L.F.C.



FAN

standard issued
ENGAGEMENT PLAN





OUR COMMITMENT TO FANS

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Dependent on the subject matter and who we are speaking with, the conversation will either be informal or formal but should always be constructive and result in healthy debate, discussion and ideas which will strengthen our Club for the future of all.

Liverpool FC has committed to consult and engage with fans on key strategic issues such as matchday experience and ticketing arrangements. Our mechanism for doing so is through our Supporters Board with whom we have a legally binding relationship; the members of the Supporters Board have been elected from their respective organisations and they are all obliged to represent the wider fan base when engaging with the club.

Everything we do at LFC is underpinned by the Red Way which is a holistic approach to sustainability centering around three pillars; Our People, Our Planet and Our Communities under which sit six key objectives. Our expectation is that every major club initiative, including Fan Engagement, aligns with these objectives. You may read more about the Red Way here.

OUR FAN ENGAGEMENT AT LFC

Liverpool Football Club are committed to involving our fans in discussions and conversations so that they can share their views on important long term strategic and shorter-term tactical matters of importance to us both.



OVERVIEW OF ENGAGEMENT BETWEEN LFC & SUPPORTERS

We are immensely proud that our fan base stretches from Liverpool, across the United Kingdom and beyond to all four corners of the globe.

We believe that all supporters should have the opportunity to feed into critically important conversations with their clubs so, not only did we unhesitatingly commit to meeting the Premier League Engagement Standards when they launched in Spring 2023, we created our Supporters Board in August 2022 with a legally binding contract between the Club and the Supporters Trust, Spirit of Shankly.

We run Fan Forums covering the vital categories of Equality, Diversity and Inclusion, Match Day Experience and Ticketing and this season will be introducing a forum dedicated to Liverpool FC Women.

The Forums are administered by the club and the participating supporters have taken part in an application and selection process managed by the club. This coming season we will work more closely with the Supporters Board when running the Forums. The Supporters Board have representatives on the Forums to ensure a channel of communication between the two platforms. Each of the forums is attended by the relevant senior member of club staff who invariably find this positive engagement with supporters beneficial in many ways.

With a supporter base as large as ours it can be a challenge to ensure that as many voices are heard as possible. To accommodate those voices, LFC have the "Your Voice" platform, an opt-in research community enabling fans to give their views on a range of 'off-pitch' topics through a mix of surveys, polls and discussions.

Topics under debate range from replica kit to LFC Official Membership and the views of our fans genuinely help towards shaping the future of LFC.

Across the course of the season, we reach out to all Season Ticket Holders and Members and regularly send invites to fans who are registered with the club inviting them to join the Your Voice community.

We ask fans to complete a 10-minute online survey when they sign up and we typically send 1 to 2 surveys a month, with surveys lasting between 5 and 10 minutes. From time to time we also invite fans to take part in online focus groups. We also have an online portal exclusively for Your Voice members where fans can see how their feedback is being used to help LFC.

Your Voice platform can be found **here**

OVERVIEW OF ENGAGEMENT BETWEEN LFC & SUPPORTERS

We have a dedicated team of people within the club to ensure fan engagement is as meaningful and positive as possible. We understand that fans are the fabric of LFC and are committed to recognising their value.

We also have a dedicated team with more specific responsibilities in this area; these people include:

Jonathan Bamber, Chief Legal and External Affairs Officer, our Nominated Board Level Official (NBLO) responsible for Fan Engagement

Supporter Liaison Officer, Karen McGlynn, who is responsible for improving the supporter experiences in and around the men's team on a match day. Karen will also be a visible presence at both domestic and European aways. In her first season in the role, she's looking forward to building relationships with fans and supporter groups.

Hannah Gallagher, Supporter Liaison Officer, who is responsible for improving supporter experiences in and around the women's team match days, and also provides focus on the experience our disabled supporters have.

Amanda Jacks, our Director of Supporter Engagement, who is responsible for the club fan engagement framework, liaison with Supporters Board and its constituent fan groups, and meeting the requirements of the Premier League Fan Engagement Standard.

Before replacing Andy Hughes, Managing Director as the NBLO, Jonathan attended several meetings with the Supporters Board so is already known to its members. He will continue to be a familiar face at future meetings and will no doubt be available for ad hoc meetings with the Supporters Board Chair.

This undoubtedly shows our dedication to engaging with supporters, strengthening the conversations between the club and fans and demonstrates our desire to continuing fan involvement in decision-making processes, all of which is central to future-proofing the club and working towards ensuring our supporters have the best possible experiences with Liverpool FC.

Our organised fan groups are committed to engaging with the Club on behalf of fellow supporters, dedicating their time and energy to do this as volunteers something for which we are incredibly grateful.

