



Supporter Charter

2023/24

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Liverpool Football Club Information Charter 2023/24

At Liverpool Football Club we always have - and continue to - enjoy a unique relationship with our loyal and dedicated supporters. We recognise and respect the invaluable contribution made by each and every one of them to the ongoing success and longevity of this historic Club. We're proud of our relationship with our fans, we always endeavour to be open and accessible, and we constantly strive to improve supporters' matchday experience. This charter provides information about the Club's services, values and approach to supporter engagement and communication.

We thank you for being part our story and the world's greatest football family.



Anfield Stadium



The 2023/24 Premier League season will commence on Friday 11th August 2023. The Reds will kick-start their Premier League campaign away, against Chelsea at Stamford Bridge. The first home game at Anfield will be against AFC Bournemouth on 19th August 2023.

For the latest important updates regarding your matchday experience head to the dedicated matchday pages here:
<https://www.liverpoolfc.com/info/anfield>

Key changes for this season include the access to Anfield Road, Safe Standing and Updated Bag Policy.

At the start of the season the Anfield Road Stand is still under construction, and there will be a phased opening to the stand with some areas still not accessible to fans during this first home game.

Anfield Stadium has been awarded a Safe Standing Licence for the new season. And from the first home game there is an introduction of safe standing areas across all rail seating sections on the Kop and in the Lower Anfield Road Stand.

In these safe standing areas, supporters will be permitted to stand throughout matches and not just for significant moments, such as goal celebrations.

More information on this change here:
<https://www.liverpoolfc.com/news/lfc-awarded-safe-standing-licence-new-season>

Updated Bag Policy

There is a new bag policy for this season. For safety and security purposes, **ONLY** the following bags are permitted entry into the stadium:

- Small handheld bag which does not exceed A5 size (148.5 x 210 mm / 5.8 x 8.3 inches).
- LFC Superstore clear carrier bag containing Superstore purchases only.

Those bags permitted will be subjected to a bag search on entry point. Click here to see what you can and can't bring into the stadium.

To stay up to date with all the latest matchday information, please follow **@LFCHelp** on Twitter.

Full Men's fixtures here:
<https://www.liverpoolfc.com/fixtures/mens/2023>



Liverpool Football Club
Anfield Road
Liverpool
L4 0TH

Prenton Park



The 2023/24 Women's Super League will commence on Sunday 1st October 2023. The Reds will kick-start their WSL campaign away against Arsenal at the Emirates.

The first home game at Prenton Park will be against Aston Villa on Sunday 8th October 2023. There will be a Merseyside Derby held at Anfield on Sunday 15th October 2023.

For the latest important updates regarding your matchday experience head to the dedicated matchday pages here – TBC
Prenton Park Full Wome's Fixtures here:
<https://www.liverpoolfc.com/fixtures/womens/2023>

Alternatively, please follow **twitter.com/LiverpoolFCW** on Twitter.



Prenton Park
Prenton Rd W
Birkenhead
CH42 9PY

AXA Training Centre

The AXA Training Centre is the training ground of Liverpool FC, located in Kirkby, Liverpool which the team moved into in November 2020 from Melwood. The 9,200sqm AXA Training Centre creates a combined first team and U23s facility, each of which has its own identity.

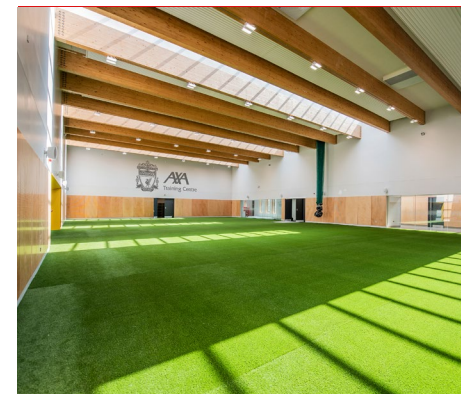
With worldclass facilities it boasts three full-size pitches, goalkeeping and warm-up areas, and indoor facilities including two gyms, a full-size sports hall, pool, hydrotherapy complex and specialist sports rehabilitation suites. It also includes dedicated TV studios, press conference facilities and office accommodation.

To commemorate the opening of the training ground a steel time capsule was installed containing artefacts related to the Club's rich history and some of the experiences and people who have made it what it is today.

This project also included the redevelopment of Knowsley Council's Eddie McArdle community playing fields and John O'Leary Pavilion at Simonswood Lane.

Improvements include five upgraded football pitches, new changing rooms and associated facilities including car parking for 110 vehicles, a new pedestrian and cycle pathway, lighting and improved security.

