

**Notes from the LFC SC fan forum on 09.05.2014
'Stadium Redevelopment' - The Sandon 1900-2030**

LFC SC Members present: Paul Amann (PA); Sam Armstrong (SA); James Benson (JB); Anna Burgess (AB); Jeanette Dodd (JD); Karen Gill (KG); Bob Humphries (BH), Chair; Damien Moore (DM); and Richard Pedder (RP).

Apologies: Abu Nasir; Matthew Selby; Laurie Whitehead; Laura Woodcock;

BH welcomed those present and asked committee members to introduce themselves. The topic for the forum was 'Stadium Redevelopment', although fans could raise other issues. There had been a huge response from supporters online, via social media and by email, the largest to date. Anything asked at this forum would be raised with the LFC Board at the meeting on Saturday 10th May.

Questions/issues from Attendees at the meeting

1. Noted the low attendance, from fans and also committee members. If four or five members of the committee are missing, the low turnout from supporters is not surprising. Asked about the availability of children's tickets in the new stand and the scope for an under-18 membership scheme.

LFCSC: We will pass your comments on to the committee members who are not here. In terms of the availability and price of tickets for young people, the discrepancy in children's season ticket prices has been addressed by the club and this has been popular. The club has also agreed to trial cheaper tickets for 17-21 year olds in cup competitions in the 2014/15 season, although there is always an underlying concern about ticket touts. There is no limit on the amount of tickets that can be purchased, but the club have budgeted for this and are expecting an uptake. Once the new stand is built there will be an increased opportunity to roll this out.

2. Can some match tickets be reserved for a 'pay on the day' facility, so fans can queue for any available tickets on the day of the match, as happened years ago?

LFCSC: When large queues form, this is always problematic to manage. The police and the city council have concerns about large numbers of people turning up on a match day. There is more of a 'blank canvas' when the new stand is built, so this suggestion can go on the agenda, but the mechanics of how it might work would need to be agreed.

3. Is there an area of the ground with the potential to be a 'Boys Pen'?

LFCSC: We have been asked this by other fans and will ask the club tomorrow.

4. STH concerned that her current seat in the Main Stand is likely to be in the new corporate area. Has sent emails to the club, asking where her and her family members will be relocated to, but has not received a response.

LFCSC: Explained how the new seating levels will be built behind the current Main Stand. It is likely that everyone's seat will move, but we do not know for sure where specific seats will be moved to. This is something that we can raise with the club. New stand may bring more tiers within the pricing structure.

5. Will the other parts of the stadium be updated (Kop and Centenary Stand) following the redevelopment?

LFCSC: The Phase one redevelopment is the Main Stand, where research by Price Waterhouse Coopers showed that there would likely be a take up of hospitality seating. Without the uplift in corporate hospitality seating it would not be possible to redevelop the stadium. Phase two of the redevelopment (Anfield Road stand) is a separate business case. There are currently no plans to extend beyond this, and the corners cannot be filled as these areas would have long distance or obstructed viewing, so the four distinct stands will remain.

6. Fan thanked the LFCSC for the work on reducing children's season ticket prices to £200.

LFCSC: We appreciate your comments and will pass them on to the rest of the committee.

7. Can the committee run through the most common issues raised by fans so far?

LFCSC: The main themes were as follows:

- 1) *How does this impact on me/affect my seat?*
- 2) *Cost of tickets*
- 3) *Disabled access and facilities*
- 4) *ST waiting list - will this be sorted? How many new seats will go to fans on the waiting list?*
- 5) *Kids tickets - availability*
- 6) *People disappointed with how the stand looks. Suggestions for iconic features/design*
- 7) *Capacity is probably the biggest issue raised. Can this be increased in future?*
- 8) *Ratio between hospitality seating and GA*
- 9) *Impact of works on match day*
- 10) *Transport infrastructure*

8. Can LFC fans be behind both goals in redeveloped stadium and away fans relocated to top tier? Other clubs have done this and it would be good for our supporters and the team if away fans were not behind the goal.

LFCSC: The plan for Phase two is to relocate the away fans to the opposite side of the Anfield Road stand so they are nearer to the coach drop off/pick up points. This is something that we can raise with the club tomorrow.

9. Looking forward to cup finals, will guarantees be given to the corporate fans assuring them of a ticket? If promises are made to these fans for final tickets, then this could have a huge impact on STH's and those who do not have corporate tickets. Athens 2007 was given as an example of how badly ordinary fans were treated.

LFCSC: We will ask this question when we meet with the LFC officials tomorrow. Unfortunately, wherever a European cup final is held, it will never satisfy the huge following of support that LFC has and the number of supporters who would want a ticket. Again, we will raise this tomorrow.

10. When the Main Stand is redeveloped, what will happen to the old seats? Can fans buy them as many have been in families for generations, so would like to keep them.

LFCSC: We have been asked this before and when we initially raised it, we were told to ask nearer the time. We will ask again now that the plans are in place.

11. Who from the club will attend the meeting tomorrow? If the owners are not attending again, then this is showing disrespect for the committee. There should be an owner at every meeting, there are only four meeting per year.