OUR TEAM

Recognising how integral our fans are to us, everyone at LFC believes in engaging with fans in an appropriate and timely way.

07



ENGAGEMENT FRAMEWORK

The Premier League Fan Engagement Framework requires its clubs to have Fan Advisory Boards. Liverpool Football Club have taken that a step further by the creation of our Supporters Board in conjunction with the Supporters Trust, Spirit of Shankly, (SOS). They have the responsibility for administrating the Supporters Board, ensuring that the 16 members of the Board reflect the views of all LFC fans.

The Board is chaired by Jay McKenna, who is also on the committee of the Spirit of Shankly. Jay is joined by 15 other volunteer fan representatives drawn from the SOS, Liverpool Disabled Supporters Association, Kop Outs, Spion Kop 1906, Official Liverpool Supporters Clubs, Liverpool FC Women's Supporters Club, and an independent member representing faith and ethnicity groups, Harinder Singh who also acts as the Vice Chair of the Supporters Board. The details of the current fan representatives may be found **here.**

Each member can serve on the Board initially for a term of 24 months after which the Supporters Board can renew those terms for a further two years or new members will be appointed. In most cases the representatives of the Board have been elected to the Board by their own fan group democratic processes. In the case of the independent candidate, the candidate was selected via a recruitment process involving both the Club and Supporters Board members.

The Supporters Board are mandated to meet with the club three times per season with Jonathan Bamber and other members of the LFC senior management team as appropriate. Annually the Chair and Vice-Chair of the Supporters Board will meet with at least 4 members of the LFC Main Board.

Where issues requiring more information or opinion from the wider fan base are discussed, the Supporters Board may set up working groups or use the LFC Fan Forums to help with additional research or to canvass opinion. LFC may also use their 'Your Voice' fan research panel to help with this.

This past season has seen three working groups convened enabling us to consult efficiently with them on Ticketing, Membership and the Match Day Experience.

The club will convene ad hoc meetings with the Supporters Board as and when critical issues arise.

The agenda items for the Supporters Board will only include matters which have a long-term impact for fans or the club, both for Men's first team and the Women's team. Given this, and the potentially sensitive nature of the conversations that will take place, the Agreement between the Supporters Board and club includes a code of conduct and confidentiality agreement. In coming seasons, after each Supporters Board meeting a summary of the meeting will be published to all fans as a news story on the LFC website.

If you want to contact the Supporters Board you may do so via **contact@lfcsb.co.uk**

SUPPORTERS BOARD

COLLABORATION

LFC are open to engaging with external stakeholders such as the Independent Football Ombudsman and Level Playing Fields. We maintain good links to Supporter Liaison Officers at other clubs and are keen to have good relationships with fan-focussed organisations such as the Football Supporters Association and Football Supporters Europe.

The Club also contributes to Centre for Access to Football in Europe (CAFÉ) on accessibility matters, working with counterparts across Europe to share best practice and learn from another in our joint quest to ensure disabled supporters have a positive experience at football across European football.

Ahead of Cup Finals, European aways or domestic fixtures against rival clubs, the club are proactive in ensuring supporter representatives meet with relevant external stakeholders, often including representatives from host clubs and police services to discuss match day arrangements and safety. Travelling fans have recently experienced better treatment and conditions which they directly attribute to these meetings.

HOW WE LISTEN & SHARE

As part of the Supporters Board agreement we have committed to involving fans, via consultation with the Supporters Board, in discussion should we propose any material changes to either our club crest or home shirt colours. We will also consult with the Supporters Board about;

- Significant changes to matchday arrangements (changes which are not significant to be discussed at fans' forums);
- Significant changes to ticketing and/or membership in relation to LFC;
- Any men's first team home Premier League fixture being played away from Anfield (save dictated by factors outside LFC's control such as COVID requirements);
- Anfield stadium issues and/or plans which would have a significant impact on supporters
- LFC corporate social responsibility.

We also committed to seeking consent from fans, via a vote by fans organised in conjunction with the Supporters Board, should we propose;

- A permanent move away from Anfield stadium as the home venue for LFC's men's first team home fixtures and/or a permanent groundshare at Anfield.
- Participation in a breakaway league (i.e. LFC's men's and/or women's first team permanently participating in an alternative breakaway domestic league or European football competition excluding any revision to any existing competitions of which LFC is already a member (such as the Premier League and/or the UEFA Champions' League).

Consultation and fan consent on these issues will be managed by the Director of Supporter Engagement in conjunction with the Chair of the Supporters Board.