The changing facilities on site will include six separate team changing rooms, coaches' changing room and a social room for team and community use. The facilities were officially handed over to Knowsley Metropolitan Borough Council and opened in November 2019.



Liverpool FC Academy

Liverpool FC Academy is committed to nurturing and developing young football talent with the aim of shaping its players to become elite.

The Academy was created in 1998, and is based in Kirkby, Merseyside, next door to the new AXA Training Centre and the first team.

The LFC Academy trains players from Under 6 level through to the Under 21 squad.

Players up to Under 18 level train at the Academy while the Under 21 squad is based at the AXA Training Centre alongside the Men's Team.

Alex Inglethorpe is the current Academy manager with Barry Lewtas as head coach of the Under 21 team and Marc Bridge-Wilkinson head coach of the U18 squad. A whole host of stars have progressed through the Academy to the first team including players such as Jamie Carragher, Steven Gerrard, Robbie Fowler, Michael Owen and Trent Alexander-Arnold.



Liverpool FC Women

Liverpool FC Women were one of eight founder members of The FA Women's Super League (WSL) in 2011.

The Club, playing as Liverpool FC Ladies, won its first WSL title in 2013 and would go on to repeat the feat in 2014 – both under manager Matt Beard – after a dramatic season finale saw them leapfrog from third to first.

Originally formed in 1989 as Newton Ladies FC, the Club morphed into Knowsley Ladies in 1991 and would go on to finish runners up in The Women's FA Cup in 1994.

Liverpool Ladies was established the following year as the Club again reached The FA Cup finals in 1995 and 1996. They won The FA Women's Premier League northern division in 2004, 2007 and 2010.

Liverpool FC Women secured a unique position in the women's game in 2013 as the first fully professional female football team in the UK.

The team is managed once again by Matt Beard who returned to the Club in May 2021 and his squad includes captain Niamh Fahey, title-winning captain Gemma Bonner and internationals such as Japan's Fuka Nagano and Wales' Ceri Holland. They will play in the Barclays Women's Super League in the 2023/24 season.

First team matches are played at Prenton Park and from September 2023 the team will train at the club's historic training base at Melwood in West Derby, Liverpool.

Standard Chartered are the front of shirt sponsor while AXA and Expedia are also key supporters of the women's team.



LFC Women's Academy

Liverpool FC Women were awarded a Category 1 Professional Game Academy (PGA) licence by the Football Association in 2023.

The PGA is the new pathway to identify and develop the very best female talent and create the next generation of LFC Women players.

It will concentrate on young players aged 14-20 with the club operating two key teams at U16 and U21 level.

LFC Women's PGA will be based at Melwood alongside the women's first team and will launch in 2024.

PGAs will replace the current Academies and regional talent centres, providing high-quality training with a dual career focus.

The hope is to create a pathway for young female players which allows them to emerge ready to compete at the highest levels of the domestic and international game.

Leandra Little is the lead for the LFC Academy and will be working in close partnership with the LFC Foundation, who will lead on the lower phase of the player pathway.



The Red Way



The Red Way

In early 2021, LFC launched our sustainability strategy, The Red Way.

The strategy represents a holistic approach to sustainability and centres around 3 strategic pillars; Our People, Our Planet and Our Communities.

Under these pillars sit our six key objectives. Every major club initiative, business area and programme aligns with these objectives. They enable a greater visibility of activities and alignment to amplify their impact.

The UN Sustainable Development Goals (SDGs) were adopted in 2015 to provide a blueprint for peace and prosperity for people and planet, now and into the future. There are 17 SDGs which are an urgent call to action by all countries – developed and developing – in a global partnership. The target to achieve these is 2030.

The Red Way is aligned to 14 of the UN SDGs. Implementation of our strategy is underpinned by our robust sustainability management system. Through this, we hold ourselves to account, check we are delivering against our commitments and push ourselves to continually improve.

We are proud to be the first and only Premier League Football Club to be certified to the internationally recognised sustainability management system standard, ISO20121.

Since the 2021/22 season, we now publish our progress in an annual “The Red Way Report” which can be found within the sustainability section of our website.



OUR PEOPLE

We support our people to thrive and become knowledgeable champions for a sustainable future



OUR PLANET

We make decisions and take actions that have a positive impact on the planet



OUR COMMUNITIES

We provide life changing opportunities for our communities, home and away





Red Together

Red Together is Liverpool FC's commitment equality, diversity and inclusion. It encompasses everything that the club does internally and externally across this important area.

