



# FAN ENGAGEMENT PLAN

OUR FAN COMMITMENTS

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# FAN ENGAGEMENT STATEMENT

We, 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. These ongoing conversations will sometimes be formal and sometimes be informal (depending on the forum or discussion point) but should always be constructive and result in ideas, debates and decisions which strengthen our Club for the future for all.





# OVERVIEW OF ENGAGEMENT

We are proud to have millions of fans based in Liverpool, the United Kingdom and worldwide. As such we have, alongside other Premier League clubs, committed to meeting the Premier League Engagement standard which we believe is a step forward for all football fans in involving them in critically important discussions with their clubs.

In a further step, our commitment has been written into a legally-binding contract with the Official Supporters Trust. This shows our dedication to engaging with supporters, strengthening the conversations between the club and our fans and our desire to increase fan involvement in decision-making processes, all of which is central to future-proofing the club.

Everyone at LFC is committed to engaging with fans in a suitable and timely way, but some people have more specific responsibilities in this area. Those people include;

- **ANDY HUGHES**, *Managing Director* who is our nominated Board Level Official responsible for Fan Engagement.
- **YONIT SHARABI**, *our Supporter Liaison Officer* who is responsible for improving supporter experiences in and around match days, and the management of our club Fan Forums and relationships with fan groups.

- **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.

Our organised fan groups are also committed to engaging with the Club on behalf of fellow supporters, giving up their time and energy to do this as volunteers. They do this through a variety of forums which are described in full later in this document.



# HOW WE ENGAGE



\*Equality, Diversity and Inclusion

# OUR FAN ENGAGEMENT FRAMEWORK



## SUPPORTERS' BOARD

Liverpool Football Club has set up a Supporters Board, which other Premier League clubs may also call a Fan Advisory Board. The official supporters trust, Spirit of Shankly, has the responsibility for organising the Supporters Board and making sure that the 16 members of the Board can reflect the views of all LFC fans.

The Board is chaired by Joe Blott, who is also on the committee of the Spirit of Shankly. Joe is joined by 15 other volunteer fan representatives drawn from the Spirit of Shankly, Liverpool Disabled Supporters Association, Kop Outs, Spion Kop 1906, Official Liverpool Supporters Clubs, Liverpool Women's Supporters Committee, and

an independent member representing faith and ethnicity groups. The detail of the current fan representatives can be found [HERE](#).

Each member can sit on the Board for a term of 24 months after which the Supporters Board will need to replace them. 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, a group of candidates were nominated from our existing Equality, Diversity and Inclusion (ED&I) Fan Forum and the candidate was selected via a recruitment process involving both the Club and Supporters Board members. In future the Supporters Board will publish detail of any vacancies and the

process for applying for them, ensuring this process is balanced and fair to all fans.

The Supporters Board meets every quarter with Andy Hughes (our nominated Board Level Official) and other members of the LFC team. 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.

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 meetings are covered by a code of conduct and confidentiality agreement. After each Supporters Board meeting a summary of the meeting will be published to all fans as a news story on the LFC website. At the end of each season the Supporters Board will publish an Annual Report that outlines what they have spoken to the Club about and what decisions or actions they have taken or pushed on behalf of their fellow fans. The Supporters Board will also publish a Fan Advisory Board assessment, which may form part of the Supporters Board Annual Report

If you wish to contact the Supporters Board please email [contact@lfc.sb.co.uk](mailto:contact@lfc.sb.co.uk)



## FAN FORUMS

We know that there are many short-term issues that we want to involve fans in, issues that require short collaborative conversations with upfront and honest discussions. Our Fan Forums provide the space for these and cover Matchday Experience (to discuss the experiences at Anfield, Prenton Park and away grounds), Ticketing (to discuss ticket sales, eligibility and policies), and Equality, Diversity and Inclusion (to discuss the needs of all fans and their relationship with the Club, with a particular focus on fans with additional needs or challenges when attending matches).

Each forum is made up of 8-12 supporters and has a Fan 'Chair' who is also a member of the Supporters Board to ensure continuity between the 2 groups. Meetings are chaired and organised by Yonit, our Supporter Liaison Officer, and will be attended by fans and Club colleagues as needed. We hope to hold forums at regular intervals of about every 8 weeks and the agenda will be shaped by inputs from both the Club and the Fan forum members.

To contact the Fan Forums you can email [SLO@liverpoolfc.com](mailto:SLO@liverpoolfc.com) and Yonit will pass your contact on to the relevant forum and/or club colleague.

Periodically we will advertise vacancies for the Fan Forums – this is a great way of fans getting involved in representing themselves and other supporters on these important forums. Details of the selection process will be explained when the vacancies are advertised on our website. Summaries of the fan forum meetings will be published on our website so all fans can see what was discussed.





