

Liverpool FC Supporters' Committee

"We are pro-Liverpool and anti-nobody" (Bill Shankly 1971)



ANNUAL REPORT 2013



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Honorary President's Foreword



It was a great privilege to be invited to become Honorary President of the Liverpool FC Supporters' Committee. Having started off as the first Chair of the Committee, I have been impressed with the level of commitment and quality of work that we produce and I am delighted to be in a position to offer any help I can.

Ensuring that we speak with a truly representative voice is a big responsibility; one that myself and the other LFC Supporters' Committee members take very seriously as we continue to work hard on your behalf. I believe that the new committee structure, governance document and associated policies will allow the Committee to be more focused and better able to deal with the pressing issues that affect fans.

I am committed to working with Bob (Chair), Jeanette (Vice-Chair) and the Committee to help deal with the issues and challenges that 2013-14 bring.

I look forward to the season ahead for the LFC Supporters' Committee and to even more positive progress.

With best wishes

Karen Gill
Honorary President, LFC Supporters' Committee

Chair's Report



Welcome to the 2013 Annual Report which we hope will give you a good overview of the Liverpool FC Supporters' Committee's work on behalf of all supporters.

We started the season extremely well, announcing our first Honorary President, Karen Gill. Karen is a tremendous ambassador and advocate for all LFC supporters and we are delighted that she is our Honorary President. On behalf of the LFC Supporters' Committee members, I warmly thank her for her friendship and incredible support.

It has been an extremely busy 12 months. Last season, the Supporters' Committee recognised that many areas overlapped and we have now restructured ourselves to a more manageable 12 constituencies. An open and transparent recruitment and selection process has been introduced and LFC fans will be given the opportunity to vote online for their preferred representative in each category this season.

We have changed the way our meetings with the Club are formatted and they are now structured around pre agreed themes such as 'Ticketing', 'Equality' and 'Provision for Families and young people'. This allows the Committee to focus on a core subject rather than a 'scattergun' of questions approach and, I believe, draws out a more detailed response from the Club.

My hope for the 2013-14 season is that the Club engage with the Committee on a more regular basis to improve the consultation process so the Committee can better represent the wider fan base.

With warmest regards

Bob Humphries
Chair, LFC Supporters' Committee

About the Liverpool FC Supporters' Committee

Liverpool Football Club Supporters Committee is an initiative of Liverpool Football Club. The Supporters' Committee acts as a consultation group that allows fans to help shape the club's future through regular and constructive dialogue with senior LFC officials.

The Liverpool FC Supporters' Committee (LFCSC) consists of 12 voluntary Members plus an Honorary President. The Committee represents the various stakeholder groups from the LFC supporter base including:

1. Families & young people;
2. Merseyside residents;
3. Official supporters clubs;
4. International West;
5. International East;
6. Disabled supporters;
7. Non-season ticket holders and members;
8. Away fans;
9. Female fans;
10. LGBT fans;
11. Ethnic minorities; and
12. Season ticket holders & hospitality fans

Members of the Committee share the supporters' opinions and views with LFC to help the club better understand the issues that most affect and concern its supporters.

Recruitment and Selection

Three of the positions on the LFC Supporters' Committee are up for election this season. A recruitment pack was developed to give further information regarding the role and the responsibilities involved in being a Committee Member and all supporters will have the chance to apply for one of the positions. After the closing date, a three member panel will read the applications and shortlist applicants for each category. Profiles of those short-listed candidates will be placed on the LFC website and supporters will have the opportunity to vote for the candidate of their choice in each of the categories. The process will be overseen by the Football Supporters Federation, as an independent body.

Sub Committees

The LFC SC has formed several sub committees. Initially, the areas covered are:

- Communication
- Equality
- Ticketing
- International

Key achievements for 2012/13

1. Review of Committee structure and governance

A 'review group' was set up to look at the structure of the Committee who worked over a nine-month period and identified 12 categories to cover every constituent within the LFC supporter family. The result of the review group's exercise means that from the original 18 members (that subsequently reduced to 15 through early retirement), from season 2013/2014 the Committee will consist of 12 members.

The table below summaries the new structure alongside the previous one.

