

**MINUTES OF THE 16TH MEETING BETWEEN THE SUPPORTERS' COMMITTEE AND LIVERPOOL FOOTBALL CLUB ON 17 MAY 2015 AT ANFIELD.**

Representing the LFC Supporters' Committee: Paul Amann (PA), LGBT Supporters; Anna Burgess (AB), Away Fans; Karen Gill (KG), Honorary President; Roy Heaney (RH), Non Season Ticket Holders & Official Members; Bob Humphries (BH), Chair and Season Ticket Holders & Hospitality Fans; Yunus Lunat, BAME Fans; Damien Moore (DM), International Fans (West); Katie Price (KP), Disabled Fans; Matthew Selby (MS), International Fans (East); Graham Smith (GS), Fans in the Merseyside Area. Representing Liverpool Football Club: Susan Black (SB), Communications Director; Gill Derbyshire (GD), Head of Customer Service; Yonit Levy-Sharabi (YS), Customer Experience Manager; Andrew Parkinson (AP), Operations Director. Facilitator: William Montgomery (WM).

**1. Welcome and introductions:**

- 1.1. WM welcomed all present and offered his regret that BH would be standing down at the end of this meeting having been on the Committee since it's incorporation, and the inaugural Chairman.
- 1.2. BH apologised for Sam Armstrong (SA), who represents Female Fans, who could not attend following a personal injury from which she is now recovering.
- 1.3. BH continued by saying that not only would it be his last meeting, but Sam Armstrong [SA] and Damien Moore [DM] would also be retiring on rotation in accordance with the guidelines as set out in the Governance Handbook. BH expressed his thanks for their support during their time on the Committee.
- 1.4. BH also expressed his personal thanks for the support given to him by both past and current members of the Committee during his time as Chairman.
- 1.5. AP offered his apologies on behalf of Ian Ayre [IA], who was away on business. He continued by saying that when the Club set up the Official Supporters' Committee four years ago, it was established with the sole intention of giving fans a voice, and that BH had been instrumental in the success of the Committee. His dedication in what, at times is a difficult job, has been commendable. AP said that the Club would like to place on record their sincere thanks and gratitude. There followed a gift presentation and round of applause.
- 1.6. AP continued by thanking the contribution and important roles undertaken by SA and DM during their time on the Committee.
- 1.7. BH continued by confirming that the three positions mentioned above; namely: Season Ticket Holders & Hospitality Fans, Female Fans and International Fans (West) now need replacing before the next meeting in August.
- 1.8. BH said that the Committee had reviewed the constituency positions and had decided to use the opportunity to merge some and create new ones. The roles of Family and Young Persons and Official Supporters' Clubs positions are also vacant, so the opportunity presented itself for a formal review.
- 1.9. BH continued by saying that following discussions with the Club, it has been decided to have two representatives looking at local supporters' clubs and one looking further afield. Consequently, removing the two constituencies of international fans and official supporters club positions, two new positions could be created to meet the needs of UK and Europe and the Rest of the World, both incorporating the Official Supporters Clubs in the geographical areas covered. In addition, the role of Family and Young Persons representative would be split

into two, with the later becoming the Under-25 Representative. The Committee would remain 12 in total. These changes will be communicated separately with the Club for clarification purposes.

- 1.10. AP also offered apologies on behalf of Phil Dutton [PD], who is also a constituent member of the Ticketing Working Group [TWG]. He confirmed that season ticket prices had been frozen for the coming season and that the Club will make other announcements on ticket prices shortly. With the creation of the TWG, all ticketing relating matters will now be raised through this forum.
- 1.11. AP continued by saying that the rebuilding of the Main Stand commenced in 12/14 and that all the foundation work had been complete, and the scale of the project was beginning to take shape. The project is running to time and budget and completion is expected for the start of footballing season 16/17. Focus is now moving to the facilities the new Main Stand will offer and the Club will engage with the Committee over the coming months to seek its input.