HERITAGE ITEMS

Jonathan Bamber our Nominated Board-level official, will (sometimes with the help of other club colleagues) update the Supporters Board about club matters that are of interest to fans. These matters could include club annual accounts and other relevant financial background information, sponsorship principles, routine fan-facing ticketing and membership issues. It could also include any updates about club capital investment projects, work the club is doing to engage with working groups organised by UEFA, Premier League (PL) and Football Association (FA) or other organisations and other strategic projects.

On occasion, Billy Hogan, LFC's Chief Executive Officer will deliver messages. This past season he gave a full interview by way of a Q&A session to mark the end of a successful season and more sombrely spoke to supporters via video message after the League winning celebration parade ended on such a terrible note. We also heard from Billy after the tragic loss of our Number 20, Diogo Jota when he gave an interview outside the stadium where countless supporters had left their own tributes to Diogo and his brother, Andre.

TRANSPARENCY



HOW TO GET INVOLVED

We also have a number of fan groups who dedicate themselves to liaising with the club in other capacities, often behind a common purpose. All these fan groups are interested in hearing your views and welcoming new members and are represented on the Supporters Board.

Learn more about their activities over the last season and if you'd like to get more involved with them, please contact them directly or via **slo@liverpoolfc.com** who will put you in touch.

Spirit of Shankly

Spirit of Shankly is the official Liverpool Supporters Trust. Formed in 2008, we exist to represent the views of our members and the wider Liverpool supporter base, and to ensure those views are heard where it matters.

We proposed and helped establish the Club's Supporters Board, leading to a legally binding agreement that set a Premier League first for formal fan representation.

Over the past season, we've helped secure a freeze on general admission ticket prices for the 2025/26 season, challenged cup final pricing and allocations with the EFL, and continued to play a central role in the national Stop Exploiting Loyalty campaign, which we proposed and which is now administered by the Football Supporters' Association.

We also deal with individual casework, provide support to fans experiencing issues, and represent supporters in multi-agency meetings ahead of high-profile fixtures, including in Europe. Matchday experiences abroad have improved in recent years and we're proud to play a part in that progress, working alongside the Club through pre-match briefings and local safety planning.

Away from the stands, we invest around £10,000 a month into our community - supporting Fans Supporting Foodbanks, delivering local arts projects for children, and offering free legal drop-in sessions for debt and benefit advice. This work is funded through membership, donations, and merchandise - keeping us independent and accountable to supporters.

spiritofshankly.com

HOW TO GET INVOLVED

Liverpool Disabled Supporters Association

We are the official Liverpool Disabled Supporters Association, representing members from across the world. We work closely with Liverpool FC to ensure that disabled supporters enjoy a matchday experience equal to that of non-disabled fans not only at Anfield, but also away in the Premier League and across Europe.

Over the past year, our efforts have led to a record number of disabled supporters having the opportunity to follow Liverpool FC at European away fixtures. This progress reflects our shared commitment with the club on accessibility and inclusion at all levels. We aim to build on this success in 2025/26.

One of the most meaningful moments of the season for the Liverpool Disabled Supporters Association (LDSA) was welcoming 10-year-old Dávid, one of our junior members, to Anfield from Hungary. Dávid is currently bravely battling osteosarcoma, a rare form of bone cancer, and his dream was to see his hero, Dominik Szoboszlai, play at Anfield.

As our special guest, Dávid experienced the magic of Anfield in a way that created lasting memories not only for him and his family, but for all of us at the LDSA. It was a deeply emotional and unforgettable occasion that reminded us of the power of football to inspire hope, joy, and connection, even in the most difficult of times.

We are honoured to have played a part in fulfilling Dávid's dream. Moments like this are at the heart of what the LDSA stands for.

liverpooldsa.co.uk

HOW TO GET INVOLVED

Liverpool Kop Outs

Founded in 2016 with a vibrant debut at Liverpool Pride, Kop Outs is the official LGBTQ+ supporters group for Liverpool FC. We exist to create a more inclusive football environment by supporting LGBTQ+ fans, increasing visibility, and tackling discrimination within the game and beyond.

Last season, we proudly championed inclusivity, challenged discrimination, and strengthened our close ties with the club and fellow fan groups. Our efforts have been central to creating a welcoming and inclusive atmosphere at Anfield and beyond.

One of our key achievements has been our close collaboration with LFC's 'Red Together' initiative, ensuring that homophobic behaviour and chanting is addressed swiftly and effectively. Our ongoing engagement with the club has helped reinforce the message that discrimination has no place in the stands or within the wider football community. We have also played a vital role in advocating for individual supporters, and we're proud to have helped ensure the safe access to matches for many of our members.