Constituency (2012/13)	Constituency (2013/14)	
Season Ticket Holders	1	Season Tickets & Hospitality
Hospitality fans	Queries dealt with in constituency above	
Disability	2	Disability
Under 18's	3	Families & Young People
Families	Queries dealt with in constituency above	
Anfield/Breckfield area	4	Merseyside Residents
Merseyside area	Queries dealt with in constituency above	
Supporters Clubs	5	Supporters Clubs
International West	6	International West
International East	7	International East
Away Fans	8	Away Fans
Female	9	Female
LGBT	10	LGBT
Ethnic Minorities	11	Ethnic Minorities
General Admission	12	Non STH & LFC Members
LFC Members	Queries dealt with in constituency above	
UK Supporters	Queries dealt with in other constituencies	
Older People	Queries dealt with in other constituencies	

The revised structure is entirely based on fan engagement since the creation of the Committee two seasons ago. All 18 original groups are still represented by the new group of 12. A smaller committee will be more focused and allow for matters to be progressed more expediently. The Committee feels the representation now better reflects the distinct groups of fans they are expected to represent. From July 2014, four members of the Committee will step down each year so that every three years the entire composition of the Committee will have been renewed.

There was a need to redraft the Governance Document so that it better reflected the role of the Committee and the revised structure. The Committee produced a draft version and all key personnel from the Club read and commented on it before it was formally ratified and signed off. The Governance Document outlines the process for recruitment and selection and included a Memorandum of Understanding; a Honorary Officer policy; a Communication policy and an Equality & Diversity policy.

2. Communication

LFC SC Web page

The LFC Supporters' Committee developed its own webpage, which can be found under the "FANS" tab on the official LFC website. The link to our home page is:

<http://www.liverpoolfc.com/fans/supporters-committee/home>

Once there you will find links to our contact details, news items and all previous minutes of meetings held with the club.

'Amazing Anfield' event

Liverpool FC Supporters' Committee members took part in the Amazing Anfield event at the Museum of Liverpool in February 2013. The family-friendly event included displays, activities, talks and a LFC-themed photo booth. We set up a display board and welcomed visitors from all over the world.



'Amazing Anfield' display board at the Museum of Liverpool, February 2013

Q & A Session with 'bloggers'

The committee met at the Liverpool Supporters Club in Lower Breck Road in June 2013 and engaged in a Q&A with representatives of various fans' forums and bloggers. The meeting went well, and the committee were pleased with the level of questions put forward. The event helped raise the profile of the Committee and it is planned to hold further events in the coming season.



'Bloggers' event attended by all the LFC SC committee, June 2013

A further event is scheduled to be held during the first half of the 2013-14 season when all fans will be invited to attend. It is hoped that these meetings will increase the level of participation from all fan groups.

Meeting LFC's greatest resource

Committee members are happy to meet with supporters and supporter groups whenever possible to maintain regular contact with the fans we represent. The Chair and Vice-chair met with representatives from the Asian Kop following the first game of the season in August 2013.



Meeting Amit and Deepak from the Asian Kop, August 2013

3. Equality

LGBT supporters

Last year, Liverpool became the first Premier League club to support a UK Pride march, and again took part in this year's event. Celebrating all things LGBT (lesbian, gay, bisexual and transgender), the theme of the 2013 campaign was 'superheroes'. As part of the club's commitment to equality and diversity, members of staff, Liverpool FC Foundation and Youth Ambassadors took part in the celebrations.



Liverpool Pride march, Liverpool August 2013

The club hosted a gay football supporters' network league match between Mersey Marauders and Wolves Harts in February 2013 at the LFC Academy as part of the club's activities for the Football v Homophobia campaign. This was the second year that the club supported such initiatives.

Improvements for disabled and older people

A limited amount of spaces in the Anfield Road car park have been allocated for season ticket holders and members who are aged over 65, and a drop off zone for blue badge holders is now available in Tinsley Street.

A disability/access audit was completed in 2012, which was fed back to the disabled supporters' representative and the Liverpool Disabled Supporters Association. As a result of this some improvements were made, including the provision of automatic doors to the Boot Room Café and the Centenary Stand. The Committee will continue to work with the club and the Liverpool Disabled Supporters Association when the stadium is redeveloped to ensure that the many access issues are addressed.

Additional members of ticket sales staff have been trained to so they can deal with specific queries from disabled supporters and the Frequently Asked Questions (FAQ's) area of the website has been updated for disabled fans with general queries.

LFC and Anzhi help Kick it Out

The LFC Supporters' Committee took the initiative to promote equality and tackling racism in Europe as part of the Kick it Out and FARE week of action prior to the Europa League clash with Anzhi Makhachkala in November 2012. The Committee

developed a partnership link with Anzhi supporters to build up cohesion, integration and a memorandum of understanding to tackle discrimination within football.