## **2. Matters arising from the previous meeting:**

- 2.1. Further to Minute 3.36 from the minutes of the meeting #15 on 21 March 2015, AB stated that the original question was meant to seek clarification that the Club would provide additional funding, over and above the £200,000 provided by the Premier League, to assist travelling fans getting to and from away games, particularly when they are rescheduled at short notice.
- 2.2. AP responded by saying that during the summer months the Premier League would be looking at the £200,000 fund that is provided to each club, and the suggestion is that the fund will be increased quite significantly. The idea will be tabled at the next Premier League Committee Meeting next month. Once the Club has got a clearer idea of the funds available and guidelines on how this should be used, it will communicate the same to the Committee for comment and input.
- 2.3. BH asked for clarification if the Club would add to the fund, irrespective of what the figure for the coming season is, such as laying on a train at, say, £10 per head. Whilst a response is not expected now, it would be appreciated if the Club would respond in due course.
- 2.4. AP responded by saying that the Club would take this away for consideration and respond directly with AB herself, or report back at the next Committee meeting.

## **3. Discussion on redevelopment of the Main Stand:**

- 3.1. BH opened the main topic for discussion by making a statement on behalf of the fans that have submitted questions in advance of the meeting. It read:

The Supporters' Committee understands that supporters have many questions to ask in relation to the redeveloped Stadium and would like to thank them for contacting the Committee with their concerns.

However quite a lot of the questions received relate to the availability and affordability of tickets which we believe are better served as the property of the recently formed Ticketing Working Group (TWG).

The TWG is made up of members representing the Supporters' Committee, Spirit of Shankly and Spion Kop 1906. The Group have been in positive

dialogue with the Club and issues such as those listed below (Questions 1-11) will be discussed in more detail at this forum.

Meetings are held regularly and when there is anything to report to supporters on these issues (and others), we will do so, until then, please be assured that these questions will be addressed as soon as is reasonably practical.

1. What is the total number of hospitality and non-hospitality seats being created by the redevelopment of the Main and Paddock Stands?
2. What proportion of the non-hospitality seats will be made available for those on the season ticket waiting list and for general admission tickets?
3. What proportion of these will be in each of the three tiers of the new stand?
4. When can fans expect to be given information on the above? For example, many will need plenty of notice to ensure they are in a position to afford a ST in one go.
5. Also when will existing season ticket holders in the Main Stand/Paddock hear what options are available to them? For example, will they get the option to approximately stay in their current locations?
6. Will the Club commit to creating opportunities for affordable ticket prices for all?
7. Will the Club commit to creating a much greater opportunity for our junior fans and young adults (17-21) to attend within the increased capacity for all matches at Anfield?
8. Does the Club ultimately see the creation of a small international section/allocation for those fans that maybe only come to Anfield once in a lifetime and dovetail this with a more focus package relating to the other amenities offered by the Club? For example, museum, Anfield Tour, or merchandise.
9. What will be the position regarding Priority Rights Holders, i.e. will those who haven't got a season ticket, be entitled to one?
10. In the event of reaching a cup final, what is to be the Club's policy in allocating tickets, given the massive increase in the corporate hospitality offer? For example, are they to all be guaranteed a ticket?
11. Also will the increased number of hospitality tickets have any impact on the allocation for non-hospitality fans for away games?

**3.2. Q12: It has already been established that any unused hospitality wheelchair bays, will be made available to non-hospitality wheelchair users, as and when the opportunity arises. However a procedure needs to be put in place to establish how this would operate in**

***practice. Will the Club therefore make arrangements with the Committee ASAP to establish such a procedure?***

3.3. GD responded by saying that the Club needs to meet ASAP with relevant committee members to discuss this. Logistically, it is not as straightforward as the Club may not know if our hospitality guests have any disability requirements until quite close to the game. With this in mind, the Club is keen to understand how the Committee see it working. For example, do we operate a waiting list system?

3.4. It was agreed that KP, and some representatives from the LDSA would meeting with PD as soon as practicable to discuss and agree a way forward.

***3.5. Q13: What proportion of the additional wheelchair bays will be allocated for season tickets and general admission supporters, taking into consideration that the hospitality bay facility will likely be available to general admission users only?***

3.6. GD responded: As stated previously, we are still working on the numbers we will see available to the waiting list etc. but we are on record as saying that our starting position is to keep a similar ratio of season tickets to match day tickets as we have now. Clearly, we have to assess this with regard to the spaces in hospitality now and again as it needs to be discussed, but perhaps most of the other new spaces in the stadium bowl are used for seasonal purposes and these in the hospitality are kept for match day usage.