Furthermore, Kop Outs has maintained a prominent presence at various fan events and Pride celebrations, both locally and on a national scale, with a particular focus on showing up for our trans and non-binary siblings. We're aware the world is becoming a scarier place for our trans and non-binary members, so we have proudly attended and spoken at many protests and demonstrations across the city and we are committed to continuing this.

We've also welcomed other LGBTQ+ fan groups to our city throughout the season and have come together in solidarity at The Anfield Hotel to enjoy the game together!

By attending these events as a group, we aim to show that LGBTQ+ fans have a rightful place in football, and that we belong here too, just like anyone else. Standing together offers visibility, safety, and solidarity, whilst providing visible representation that helps break down barriers and encourages an open dialogue around LGBTQ+ issues.

Last season we celebrated LGBTQ+ history month at Anfield with our Supporters Board representative, Cassie Rattray, speaking on a panel alongside Becky Easton and Neil Mellor about the issues we as a community are currently facing. We also attended an Iftar event LFC organised with local community members during Ramadan, as well as many other community-led initiatives throughout the season. Taking part in these moments of togetherness helps strengthen our ties across cultures, build mutual understanding, and shows that our deep commitment to inclusion goes way beyond matchdays. It's about showing up, listening, and celebrating the full spectrum of identities and experiences within our fan base.

Next season is set to be a big one. We're planning more Kop Outs led events, expanding our work in education and advocacy, continuing to push for a safer, more inclusive football culture, and hopefully celebrating even more wins, both on and off the pitch!

https://en-gb.facebook.com/LiverpoolFCLGBTSupporters

HOW TO GET INVOLVED

Liverpool FC Women's Supporters Clubs

Founded in March 2020, Liverpool FC Women Supporters Club (LFCWSC) is a voluntary organisation run by fans for fans.

Our purpose is to provide a solid and safe platform for a community of Liverpool FC Women supporters worldwide to join together in a fun, friendly and non-judgemental environment where everyone feels involved.

In May 2020 LFCWSC became an associate member of the Football Supporters' Association who are a representative body for supporters across England and Wales. The FSA assists supporter groups and trusts with better fan engagement, supporter ownership, diversity, protecting fan rights, ticket prices and lots of other types of supporter empowerment. We are excited to work with them to help give our fans a collective voice and better grow the game in all aspects.

In August 2022 LFCWSC were given a seat on the newly established LFC Supporters Board of which we are very proud to be involved with and represent fans of the LFC Women's team.

The Supporters Club aims to build and sustain a strong relationship between the club and its supporters. By extending our fan base locally and globally we strive to strengthen the collective influence over the way the club is run, both for the good of the Club and the community.

Ultimately, we intend to listen and provide an independent voice on behalf of those who we feel matter most, the fans, by representing and promoting their views and interests to the club, the media, the local community and the rest of the footballing world.

Whether it is to find out more information about the team and players, meet new friends through social media and/or at games or simply show support for their favourite team, we want to encourage more fans to get involved and enjoy every aspect of the women's game.

We also hold social events for our Members and non-Members alike, award end of season awards to the team and have also created a Hall of Fame celebrating the contributions made to the Women's Team where to date we have inducted 10 former or current players and staff.

lfcwsc.co.uk

HOW TO GET INVOLVED

Spion Kop 1906

Spion Kop 1906 are a dedicated Liverpool FC supporters' group responsible for many of the pre-match displays of flags and banners on The Kop that honour club legends, managers, the history of LFC, and current issues affecting the game.

Rooted in traditional football values, Spion Kop 1906 campaign for affordable ticket prices, the protection of local identity, and the preservation of authentic football culture. The group is made up of supporters who travel home, away and to Europe to support Liverpool FC.

Spion Kop 1906 remains proudly independent and entirely self-funded. The displays on The Kop are made possible through fan donations and merchandise sales.

Spion Kop 1906 can be found on:

X
Facebook
Instagram

Official Liverpool Supporter Clubs

We have over 300 Official LFC Supporters Clubs (OLSCs) in over 100 countries worldwide. These OLSCs provide a valuable opportunity for communities of LFC supporters to be created all across the world, inspired by a shared passion for Liverpool FC.

Some OLSCs travel together to Anfield on a regular basis, but many gather in their local venues for match screening events, which has the added benefit of creating a home from home to watch LFC matches with fellow Reds for any fans who may be travelling the world – you are never too far from an OLSC!

Aside from the matchday events and experiences, many of our OLSCs undertake amazing charitable work, either raising funds for the LFC Foundation or supporting local charities and causes. Many also provide a social support network for Reds in their region.

You can find out more about our OLSCs **here**.

The Chair of the elected OLSC Global Representative Group sits on the Supporters Board to represent the views of the OLSCs at the Supporters Board meetings.