Internally, this focuses on how we embed equality, diversity and inclusion into all that we do for our people, and externally, Red Together is about how Liverpool FC embraces it's responsibilities to talk to the most important issues outlined within its strategy.

Reporting

We expect all of our supporters to get behind our commitment to ensuring that Anfield is a place that's free from all forms of discrimination. Wherever possible, the club will take the necessary steps to challenge any and all forms of offensive behaviour and discrimination by;

Ensuring any discrimination or breaches of the Club's rules are dealt with in line with Club policy and passed to law enforcement agencies and partners, where necessary

Providing facilities to report inappropriate or discriminatory behaviour;

You can report any such behaviour via text on **64446**. Start your text with 'LFC'. Or you can raise your concerns with a steward. Either option may allow us to take immediate action at the time or you may report your concerns at a more convenient time to Liverpool FC direct by email

Visit www.liverpoolfc.com/redtogether/reporting-online-abuse to report hate crime and discrimination taking place on social media.

We hope that you will embrace these measures and help us to make Liverpool Football Club the welcoming environment we want it to be.

We hope that you will embrace these measures and help us to make Liverpool Football Club the welcoming environment we want it to be.

We would love to hear from you about your experiences and if you have any feedback to help us to improve our services. If you have any Equality and Diversity queries please contact RedTogether@liverpoolfc.com.



Disabled Supporters

Liverpool Football Club is proud to have been awarded the number one position for accessibility by Visit Football for the seventh year running. We have a dedicated accessibility team equipped to assist disabled supporters who are visiting Anfield. Members of this team can be identified by the distinctive light blue bibs that they wear.

Tickets for wheelchair users, ambulant supporters and their personal assistants are available online [here](#). There is a wheelchair accessible low-level counter available for all disabled supporters.

Details of ticket prices can be obtained from the [accessibility web page](#).

Disabled supporters applying for tickets will be asked by the Club to provide documentation to confirm eligibility and their level of support required. We are pleased to offer complimentary tickets for Personal Assistants - a reasonable adjustment (in line with the Equality Act 2010) made by the Club to enable a disabled supporter to more easily access the full range of matchday services.

The stadium has availability for up to two assistants to support disabled supporters. Wheelchair user spaces are situated in The Kop, Main Stand, Sir Kenny Dalglish Stand and Anfield Road Stand with full disabled access into and out of the stadium as well as access to accessible toilet facilities and catering facilities.

Ambulant supporters are generally situated in the Main Stand with full access into and out of the stadium, although ambulant disabled supporters' seats are available at various positions throughout Anfield.

Wheelchair Users

The stadium has availability for up to two assistants to support each wheelchair user. Wheelchair users places are situated in the Kop, Main Stand, Sir Kenny Dalglish Stand and Anfield Road Stand with full disabled access into and out of the stadium as well as access to accessible toilet facilities and catering facilities.

Ambulant Supporters (Including blind and partially sighted Supporters):

Ambulant supporters are generally situated in the Main Stand, with full access into and out of the stadium, although ambulant disabled supporters' seats are available at various positions throughout Anfield.

As part of the Club's commitment to improving accessibility at Anfield and the matchday experience for disabled/ambulant supporters it also provides:

- Changing places facilities in the Kop and Main Stand;
- Hearing loops fitted in various locations of the ground including the Ticket Office, Club Store, and selected catering stations within the ground, all of which are clearly signposted;
- Headsets with full commentary will also be provided upon request for blind and partially sighted supporters;
- Matchday programmes are available in alternative formats;
- Improvements made to the Club website to enable a simple ticket purchase experience for blind and partially sighted fans;
- Lower level counters fitted in bars and kiosks with dedicated serving staff provided;
- Waited service for disabled fans seated in certain areas of the Sir Kenny Dalglish Stand and Main Stand.
- Training and development provided for all staff.
- Dedicated Disability Access Stewards added to the team for disabled supporters
- A sensory room
- The Club understands, supports, and promotes the use of The Hidden Disabilities Sunflower.



Further details of our facilities and your trip to Anfield can be obtained from the [accessibility web page](#) and our [accessibility guide](#). We would be delighted to hear from you about your experiences and if you have any feedback to help us to further improve our services for our disabled supporters please contact us at disability@liverpoolfc.com



Foundation

THE CLUB'S OFFICIAL CHARITY

LFC Foundation is the official charity of Liverpool Football Club. Being part of LFC means being part of the greatest football family in the world. We look out for each other, and particularly those who are in need.

Building on the club's work in the community over the past 30 years, the charity was formed in 2010 as a financially independent organisation to harness the power and passion our fans and supporters.