3.7. It was agreed that the issues arising from this question would be discussed along with Q12, particularly the issue regarding the ratio and how this is maintained.

***3.8. Q14: Where will the TV cameras be located? If in the redeveloped stand, does this impact on the number of seats that could be made available? Has consideration been given to moving the cameras to the Centenary Roof Gantry, thereby 'showing off' the new stand and potentially 'freeing up' more seats?***

3.9. YS responded: The position of the cameras at Anfield is dictated by UEFA and the Premier League rules. We are therefore unable to give consideration to alternative locations.

3.10. AP continued: The Premier League determines where the camera positions should be, and the Club has to fit in with these requirements. This includes the provision of new floodlighting to facilitate 'slow motion' action.

***3.11.Q15: Will the increased capacity have any impact on the current parking facilities that some fans rely on due to age/health?***

3.12. YS responded: Additional car parking facilities will be provided for as part of the main stand redevelopment and this will accommodate different fan requirements around age, disability, health etc.

3.13. BH asked for clarification that the increased capacity would not impact on the current parking facilities that are provided, at a cost, to existing fans.

3.14. AP confirmed that additional spaces would be provided as, in all likelihood, the Anfield Comprehensive Site will become a club car park. The Anfield Road car park will also come back into use. The additional car parking facilities operated

by the Club will be retained. The redevelopment of the Main Stand accords the Club the opportunity to ensure that the right people are allocated the right parking facility and this will be achieved as the redevelopment takes shape.

**3.15.Q16: Where will the Shankly and Paisley Gates be located on completion of the redeveloped Stand?**

**3.16.Q17: Can the Club provide an artist's impression of any of the detail of the new stand that highlights our identity as a Club? E.g. incorporating a Liver Bird, Club Badge, European Badge of Distinction/Honour etc.?**

3.17. AP responded to both questions: We want to preserve as much of the original Anfield as possible and the Shankly and Paisley Gates are an important part of that. We are not yet at the point where we can confirm these details, but have a working group within the Club that is dedicated to looking specifically at how our history will be incorporated within the redevelopment. One of the things the group is tasked with reviewing is not just what we do within the Main Stand and wider public realm, but also how we retain and celebrate our heritage right throughout the Stadium. As we begin to work through these details we can share more of that thinking with the Committee. Having a stadium that features our iconic crest is something we've firmly committed to from the outset. Fans can see an example of this in some of the CGI's already released showing the development.

**3.18.Q18: Will free Wi-Fi be made available across the Stadium?**

3.19. YS responded by advising that this is a part of a wider technology project the Club is focusing on and that it is currently looking at Wi-Fi capability for the Main Stand concourses, and this will be free.

3.20. AP continued: By the end of the year, the system for mobile reception will be much better than it is today. With regard to Wi-Fi, the Club has a three-year plan to incorporate online access across the whole of Anfield, but in a phased approach. This coming season, will concentrate on providing enhancements to the Kop and the Centenary Stand.

**3.21.Q19: Will fans be allowed to acquire their 'actual' seat if they are to be discarded?**

3.22. SR responded: With regard to the seats, some have been in position for a very long time and getting them out in one piece will be a complex process. It may transpire that fans may not get their exact seat, but one close by. The Club is also looking at how the seats should be presented. Rather than giving someone a physical seat, it may be more practical to offer it in a presentation case.

3.23. The Club will be pleased to report back to the Committee on progress and how the provision of seats will be achieved from a fans perspective.

**3.24.Q20: What is the latest position regarding fans being able to 'buy a brick' with their names engraved on it?**

3.25. SR responded by making a short presentation covering what the Club wants from a stadium personalisation scheme, including, but not limited to:

- Integrated into the fabric and landscaping of the stadium expansion;
- Be respectful of the landscaping for the Hillsborough Memorial;

- Give visitors to Anfield a place to explore and engage with other fans and the Club.
- Create a landmark and space to dwell pre or post match and during non match day visits;
- Accessible with a tiered pricing for those wanting an enhanced space;
- A unique scheme that both Liverpool Football Club and supporters are proud of.

3.26. SR also covered: key considerations, what the Club didn't want it to be; where the Club had got to in terms of the development and personalisation. The thinking around personalization is still at the conceptual phase and work in progress, for which the Club is keen to engage with the Committee to develop the ideas further and will have something concrete to share within the next two months.