HOW TO GET INVOLVED



SUPPORTER AND COMMUNITY ENGAGEMENT

The Red Way is Liverpool Football Club's commitment to build a better future for our people, our planet, and our communities. It is the club's holistic commitment to sustainability across all that it does.

Launched in January 2021, our strategy brings together our work, providing us with a clear plan to measure and demonstrate our progress against. We have six objectives under each of our focus areas, that provide us with a clear aim for what we want to achieve, and below this a further 18 targets. We are committed to continual improvement, which is why we use an external verification system – ISO20121 – to hold us to account. We are proud to be the first major European football club to hold this certification.

Aligned to 16 of the 17 United Nations Sustainable Development Goals, the strategy outlines the progress made on the club's long-term commitment to driving positive change through governance, innovation, and strategic and collective action.

The collective action of our supporters over recent years have seen us recycle over 1 million plastic bottles at Anfield thanks to people making the right choices and contributing to our goals. Our fans have also supported our Red Together initiatives around International Day of Persons with Disabilities, Black History Month, International Women's Day and many others and we encourage our fans to continue this and to keep supporting The Red Way in any way they can.

To find out more about The Red Way, please see our highlights from last season or click here to read more.

THE RED WAY

The stewards are trained specifically on crowd management and some have specialist skills to deal with safeguarding and also the needs of our disabled supporters.

The stewarding team is highly regarded particularly for how welcoming and engaging they are with both home and away supporters with one independent observer making the following comment earlier this season.

"I never fail to be impressed with the welcoming atmosphere, created by stewards and staff deployed during match day operations at the Anfield Stadium. The quality of customer service is 'gold standard' and the club's stewards and supporters are to be commended. It is apparent that the club and its senior safety team invest heavily in all aspects of the stewarding operation at Anfield, from recruitment through to training, development and well-being. This is clearly evidenced by high retention rates amongst LFC stewards, with many staff having worked at the club for decades."

We also fully accept that on occasions we do not get things right and will always listen to feedback to ensure supporters have the best matchday experience possible.

MATCHDAYS

A key element of how we engage with our fans on matchday at Anfield and away games is through our stewards. We believe that stewards who feel part of the club will engage and enhance the matchday experience for all supporters who come to Anfield and also those who travel away to support the team both in the UK and across Europe.
We are proud that on any given matchday at Anfield over 75% of crowd stewards are our own club stewards.

For many years the club has deployed stewards to away games in Europe and more recently this has been extended to domestic fixtures. The stewards' primary role is to engage with fans as they approach the stadium and to be a point of contact for supporters and to deal with any issues which may occur. The steward will work closely with the SLO and home club matchday operation to de-escalate conflict when it occurs and hopefully resolve problems.

As we club we are proud of our inclusivity and we have one of the largest disabled supporters groups both in the UK and across Europe. Our disabled fans regularly travel to away matches taking up their full allocation. Within our travelling stewards we will always have at least two specially trained Accessibility Stewards who will look after the needs of our disabled supporters. This season has seen much progress in stadium facilities for disabled supporters in Europe. Our stewards, working closely with LDSA have had a significant impact by demonstrating best practice and constructive feedback from our supporters to clubs.

Joanne Joinson – Head Steward : Accessibility

"Our away fixtures present additional challenges for our fans with any kind of vulnerability or disability , particularly in Europe. It's important that the team are well briefed and in possession of as much local information as possible as well as our updated list of traveling supporters. We know our people , and when they approach any away stadium , and they see LFC stewards to greet and assist them , then I know they are reassured. It's a big part of my life , my second family".

We are looking forward to developing our stewarding operation, both at Anfield and on our travels during the 2025/26 season by continually engaging with our supporters keeping everyone safe whilst supporting the champions!

Ian Cameron – Deputy Chief Steward : Stand Manager

"Unfamiliarity is the biggest and most obvious challenge for our fans on the road , particularly in Europe. When we travel we are clearly identifiable as LFC visiting fan support stewards.

We are well briefed and usually have a full familiarisation of our area of work well in advance of Kick-off. We have also forged good working relationships across the PL with other stewarding teams. It's working well"

Our Supporter Services team manage around three quarters of a million contacts from fans each year each year through our chat/email and social channels. We also serve fans at the ground in person at the Ticket Office windows at both Anfield and St Helens on matchdays, concerts and Legends games, as well as helping fans when they travel to support the team abroad. We also help fans who have registered as disabled with the Club via our Disability phone line.

We are available to help 6 days a week Monday to Saturday and if matches fall on a Sunday we open on the Sunday as well.