LFC Foundation's mission is to create life changing opportunities for young people and families in Liverpool City Region and beyond.

Our work generates significant value for the people of the Liverpool City Region. Last season we supported over 120,000 people, provided £90m of social value and recorded £14 of social return on investment for every £1 spent.

To ensure our work addresses the root causes of the issues faced across Liverpool City Region and delivers long term and sustainable change, we focus our resources across seven key impact areas.

- Sport and Physical Activity
- Health and Wellbeing
- Education and Life Skills
- Employment and Training
- Youth Interventions
- Community Development
- Inclusion

You can find out more about the impact the LFC Foundation makes by visiting www.liverpoolfc.com/foundation or [@LFCFoundation](https://twitter.com/LFCFoundation) on Twitter or [@thelfcfoundation](https://www.instagram.com/thelfcfoundation) on Instagram and Facebook.

LFC Foundation is an independent charity registered in England & Wales with The Charity commission, Charity Number: 1096572. Registered Office: Anfield Road, Liverpool, England L4 0TH.

LFC Foundation



Red Neighbours

Launched in 2016, Red Neighbours aims to make a difference to people who live in and around our Anfield and Kirkby homes.

Our small dedicated team undertook extensive consultation within the local community, speaking with over sixty community leaders, councillors, headteachers, community councils, churches and local residents to really understand what the issues are on our doorstep.

Following this consultation, four key areas of work emerged:

- Food Poverty and Education
- Social Isolation
- Physically Active Community
- Creating Memorable Experiences for Young People.

We work with local partners to deliver these meaningful community-led activities and we owe the success of this programme to our neighbours; regularly listening to them has created a positive and impactful programme that we're proud to deliver.

In addition to this focused work, the team also look after a number of initiatives:

- Donated Tickets
- Condolence Service
- Charity Request
- Poorly Fans Support
- Employee Volunteering
- Chaplaincy

For more information about the work the Red Neighbours please contact us on: Red_Neighbours@liverpoolfc.com or follow us on Twitter: [@Red_Neighbours](https://twitter.com/Red_Neighbours)



Safeguarding

Safeguarding is putting the safety and wellbeing of anyone under the age of 18, or who is a adult at risk, at the centre of what we do. We aim to create an environment where children or adult at risk feel encouraged; listened to; feel able to reach their potential, and to make a positive contribution to society.

You have the right to be safe wherever you are; at home, with friends, at school, out and about or at football.

What Liverpool FC does to protect children?

a. Recruitment and Training

All staff who work with anyone under 18 goes through a rigorous recruitment and induction process. All Liverpool FC staff have specialist training, so they know what to look for, and what to do to safeguard all children and vulnerable adults.

b. Safety at Matches

We want your experience of watching Liverpool FC play football to be first class. To do this we ensure everyone follows safety procedures; All staff are trained; We employ Safeguarding Response Stewards who are specialists, they have a purple tabard that say 'safeguarding steward'; Anyone under 16 years old must be accompanied to matches by a responsible adult.

c. Academy and LFC Women

All young players who are selected to play for Liverpool FC are well looked after. We employ specialist staff who look after the young players education, welfare, health and mental health. We support the players to ensure that educational progress is good.

d. Liverpool FC in the community

Through parts of the club like Foundation, Red Neighbours and Soccer Schools you might take part in a Liverpool FC activity. All our staff who work in the community are vetted, chosen and trained to be able you to have an enjoyable and safe time.

More information about safeguarding, including what to do if you wish to report an issue, can be found on www.liverpoolfc.com/fans/safeguarding.





Fan Engagement

Official Liverpool FC Supporters Clubs (OLSC)

Official Supporters Clubs

Liverpool FC fans are famous the world over. They set us apart from every other football club in the world with their loyalty, passion and knowledge. Liverpool Football club has over 300 Official LFC Supporters Clubs (OLSC) in over 100 countries across the world. Our official groups provide hubs to allow supporters to come together and celebrate the club they love. Local OLSC's provide a valuable service to Liverpool FC supporters living in the area they operate.

They also provide an excellent way of meeting fellow supporters and like-minded people all of whom are devoted to following Liverpool FC, wherever they live in the world. OLSC's are closely affiliated to Liverpool FC and enjoy many benefits in return for their close allegiance. If you would like to know more or to contact your local OLSC please [contact us](#).



Fans Forums and the Supporters Board

Supporters Board

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.

We have a Supporters Board to meaningfully consult with around strategic issues and Fan Forums to discuss shorter term tactical matters with a specific focus on Ticketing, Match Day Experience and Equality, Diversity and inclusion.