LFCSC: Ian Ayre is attending. We do not know about the owners and you are right about their poor attendance record. We have already said this to the club, but will say it again. However, it is unlikely that they would attend four meeting per year if they struggle to manage even two. There are sometimes sub-committee meetings which involve the owners, but these are very infrequent.

12. Asked about ticket prices for young adults (aged 17-21) for cup games, will this include Champions League fixtures?

LFCSC: Yes, it is our understanding that this includes all cup matches, but we will check this with the Head of Ticketing.

13.(i) Could future UEFA finals (or semi-finals) be hosted at Anfield once the stadium is redeveloped? **(ii)** Will the club look at the potential to host boxing matches, concerts and other large events to generate more revenue?

LFCSC: As the club will have top class facilities, it makes sense to maximise the use of the stadium to bring in revenue. We will ask about the scope for this at tomorrow's meeting.

14. Will the club have a page about the HJC on the LFC website? The question of whether the club will give some recognition to the HJC was originally raised two years ago.

LFCSC: Since you raised this issue again at the last fan forum, we have asked the Head of Communication at the club. It is recognised that this needs addressing and that there should be a positive outcome, although there were sensitivities around the 25th anniversary, the anniversary of the death of Anne Williams and the start of the inquests. We have been assured that LFC will speak to everyone concerned and get back to us with the outcome of these discussions. Please pass us your contact details so we can keep you updated.

15. Has anyone asked how disabled fans will get to the redeveloped stadium? Trains are not suitable and the soccerbus is inaccessible to wheelchair users (reported an incident with a fan in an electric wheelchair being lifted on to the bus). Cars are often the only viable transport option for disabled supporters travelling to and from the ground. The current parking facilities at Stanley Park are over-subscribed and the disabled bays used by anyone as no-one checks. **(i)** Will the redevelopment have increased parking facilities for blue badge holders? **(ii)** Can the club ensure that they have these car parks stewarded to prevent abuse as this needs improving?

LFCSC: We understand that cars are often the only viable option for disabled fans and we are aware of the current situation at Stanley Park car park. In terms of the stadium redevelopment the new car parks are part of the club's plans so they will need to employ stewards to monitor them. We will put your points to the club tomorrow.

16. Is there an agenda to ensure that the issue of fans holding multiple membership cards and season tickets is dealt with following the redevelopment?

LFCSC: This is probably the next big issue the club will have to face. Some fans have four member cards and some fans have four season tickets as supporters were encouraged to purchase more some years ago by the club. Non required ST's are meant to be returned but some are not, so there is very little 'churn' going forward. How the club will address this issue is not yet decided, perhaps unique season tickets and members' cards (containing a

photograph of the holder) are required. An amnesty may be used in the future to ensure that all STH's are correctly identified i.e. they would not have to return them but just to act as a tidy up.

17. Most STH's would not have a problem with handing a ST back to a genuine fan and this should be encouraged. But the club needs to review the 'exchange/buy back' procedure in order for this to happen as currently this doesn't encourage participation. Also people may want to pass their season ticket on to a family member as they may have had it for many years.

LFCSC: The procedure is not ideal and is something we have discussed with the Head of Ticketing at LFC, particularly in relation to the admin fee. This is something that we will continue to raise, in order to find a solution that is more 'supporter-friendly'. With regard to your second point, we cannot speak for LFC, but understand that some supporters would want to pass season tickets on to close family members. However, we have to reflect the majority view and must remember that there are 28,000 people on the ST waiting list who would disagree with this idea!

18. There is a rumour that a kiss-cam will be in place in the redeveloped stadium (to be used alongside the large screens). Can we ask that this does not happen?!

LFCSC: We can ask the question, but would rather not in case it gives the club any ideas!

19. What is happening next season in terms of the £200K fund for away fans? Will this continue? Will the club match this next year?

LFCSC: It is not particularly clear where the 'away fans fund' £200K came from, the premier league or the clubs themselves – when we asked LFC if they would put money in they told us that they already had. In total there is £600K available for three years so another £200K will be made available for next season (2014/15) and for the season following (2015/16). Next season the £200K, plus any money left over from this season, will be used to support fans who travel to away fixtures. We have also requested that the club ask the players if they would like to contribute to this fund and have been told that this will happen when the season finishes. We are waiting for an answer.

20. Can we find out how it will be used next year and how much is left from the 2013/2014 season? We need more reciprocal deals. LFC fans get ripped off going to Norwich.

LFCSC: Yes, we will find out how much is left and enter discussions as to how it is used. The reduction in ticket prices for our own fans was well received and it would be good if this could continue as all travelling supporters benefit. The club will see how many reciprocal deals can be made, but we are aware that many clubs see LFC as a "cash cow" and are reluctant to enter into an arrangement.

21. Can we discuss the Greg dyke proposal re: B teams at a future forum? This is an area where it is important to know what the fans think.

LFCSC: We are happy to discuss whatever the fans want to discuss.

22. When is the next LFCSC meeting likely to be?

LFCSC: It will be around the first PL home fixture of next season, so August 2014.

23. Can we have a guarantee that the club does not force fans to join the ACS as Man Utd do?

LFCSC: As far as we know there are no plans at present.

BH thanked everyone for coming and brought the meeting to a close. Further discussions with supporters took place following the closure of the forum.