Amongst many other things, fans contact us about Ticketing and All Red enquiries, orders they have placed on our online retail store and their visits to our Museum and Tour at Anfield. They also contact us with fan mail for our players and requests to support their chosen charities or make moments special for their loved ones.

Our team are really experienced – over a third have worked in Supporter Services for over 10 years and so know many of our fans individually by name. Many of the team start with us as casual employees and then go on to take permanent contracts with the Club. In fact, some of the most experienced members of staff in other areas of the Club started in Supporter Services and we are proud to see them excel in their chosen careers.

SUPPORTER SERVICES

SUPPORTER LIASON OFFICERS

Hannah

As the Supporter Liaison Officer for Liverpool FC Women, I serve as the main point of contact between the club and its supporters, helping to foster strong, two-way communication. I work closely with club staff, safety personnel, and fan groups to ensure that all supporters feel welcomed, informed, and heard.

The 2024/25 season was an exciting milestone as we began a new chapter at our new home, St Helens Stadium. I've been present at every home match, supporting fans on the ground, responding to queries, gathering feedback, and helping to create a safe and inclusive matchday environment. I am always keen to speak with supporters—whether to listen to concerns, answer questions, or simply have a conversation—ensuring that the voices of our fanbase remain at the heart of everything we do.

Outside of matchdays, I help plan and communicate key information for away fixtures, including travel, ticketing, and stadium access. I work with opposition clubs and relevant contacts to ensure our travelling fans are well-informed and supported, helping create a smooth and positive experience on the road.

Yonit

As the Supporter Liaison Officer (SLO) for Liverpool Football Club, I play a vital role in shaping and enhancing the fan experience across all matchdays and events. With over 15 years of experience at LFC, I bring a deep understanding of the club's values and a genuine passion for supporter engagement, both at Anfield and beyond.

I am at Anfield for all our games there where I have constant interaction with our supporters; this way I get a really good feel of their needs and expectations and any feedback which is invariably helpful. It's the fans that make Anfield what it is and it's vital that their input shapes match day making it a great day out for all – the experience is far more than just 90 minutes of football! I will often take views and opinions back to my colleagues enabling us to all work on improvements reflecting priorities

My role extends far beyond matchdays at Anfield. I travel to all domestic and European fixtures where LFC fans are present, ensuring a consistent level of engagement before, during, and after games. This includes liaising with local authorities, stadium officials, and supporter groups to ensure fan needs are met and that they feel supported wherever they are.

I also work closely with the Premier League, Football Supporters Europe (FSE), and other SLOs across the league to share best practices and strengthen supporter relations on a broader scale. Internally, I collaborate with key stakeholders across the club to influence positive change based on supporter feedback.

Known for being approachable, friendly, and highly knowledgeable, I bring a personal touch to a role that is all about people. My focus is not only on enhancing the matchday experience but also on building lasting relationships with our supporters — ensuring they feel valued, heard, and proud to be part of the Liverpool FC family. I'm passionate about delivering excellence and winning on and off the pitch through genuine engagement and continuous improvement.

(Since contributing this, Yonit has left LFC to see opportunities elsewhere. Look out for her replacement, Karen, next season!)

The 24/25 Season has been an exciting season for the enhancement of the experience pre-match at Anfield. The opening of the Fan Zone in the Anfield Road Stand provided a new space which could cater for a wider demographic of fans whether it's families enjoying the games and activations or those who want to watch an earlier televised game and enjoy a drink.

We used last season as a trial to see what fans would enjoy and more investment will be seen in the coming season to enhance the experience and create an authentic LFC fan area. The move to St Helen's has given us the perfect opportunity to evolve and adapt our offering to our LFCW fans. The facilities and space available enable us to be flexible for each game, offering internal and external experiences and we look forward building on this next season.

Our Visit LFC initiative had its first full season. Visit LFC is a secret shop assessment of the full matchday fan journey, and these take place 3 times a season to promote continuous improvement activity within the matchday departments. Assessments also take place in all our retail stores and next season we will be rolling out the Visit LFC programme for non-matchday activity such as concerts and Museum and Tours.

Visit LFC is one method of insight we use; other feedback comes from fan matchday surveys, Premier League surveys and also directly from fans through Supporter Services. We endeavour to work alongside our colleagues to make fan experience across the club, whichever service our fans use, the best it can be.

FAN EXPERIENCE

Liverpool FC has secured the highest social engagement in the Premier League for the second season in a row.

The record-breaking campaign is the club's most successful season ever on social media.

According to figures from Blinkfire Analytics, the Reds totalled just shy of 1.7 billion engagements across all platforms during the 2024-25 title-winning campaign – 10 per cent more than the previous season and 45 per cent above the second-most-engaged club in the league this season.