How will I know what has been discussed?

After each Supporters Board and Fans Forums meeting a summary 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.

More information – including how you may get involved with the Fans Forums may be found on the Fan Engagement section on our [website](#).



Official Sanctions Process

Ground Regulations and Terms & Conditions

Anfield is famous not just for its passionate atmosphere but also for its warmth and culture of welcoming people from all backgrounds. Liverpool FC strives to maintain Anfield's safe and welcoming atmosphere.

When you're attending a match at Anfield and purchasing tickets you must follow Anfield's Ground Regulations and Liverpool FC's conditions of issue of tickets; and Membership terms and conditions; and Season Ticket terms and conditions ("Conditions") which can be found by [clicking here](#). The Supporter Code of Conduct can be found by [clicking here](#).

Failure to follow any of these Conditions may lead to a sanction being applied in line with Liverpool FC's official sanction process.

Fan Sanctions

LFC will strongly enforce the Conditions, but will consider each case on its own merits and appreciates that no two cases are the same. We have a dedicated panel which will review the facts of each case and decide on any appropriate sanction taking into account all circumstances that surround the case.



Complaints

How to make a complaint

If you are visiting Anfield we find that most complaints can be resolved at the time of the initial problem. Please make a steward or uniformed member of staff aware if you encounter a problem and they will do their best to resolve it immediately.

If your complaint cannot be resolved on the day, or is not about a match or event day issue, please contact our Supporter Services team by;

- emailing us using the [Contact Us page](#). You should receive an acknowledgement that your complaint has been submitted to your email address within 2 hours - if you don't find this in your email box please check your 'spam' folder.
- in writing to Liverpool Football Club, Anfield Road, Liverpool, L4 0TH.

If you are travelling at an Away match please make a Liverpool Football Club steward or uniformed member of staff aware if you encounter a problem and they will do their best to resolve it immediately. You can also contact the Supporter Liaison Officer to make them aware of more serious issues when travelling to away matches, contact methods can be found [here](#).

If you have bought a Seasonal Hospitality package or have arranged an event at Anfield please contact your account manager or event manager as soon as possible about any problems you'd like them to resolve for you.

How long will it take to resolve my complaint?

All complaints will be resolved according to the issues raised, but it may take a few days to investigate depending on the nature of them. An initial response will be provided within 14 days, which we hope will be the point at which most complaints are resolved. In all cases you will be notified of the name of the person managing your complaint and how to contact them; we will also advise you of the steps we will take and timescales we expect to resolve your complaint in.

What if I am not happy with the way my complaint has been handled or resolved?

If you are dissatisfied with the response we provide or feel your complaint has not been resolved to your satisfaction you can then escalate your complaint. If you wish to do this please notify the person managing the complaint and they will escalate to an appropriate manager.

The final point of escalation for all complaints is the Head of Fan Experience, who will review complaints only when they have been managed through the process above and have been given an opportunity to be resolved by the appropriate team members.

External Bodies

If your complaint refers to a particular competition then you can raise this with the appropriate governing body (the FA, Football League, Premier League or UEFA).

Complaints about Equality, Diversity & Inclusion

All complaints about equality, diversity and inclusion should be raised in the same way as other complaints and will be handled by someone who is appropriately trained to manage more sensitive matters. The Diversity and Inclusion Manager will be consulted as needed.

Complaints about Sanctions applied to individuals by the Club

All Sanctions will only be applied following investigation and review by the Club. The individuals involved will always be offered the right to appeal against a sanction. Appeals need to be directed to 'Sanctions Appeals, Liverpool Football Club, 20 Chapel Street, Liverpool L3 9AG' within the timescales outlined in the sanction letter we send. Sanctions are not subject to the same complaints process and will not be reviewed by the Head of Fan Experience as an escalation point. For further information in relation to the sanctions process please see the Welcome to Anfield section of the Club Charter.

The Independent Football Ombudsman

The Independent Football Ombudsman Liverpool Football Club are committed to taking advice and feedback from the Independent Football Club. We hope you won't need to but if you are unhappy with the way we have handled your complaint or our response, or are unhappy about a Sanction applied to you, then you can ask the Independent Football Ombudsman (www.theifo.co.uk) to review the matter.

Safeguarding

If you wish to make an allegation about the conduct of someone, in relation to safeguarding children or a vulnerable adult, please go to www.liverpoolfc.com/fans/safeguarding/report-a-safeguarding-issue.





**Thank you for your
continued support.**