

Fans Forum : Ticketing

Ad Hoc Meeting to Discuss Minor Changes to Ticketing Policy Season 2023/2024

Online Teams Meeting

18:00 – 19:00 24 July 2023

In attendance from LFC: Yonit Sharabi, Supporter Liaison Officer, Phil Dutton, Vice President Ticketing & Hospitality, Bryan Denny, Manager Research & Digital Marketing, Amanda Jacks

Fans Forum: Anna Burgess, Chair, Steven Traynor, Tony Fitz, Paul Jones, Rae Morgan, Matthew Selby, Nigel Taylor, Jack Wycherley

Purpose of meeting: to outline minor changes to the Ticketing Policy ahead of the 2023/2024 Season.

The changes and reasoning are detailed below:

- The continuation of unlimited Friends and Family for the purposes of ticket transfer will continue for the forthcoming season but will then be reviewed as part of a strategic review.
- Robust checking to ensure purchasers of tickets genuinely exist.
- To help towards combatting touting, increased intelligence led checks of tickets both home and away.
- The use of improved software to weed out bots, carry out credit card checks (to ensure multiple sales are not being made from one card) etc.
- The removal of an away credit in the event a seat isn't used (discretion will be applied if decision appealed against).
- Improved communication of all ticketing sales and policy.
- Applicable to domestic aways, we expect to see more clubs using NFC and e-tickets with the expectation all clubs will use these platforms within the next year to eighteen months.
- European aways will still require 100% collections.
- Multiple tickets per phone will be dependent on away club software and provision made for child tickets.
- Those without smart phones will have the away ticket loaded onto their LFC access card
- The process for applying for away tickets will be streamlined with the purchase details (ie, number of credits required to qualify) after each sale to be published together with details of non-attendance. The purchaser of the ticket will keep the credit for the forthcoming Premier League and Domestic Cup season.
- To prevent fraudulent use of local member and general sales will be moved to a ballot system. Publication of all data relating to sales is intended.
- Changes of address will have to be made via fan services as opposed to online to prevent abuse of the system

Points raised by forum members:

- A challenge was raised regarding the club's intention to remove ability to transfer memberships and season tickets within family groups to ensure the integrity of the waiting list. The Fans Forum request for further discussion about this was granted.
- The question of sales to larger groups of young adults in the Anfield Road end were raised by the Forum. For the next season at least, we will be under scrutiny while the new standing areas bed in. Once the authorities are confident that these areas are run safely – which remains a priority for the club- this request can be properly addressed. This does not mean sales to smaller groups will be declined.
- A full strategic review of ticketing is planned with the outcomes due to be published early in 2024. Consultation with the Supporters Board will form part of the process.
- PD – shared slides showing in trust and confidence. Not for full publication. Details will come out in coming days and weeks. Nothing too controversial. We were looking to do a lot of change this summer but for several reasons (Anfield Road) we have paused a lot of the changes.
- Going to continue with the policy of unlimited FF for this coming season. This will be part of strategic review, but we will not change this season. Further engagement will take place with the Fan Forum
- Going to be doing a lot of checking to make sure purchasers exist. Covid highlighted people abusing system.
- Targeted FAN updates will take place. Forwarding remains exactly as is.
- Touting – we are going to have more targeted checks and home and away. This will be informed checks where we have specific intelligence.
- Looking to roll out software used for Taylor Swift sales
- Removing credit of somebody does not use seat will continue for home games (members only)
- Simplified process across all comms will be rolled out in the coming months.
- Away games - Number of clubs going to NFC and e-tickets. Must request paper tickets from Spurs this season. WHUFC, AVFC, CPFC following suite. PL actively pushing this for all clubs. All clubs on that platform next 12/18 months
- Credits removed if non-attendance – PL guidance
- Away European – the Club will be trailing the attendee getting the credits, not the person purchasing.
- Club are looking to streamline whole away process
- All supporters register an interest and then the club will use that data to decide the starting point for the sales, with one guaranteed sale during which supporters will purchase as normal.
- Once down to single seats, limited availability – the club will move down the list, in order, and automatically allocate a ticket to next eligible person, payment will be taken from a registered card.
- If for example 10 people qualify for 6 tickets a ballot will happen
- Multiple sale over various days will go – this is a cleaner process
- Numbers published after each game
- Does not impact how we sell just makes it cleaner, quicker, and easier for supporters.