The day Liverpool won their 20th league title in April is the club's most-engaged day on social media with more than 60.7 million engagements in 24 hours.

Their Premier League triumph is also the most-engaged league title trophy lift in Europe – more than the winners of La Liga, Ligue 1, Serie A and the Bundesliga.

The latest broadcast figures up until March 2025 from Nielsen show that LFC are still the most-watched Premier League club globally with 504 million cumulative viewers. The Reds are now the only Premier League club to surpass 500 million views by March 2025.

Liverpool also remained the most-watched Premier League team on social media with 13.3 billion video views across all platforms.

Figures from Blinkfire Analytics are pulled from across all major social media platforms, including Facebook, Instagram, Threads, X, TikTok and YouTube.

LFC reached 11 million subscribers on YouTube earlier in the year, after receiving the Diamond Play Button back in May 2024 for reaching 10 million subscribers on the channel – the first Premier League club to hit this milestone.

The club has also launched three new WhatsApp channels this season, in Spanish, Portuguese and a dedicated channel for LFC Women.

Follow the Reds' social media channels here.

DIGITAL ENGAGEMENT

The LFC Foundation encourages fans worldwide to get involved in contributing to their local areas or Liverpool-based initiatives. Details of the great work the Foundation does, and how you can get involved, can be found on the website here.

If you visit Anfield a really simple way of getting involved is by supporting the great work done by Fans Supporting Foodbanks. Collections at Anfield start from three hours before kick-off at the Foodbank container at Flagpole Corner (Walton Breck Road), the Official LFC Club Shop, and Homebaked Bakery. If you don't get to Anfield you can always donate by texting FOODBANKFC to 70460 – donations cost £5, plus your standard network message rate.

OTHER WAYS TO GET INVOLVED

The club has a great Supporter Services team who are on hand to answer any questions you may have about all things LFC including your All Red membership, tickets, shop or online purchases, visit to any LFC ground or matchday experience. They can be contacted via email or live chat (we provide additional support for our disabled fans) and details of how to contact them can be found here.

Our complaints policy can be found in our Club Charter **here**

If you want to contact our Supporter Liaison Officer, then please email **slo@liverpoolfc.com**

If you wish to contact the Supporters Board then please email at **contact@lfcsb.co.uk**

CONTACTING THE CLUB



OVERVIEW OF 2024/2025 SEASON ACTIVITIES

The 2024-2025 season started with Joe Blott, the inaugural Chair of the Supporters Board stepping down after serving a two-year term. We would like to place on record our thanks and appreciation for his service. Jay McKenna, a representative from Spirit of Shankly was voted as Joe's replacement with Harinder Singh remaining as Vice-Chair.

This past season has been one of intensity for the Supporters Board as we progressed our plans thoroughly review our ticketing policies with the primary focus being streamlining the purchase process and improving access for genuine fans while reducing ticketing misuse.

To complement the club's changes to ticketing policies, our memberships were also subject to a complete review on which we simultaneously consulted with the Supporters Board.

Key changes include the removal of the ticket distribution option for 13+ members and priority rights holders, the ability to forward tickets up to kick-off, and the restructuring of the Friends & Family list.

Our new suite of memberships were rolled out in the Spring and we are grateful for the valuable input of the Supporters Board in both areas.

The Agreement the club has with the Supporters Board allows for three meetings per season between the whole Supporters Board, the club's Nominated Board-Level Official and other relevant senior members of club staff dependent on the agenda. These have all taken place successfully as has a further mandated meeting between the entire LFC Board and the Chair and Vice-Chair of the Supporters Board.

All meetings are run formally and allow for a valuable exchange of views, sharing of information and frank and candid conversations with the club acknowledging the important and significant contribution of the Supporters Board which undoubtedly played a part in the decision to freeze general admission and season ticket prices for the 2025-26 season.

OVERVIEW OF 2024/2025 SEASON ACTIVITIES WITH THE SUPPORTERS BOARD

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Away from the mandated meetings we met with the Supporters Board ahead of the release of the Club's Annual Accounts to take them through the numbers and answer any questions they may have; we have arranged urgent meetings to explain why members sales have been problematic and the steps we are taking to resolve the issues which impacted many supporters.

We have further sought the input of the Supporters Board into the roll-out of a new Single Sign-On process to the extent that they assisted with testing with us; similarly, we sought their counsel as we reviewed the number of supporters with access cards to ensure they were issued to those who genuinely needed them.

Towards the end of the season, the Supporters Board confirmed that they would support a trial of drinking in the bowl at the St Helens stadium and have committed to engaging with consultation with us so they may have an input into what the trial will look like next season.