## YOUR VOICE

We also ask fan opinion through **LFC Your Voice**, our online research community. We use this to ask for feedback on topics from match day, LFC Retail (kit design and pricing, LFC products, in store and online store/app), our digital products (website, apps, LFCTV and Go, our video content from Partners), Membership and benefits, ticketing, our Partners, our work on sustainability and the LFC Foundation. This feedback is then shared with colleagues across the club.

We now have over 17,000 fans signed up to give feedback and are always open to new fans joining with a plan in place to build up to 20,000 fans during 2023. Across the course of the season we will reach out to all ST holders and Members and regularly send invites to fans who are registered with the club. We have also recently run more adverts on social media inviting fans to join.

You have to be over 18 to join (we follow research industry standards) and we do sometimes select who we invite at particular times to ensure we maintain a representative view of our global fanbase. You can be a member of Your Voice for as long as you choose, and fans can opt out at any time through a link found in every invite email. 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 also see details of the quarterly prize draw we run as a thank you for fans taking part.



# HOW WE LISTEN AND SHARE



## COLLABORATION

LFC collaborate and engage with a variety of fan focussed organisations including The Football Supporters Association, Football Supporters Europe and government agencies responsible for the safety and security of fans. The Club also contributes to Centre for Access in Europe (CAFE) 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.

## HERITAGE ASSETS

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;

- A.** significant changes to matchday arrangements (changes which are not significant to be discussed at fans' forums);
- B.** significant changes to ticketing and/or membership in relation to LFC;
- C.** 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);
- D.** Anfield stadium issues and/or plans which would have a significant impact on supporters;
- E.** 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;

- F.** a permanent move away from Anfield stadium as the home venue for LFC men's first team home fixtures and/or permanent groundshare at Anfield;
- G.** 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.





## TRANSPARENCY

Andy Hughes, our Nominated Board level official, will (sometimes with the help of other club colleagues) update the Supporters Board twice a year 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/PL/FA or other organisations and other

strategic projects. A summary of these updates will be published on the club website. NB any confidential matters will be redacted from the meeting summaries until such time that they can be shared publicly.

We will also publish a Fan Engagement Report which will outline the work completed by the club to engage with supporters. This will be published at the end of each season, before the start of the next, on the engagement section of the LFC website.





# HOW TO GET INVOLVED

## OFFICIAL LIVERPOOL SUPPORTERS CLUBS

We are lucky to have so many committed and engaged fans worldwide who want to get involved with the club in many different ways.

We have over 300 Official LFC Supporters Clubs (OLSCs) in 100 countries worldwide. Our OLSCs provide a valuable service to loyal LFC fans living in the local area. The OLSCs also provide an

excellent way of meeting fellow supporters who are devoted to following LFC, wherever they live in the World. You can find out more about our OLSCs [HERE](#).

The Chair of the OLSC Representative Group sits on the Supporters Board and represents the views of the OLSCs at the Supporter Board meetings.



## FAN GROUPS

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. Below is a list of the main groups, represented on the Supporters Board, below along with a link to their website/social page where you can find out more information about them and how to join should you wish to.



- **SPiRiT OF SHANKLY**

The Official Liverpool Supporters Trust (as recognised by the Premier League). A Supporters Trust is a democratic, not for profit, organisation of supporters. It is committed to strengthening the links between the Club and the community it serves and providing a voice for supporters in dialogue with the Club.

[spiritofshankly.com](http://spiritofshankly.com)

- **LIVERPOOL DISABLED SUPPORTERS ASSOCIATION**

[liverpoolsa.co.uk](http://liverpoolsa.co.uk)

- **LIVERPOOL KOP OUTS**

[facebook.com/LiverpoolFCLGBTSupporters](https://facebook.com/LiverpoolFCLGBTSupporters)

- **LIVERPOOL WOMEN SUPPORTERS**

[lfcwsc.co.uk](http://lfcwsc.co.uk)

- **SPiON KOP 1906**

[facebook.com/SpionKop1906](https://facebook.com/SpionKop1906)

If you wish to affiliate with any of the above groups please either contact them directly or contact [slo@liverpoolfc.com](mailto:slo@liverpoolfc.com) who will put you in touch with them.

## OTHER WAYS TO GET INVOLVED

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 do, and how you can get involved, can be found [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.



# CONTACT

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 membership, ticket, LFCTV Go subscription, shop or online purchase, visit to any LFC ground or matchday experience. They can be contacted via email or live chat (NB we provide additional support for our disabled fans) and details of how to contact them can be found **HERE**.

Our club complaints policy can be found in our Club Charter **HERE**.

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

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