3.27. The Committee asked questions in relation to affordability of the personalization ideas and requested that such schemes were available to local supporters who have a long legacy with the Club and not just to those prepared to pay the most money.

**3.28.Q21: What plans do the Club have for the Family Park, will it move, be expanded or enhanced?**

3.29. YS responded: The existing family park will remain in its current place, and that the Club will continue to look at enhancing it.

**3.30.Q22: Does the Club plan to increase the type and quality of food and drink on offer throughout the Stadium?**

3.31. AP responded: Yes, we will have increased facilities within the development that will allow us to cook food fresh within the concourse areas that will provide a wider choice of high quality. The new facilities are also being designed from a catering perspective to support the rest of the stadium facilities as well.

**3.32.Q23: Are there any plans to move/expand the Boot Room Sports Café, Club Museum and Club Retail Store?**

3.33. AP responded by saying that there are no plans at present to move or expand the Boot Room Sports Café, Club Museum and Club Retail Store?

**3.34.Q24: What plans are there for the public realm works that have been suggested?**

3.35. AP responded: There will be a new fan zone located within the public realm that we are currently working with a team of specialists within this area to provide the Club with designs to inform us how best to use the space. The area will be innovated and provide fans with food/drink along with match-day entertainment.

**3.36.Q25: Due to the Stadium expansion, the number of tickets on offer to members will reduce, making it more difficult to obtain tickets. Given this reduction, will the Club therefore also offer a reduction in the light fees?**

3.37. SR responded: Each year the Club conducts a review of the membership schemes in operation. For the coming season, the Club is freezing the price of "Membership Lite", for the fourth year running.

3.38. The Committee collectively challenged the decision not to reduce the price of all membership fees, and asked the Club to reconsider its decision to only freeze them.

3.39. The Club is currently engaging with the internal stakeholders before engaging with the members to determine how best to improve the membership packages. The Club is looking to launch the redeveloped membership scheme in time for season 16/17.

**3.40.Q26: How confident is the Club that Phase 2 will go ahead? Has planning permission been gained or sought? When will a decision be confirmed regarding a start date?**

3.41. AP responded: We have outline planning permission for Phase TWO. We need to ensure the success and completion of Phase ONE before we proceed with Phase TWO. Phase ONE needs to be on time, on budget and then have the expected level of demand once delivered to provide the budgeted return on investment.

3.42. AP continued: In tandem with that, we are continuing to look at design solutions and economic modelling for the second phase to ensure it meets the same economic expectations as Phase ONE.

3.43. AP concluded: There is no fixed date just as there was not fixed date for Phase ONE, but we continue to monitor and develop all the moving parts of Phase TWO and will update as we go.

3.44. The Committee challenged the Club that the season ticket waiting alone would be enough to fill the new Main Stand and any redevelopment of the Anfield Road Stand.

**4. Any other business:**

4.1. AB sought reassurance that, in light of Carillion admitting to blacklisting workers, Union Health and Safety Representatives would have full access to the site during its redevelopment. She stated that she had a number of questions that she would like to Club to answer at its earliest convenience.

4.2. SB responded by saying that the Club conducted a robust process in appointing its main contractor and that the assurance would be given. Furthermore, any questions submitted to the Club would be answered.

4.3. Date of the next meeting will be agreed once the fixtures for season 15/1 have been released.

**5. Key actions from this meeting:**

5.1. All ticketing issues will continue to be raised through the Ticketing Working Group (TWG). 1.10

5.2. Club to keep Committee updated on, and involved with, plans for the facilities for the new Main Stand. 1.11

5.3. Following a meeting with the Premier League in relation to an increase to the travelling supporters initiative, the Club will continue to consult with the Committee on further plans and ideas. 2.4

- 5.4. Club to work closely with KP and LDSA to establish a process for unused hospitality wheelchair bays. 3.4
- 5.5. Club to report back to the Committee on progress and how the provision of seats will be achieved. 3.23
- 5.6. Club currently working on a stadium personalisation scheme and will look to consult with the SC when the time is right. 3.26
- 5.7. Committee to submit list of questions concerning the conduct of Carillion, and the Club to answer such questions as soon as convenient thereafter.
- 5.8. Committee to update Club with future meeting dates. 4.1