Liverpool welcomes Anzhi Makhachkala supporters, November 2012

4. Ticketing

A dedicated sales day was introduced for adult and child tickets to be purchased. An allocation of 600 seats has been provided in the Family Zone, which is in the adult/child section. Welcoming and inviting visuals have been created for younger children on the concourse and interactive activities are organised for the area on a match-by-match basis. Further adult/child seats have been made available in all areas of the ground for the general sale. The Club will continue to look at new initiatives to put in place for families to enhance their match day experience

On behalf of the fans, the Committee has explored the possibility of separate ticket pricing for supporters aged 16-21. The work with the Club on this is on-going.

In the 2012-13 season, both season ticket holders and members had the opportunity to sign up to the Auto Cup Scheme and sit together, prior to the fixtures being announced.

A 'how to purchase ticket guide' was made available online to clearly define the process of ticket purchasing. The Club is also considering other methods, such as online.

The pricing structure for LFC away fans at the Premier League has been continuously raised by the club, following concerns raised by the Committee. The PL have now made a budget available which will be used to make a small reduction in the ticket price. Further discussions are on-going and the Club will keep the Committee updated if and when any progress is made.

With regard to communication for travelling supporters, improvements have been made to the information sheet given to travelling fans giving clarity of 'do's and don'ts' whilst away. A Merseyside police / travel Twitter account has been created and updates will be made on regular basis to keep fans informed.

The disabled season ticket waiting list was completely overhauled at the end of 2012. The Club wrote to every disabled supporter they had details for, with a request that applicants update their address, contact details and provide information about their disability and requirements for attending a match. In order to ensure that specific requirements could be accommodated, relevant information about each supporter was collated so that any future offer of a season ticket was relevant to the supporters' circumstances.

A list of frequently asked questions was produced, trained disability ticketing advisors assisted with the completion of the forms, either in person or via the telephone (including typetalk facility for deaf supporters). Finally, the list was organised into two distinct lists: one for supporters who were wheelchair-users (and required a wheelchair space) and one for supporters who were not wheelchair-users (who would be given the opportunity to sit anywhere in the stadium, subject to their requirements).

5. International

Summer 2012 was particularly busy for the International West representative as the LFC North American Tour took in Toronto, Boston and Baltimore. Fans from all over the continent who were travelling to games over the 10 day period contacted him. Hundreds of supporters were looking for information with regard to local contacts, ticketing and how to obtain LFC merchandise.



Areas covered by International East and International West representatives

The types of things the International representatives are contacted about range quite considerably. For example, assistance was provided to a fan who worked for a film company who needed the club's approval to use a LFC product in a movie in Canada, starring Clive Owen; a few days later the Committee provided support to a group of Brazilian and Bosnian fans who were trying to get Overseas Branch status; and, more recently, contact was made with LFC's medical team on behalf of a Dutch fan who had developed an ankle support system which could be of use to Daniel Sturridge.

The many requests from international fans trying to attend a Premier League fixture at Anfield has led to the introduction of a 'ticketing guide', which was developed with the help of the Committee. This has proven to be an important 'go to' page on the LFC website and provides a tremendous amount of detail on how supporters from all around the globe can purchase tickets. Furthermore, the Club committed to providing regular feedback on the implementation of an easier system for international fans during the ticket sale.

The Club recruited further resources to promote the supporters' club activities. A supporters' club survey was developed to allow for further feedback on the supporters' club process. The supporters' club waiting lists were contacted with the aim of expanding the network in a controlled manner and the club will continue to consult with the Committee on branch matters and agreed to publish a process map explaining different stages of the application process.



Please let us know what you think

There are still a number of areas where we are working with the club to continue to make improvements so please let us know if you have any issues that you wish us to raise on your behalf. Remember, we are here to represent you!

Honorary President Email: HonoraryPresident@liverpoolfcsc.com

Disabled Supporters' Email: Disabled-Supporters@liverpoolfcsc.com

LGBT Supporters Email: LGBT-Supporters@liverpoolfcsc.com

Female Fans Email: Female-Fans@liverpoolfcsc.com

Ethnic Minority Supporters' Email: Ethnic-Minority-Supporters@liverpoolfcsc.com

International fans (East) Email: International-east@liverpoolfcsc.com

International fans (West) Email: International-west@liverpoolfcsc.com

Official Supporters' Clubs Email: LFC-Official-Supporters-Clubs@liverpoolfcsc.com

Fans in the Merseyside Area Email: Merseyside-Supporters@liverpoolfcsc.com

Fans who attend away games Email: away-game-supporters@liverpoolfcsc.com

Families & Young People Email: Family-Supporters@liverpoolfcsc.com

Non Season Ticket Holders & Official Members Email: Corporate-fans@liverpoolfcsc.com

Season Ticket Holders & Hospitality Email:

Chair-season-ticket-holders@liverpoolfcsc.com