

## Fans Forum

### Ticketing

#### Online Teams Meeting

18:00 – 19:00 22 August 2023

**In attendance from LFC:** Phil Dutton, Vice President, Ticketing; Bryan Denny, Digital Research Manager; Yonit Sharabi, Supporter Liaison Officer; Amanda Jacks, Director of Supporter Engagement

**Fans Forum:** Anna Burgess, Supporters Board, Fans Forum Chair, Tom McGregor, Paul Jones, Rae Morgan, Jack Wycherley, Stephen Martin, Tony Fitz, Nigel Taylor

The meeting opened with an acknowledgement about the recent issues that impacted on the members sale. The club were quick to contact those affected and were transparent about Bots being the cause of the problems. There are currently a number of individuals under investigation for deploying the Bots.

No tickets were purchased by the increasingly sophisticated and malicious software which was used to try and find gaps in our systems.

Over the coming weeks and months changes will be introduced to the ticketing systems. The club are carrying out the changes in a phased programme to enable smooth transitions to new policies. The first change will be to the local and general members sale with a move to a ballot system. It's believed that this will add fairness and help towards mitigating use of Bots.

Changes to late sales will be introduced in due course with further announcements carefully timed to ensure messaging is understood and the transitions are smooth.

It is anticipated that the Anfield Road stand will operate as it did against Bournemouth including upper tier season ticket holders moved down to the lower tier. The club are approximately 10,000 seats down with no ticket sales in the upper stand for the first three games in the season and tickets sold versus Everton onwards.

Away allocations are impacted with a loss of 400 seats.

For the forthcoming cup games, the club haven't sold all available seats for Europa League fixtures and have flexibility for the League Cup.

The situation is fluid and as soon as the club are able communicate solid information they will.

Forum members raised a variety of views and concerns relating to the transfer of season tickets, who got tickets, whether or not families could pass season tickets down through the generations, touting, the waiting list and membership tickets.

The club are not oblivious to the myriad of opinions and concerns and will be carrying out a full and robust review of existing policies which will embrace every aspect of ticketing. The review will rely on both data and information from as many people as possible enabling the club to make informed decisions that we can stand behind with confidence. The club see both the Fans Forum and its relationship with Spirit of Shankly and the Supporters Board as integral to that process.

In the immediate short term the aim is to bring one subject to the Fans Forums meetings to get a breadth of views and to enable a structured discussion.

Moving on, the club were asked about our allocation away to Luton. At the time of the meeting the club were unaware of what the allocation would be but reassured that we would push for the maximum possible.

European allocations were raised with the forum advised to anticipate lower than usual allocations. The club will use both the Forum and Supporters Board to contribute to the discussions to ensure the fairest way to allocate tickets.

Following on from the previous Fans Forum where it was announced that the Premier League would ultimately like to see all their clubs using digital ticketing for away games, It was confirmed that NFC tickets would be used for both THFC and BHAFC away. The Forum was assured the club are keen to ensure the roll out is as smooth as possible and addressed concerns about contingencies in the event of technical failures and confirmed that digital tickets would not mean any data was shared with away clubs.

Given the significant input from the forum, it was agreed that rather than sell the entire away ticket allocation as NFC, we'd speak to both Spurs and Brighton to seek agreement that for these fixtures the NFC tickets would be in the minority and applicable to one block only. Both clubs agreed and we thank them for their co-operation.

*Notes amended on 12<sup>th</sup> September to reflect the fullness of discussion around NFC ticketing.*