We held a familiarisation session with our merchandising team which included the opportunity to view this coming season's kit and will run similar sessions with other departments in the coming weeks.

In between meetings, the Chair of the Supporters Board is in regular contact with the Director of Fan Engagement and access to the club's executive is readily available if and when required.

All sixteen members of the Supporters Board are volunteers with busy lives away from Liverpool Football Club. We are indebted to the time and energy they expend on behalf of their members and fanbase and look forward to continuing working with them in the season ahead.

Our Agreement with the Supporters Board obliges us to consult with them on "significant changes to ticketing and membership". To facilitate efficient and effective consultation with them on our proposed changes to both, smaller working groups were set up with whom we met with regularly over several months. Ahead of meetings relevant data was supplied to ensure informed discussions.

Topics raised in the smaller group meetings were then fed back to the wider Supporters Board for their input. Ticketing and membership teams were available between meetings to answer questions and address any issues raised.

This way of working suited both the Club and Supporters Board and will continue into this season as our ticketing review continues.

As part of the consultation process the Supporters Board were keen to make sure that any plans by the club to ensure fairer access to tickets, cut down on ticket misuse and tackle touting didn't "make life harder for ordinary fans who use their tickets appropriately".

To ensure that they were as representative as possible the Supporters Board were keen to survey supporters. To assist them in this we agreed to facilitate the survey including assisting in the design of it, sending it out to all supporters with a purchase history on our database and sharing all the resulting data.

This survey forms another part of engagement with a broad section of supporters as part of the ongoing comprehensive review of ticketing.

That the club were willing to facilitate and host the survey is indicative of the solid relationship that we have with the Supporters Board and our willingness to assist them to ensure the consultation process is as thorough as possible.

CASE STUDIES IN FAN ENGAGEMENT



SUPPORTERS BOARD ASSESSMENT MEETING

SUPPORTERS BOARD ASSESSMENT MEETING

On 23rd June, the Supporters Board Chair, Jay McKenna met with the clubs' Nominated Board-Level Official at the time, Andy Hughes and Chief Legal Officer and External Affairs Officer, Jonathan Bamber to review the progress of the Supporters Board (Supporters Board) over the past year.

Ahead of the meeting the individual members of the Supporters Board had been asked to complete a survey enabling them to share their thoughts on performance in the following areas:

- The Composition of the Supporters Board
- Meetings and Administration
- Contribution of the Supporters Board
- Communication
- Fan Engagement Standard Impact
- The Role of the Premier League

The overall outcomes of the Survey were, across all areas, satisfactory to good and identified both areas of progress and opportunities for improvement.

Progress

Overall, there were good ways of working developing.

To enable consultation on topics relating to Match Day Experience, Membership and Ticketing to be carried out efficiently:

- The club met with small working groups comprising members of the Supporters Board.
- Both the club and Supporters Board carried out surveys with the fan base, working together to gather supporter views including the club hosting a ticketing survey on behalf of the Supporters Board.
- The club held focus groups and Fans Forums both of which were attended by members of the Supporters Board

There was meaningful engagement on Ticket pricing and the Supporters Board were appreciative of the resulting freeze in pricing.

Similarly there have been aspects of consultation that have led to a better outcome for all :

- Match Day Experience forum was productive with contributions being taken on board with the club keen to action where feasible
- Both the Membership and Ticketing working group benefited from data sharing to support the consultation

All meetings were held in a respectful, positive manner and those in attendance felt able to contribute and that their voices were equally valid.

Areas for improvement

The survey suggested clear areas for how ways of working can improve:

- Administration of meetings needs to be more efficient and timely, including sharing of papers and relevant documents in advance
- Managing the workload of the Supporters Board, prioritising important areas of work
- How we continue to ensure the LFC fan base are represented and their voices and issues heard
- Ensuring the Supporters Board are engaged in a timely fashion to allow sufficient time for a meaningful process of consultation/engagement.
- To ensure the process is sustainable for both sides, we should look at ways to maximise meeting efficiency and effectiveness.

The above will be discussed with a view to finding and implementing ways to make tangible improvements.

It was acknowledged that the past year has presented challenges although a healthy tension is perhaps inevitable as the relationship develops and given that some of the subjects discussed are emotive.

It is a positive that any challenges are underpinned by a genuine desire and commitment by both the Club and Supporters Board to ensure its success. It is this ambition that ensures, overall, a constructive and positive working relationship.

The Club would like to place on record it's sincere thanks and appreciation to the Supporters Board for the time, effort and energy they volunteer to it.

SUPPORTERS BOARD ASSESSMENT MEETING





OUR COMMITMENT TO FANS