- Supporters will, in due course, be able to remove themselves from the ballot process if they cannot attend

• Removing credits for non-attendance, people contacted to say they did go when FC said they didn't. Club need to flag immediately re non-attendance. Old ground like Luton – any doubts the club will not implement. Club like spurs when data reliable – we will flag in the selling notice when this will be applied.

• moving on to local sales. Open to abuse and profiteering. Local fans who couldn't buy a ST or afford a ticket have an opportunity to buy a £9 ticket... found a whole raft of abuse. 75% of tickets moved on for a vast amount of money.

• The Club will move these sales to a ballot process. As soon as you are successful, we will take the money and update phone with a ticket. Plan is to publish all figures – how many applied, how many successful. Designed to streamline the process. Will do increased spot checks. Planning to roll out fan update for all sales. Prove you exist before your ticket goes live – this will happen in the future. Proving existence will happen just once.

• Ticketing Strategy. What are we trying to do in the next months is a complete review of ticketing. Full involvement of FF and SB. Strategic and tactical. Understanding everything. Bryan (insight) will support.

• The Goal is to map out the principles of ticketing – improve atmosphere, local supporters. Some principles will be financial. Opportunities for us to all sit down to talk through. This is not about taking tickets off people. What we want is an easy flow for supporters to use their tickets – we want a vibrant ground, needs to be an age balance.

• Finalise proposals Jan/Feb then going to SB with a full strategic review

Q	A
Checks re seat credit removed applied for members not STH. I.e., seat not used	Yes, just members, same as last season
data for non-attendance? Non attending numbers appear to be dwindle. Asks who the tickets belong too	can be 200 – down to 40/50 dependent on games – can be varied as to ticket holders and who doesn't attend. This current season, purchaser will keep credit not user.
What about auto allocation	will only get to a ballot when there are a very few tickets left. Otherwise, purchasers can buy most tickets as normal.
can you take yourself out of ballot?	yes. If you do not want to go, you can come out of the registration
NFC for away games could be recipe for disaster... battery packs. What is back up plan if phone dies?	The Club will not have any real choice. This is the direction of travel. Phones not charged not a reason not to not have NFC. This has been coming. Clubs should have phone charging points. Incumbent on clubs to help where they can
Euro aways have been collections, will this stay?	yes. We have no current intention of doing collections for domestic away games
NFC coming in not a shock. Growing trend of away games, searches, not happy about portable charges. Need to be able to take in portable chargers	Fair point. One we can feed through
will there be an appeal procedure for removal of credits for aways?	it is a trial; we are working on it. We are not going to build policy around exceptions. We will use discretion. Within reason will look at issues that come in.
Regarding NFC. Can you have more than one ticket per phone?	dependent on host club. Some clubs do not allow this, some do
We know for home games some people still have cards. If no mobile will there be cards to be able to use for entry.	Yes
Local members sale, open for abuse	System now allows for a lot more flexibility. Trying to streamline the entire process. Register - get ticket – prove ID – ticket goes to phone. Do not want people queuing as we can do this online. Must go through fan services to change address to negate abuse of system. Checks will be upped to ensure correct addresses and that people exist
Season ticket waiting list	Further discussion to be taken offline

<p>Following fan updates, how many accounts did you shave off the PRH list over the summer</p>	<p>Around 5 or 6 hundred</p>
<p>How people asked to renew their ST but T&Cs updated after they paid. Early transparency important. Better for us the sooner we know - want a smoother journey. how are you getting round those using burner phones?</p>	<p>This falls into misuse bracket. If legit you should use your ticket how you like. The club say why should a small number of people dictate who can/can't go to game when we have waiting list, young people etc who want tickets. If you legit can't go to the game there needs to be a channel to pass your ticket on Technology is advancing so can check if phone a burner, can do checks and balances at the turnstile. We don't want draconian measures but if we can implement non-intrusive checks we will and should do but should not be the norm.</p>
<p>Pricing table shared. Regarding young adults section in Anfield Road. Any scope for a larger section?</p>	<p>We will look at that this season. With safe standing have to be very careful with allocations. Concerns are having groups of young people together. Will still sell but mindful re congregation. Get through this first season and then look at it. Club and council very sensitive. We want safe standing and rail seating to work first. Not limiting numbers of young adults' sales but can't congregate. Happy to work with you on that to make it work. What we can't do is have that one section. Principle of what we want to do is entrenched just making it work. We are all passionate on improving atmosphere and getting young people in.</p>

The meeting lasted an hour with the Fans Forum members putting several questions to Phil Dutton all of which were answered comprehensively and contained in the points raised above.