guidance.

**Performing and Visual Arts:** The Club is involved in promoting issues such as anti-racism, anti-drug and crime messages through the media of performing and visual arts.

**Anti-Racism Initiatives:** The Club supports the aims of leading initiatives such as 'Kick it Out' to tackle problems of racism in the game.

The Club co-ordinates a European funded 'Action for Health' programme for North Liverpool working with local and regional organisations to provide information and educational programmes, health checks and schools programmes to tackle poor health and promote healthy living. It also participates in the Healthy Stadia programme through Heart of Mersey that seeks ways of offering healthy choices to supporters and staff.

## **MERCHANDISE**

All home replica Strips have a minimum lifespan of two seasons. All away replica Strips have a minimum lifespan of one season. Swing tickets are attached to each replica Strip stating the season that the Strip is in use. Details of the next intended change of kits can be obtained from the Club shop. The Club carries out its obligations under the Premier League Rulebook to prevent price fixing in relation to the sale of replica Strips.

We offer refunds on merchandise in accordance with our legal obligations.

## **PARTNERSHIP**

Liverpool FC aims to partner with best-in-class brands and is committed to working seamlessly with our Partners to craft innovative and measurable marketing programmes that consistently meet and surpass their business objectives. For more details on partnership opportunities with Liverpool FC, please contact the Partnership Department on 44 (0) 151 237 5973.

## **FAQ**

All club's FAQ can be found [here](#)

## **Our staff**

The Club is an equal opportunities employer and all applicants for employment will be regarded equally and be given equal opportunities irrespective of their race, colour, nationality, religion, sex, sexual orientation, marital status, age, disability or ethnic origin.