

## Fans Forum

### Match Day Experience

### Online Teams Meeting

18:00 – 19:00 4 October 2024

**In attendance from LFC:** Paul Cuttill, Vice President Stadium Operations; Bryan Denny, Research Manager; Yonit Sharabi, Supporter Liaison Officer; Amanda Jacks, Director of Supporter Engagement

**Fans Forum:** Roy Bentham, Supporters Board Chair; Geoff Jones; Andrew Hudson; Jon Lewis; Pamela O'Donnell; Gary Evans; Jayne Page, Danny King, Gary ??, Geoff Jones

**Apologies:** Danny King

Yonit opened the meeting, welcomed all and thanked them for their attendance.

#### **ACTIONS FROM PREVIOUS MEETING**

The club shop now have posters up at the point of sale advising of the right size bag for the match day programme.

The size of all match day programmes will remain at B5 in size

The plastic bags provided by the shop are recycled bags containing a smaller percentage of plastic.

Pre meeting the VAR and Luton away ticketing allocation were requested as agenda items. Due to both subjects being outside of the Forum remit and Paul's expertise we declined the request.

Our allocation for Luton was discussed at the Ticketing Fans Forum the notes of which are in the website. With regard to VAR Roy Bentham stated that the simple reason he'd asked for this to be included was to place on record that 'they applaud the clubs' recent statement. are fully behind them and that it's recognised as a national issue.

#### **RECYCLING**

It was confirmed that 90% of plastic bottles are returned for recycling on a match day. It is believed that few other clubs reach that level and that it is a fantastic achievement.

There is recycling in hospitality with bottles, cardboard and general waste all collected and disposed of in separate bins. The only area where we need to find a better solution for is food wastage.

#### **ANFIELD ROAD**

After Buckingham's entered into administration on 4 September, the club appointed Raynor Rowan (R&R) as our new contractors. They commenced work on 7 September alongside Legends, the site Project Managers.

Great efforts were made to ensure as many of the original sub-contractors as possible were brought back to site to ensure there was continuity as well as being conscious of the financial impact this had had on them and full work is now going ahead.

Since the lower tier has opened, no major issues have been reported and the new accommodation is going well with both home and visiting supporters.

We have a programme of works in place with R&R and should be in a position within the next 4 or 5 days to advise further about phased opening.

It is very likely that the upper tier will open to General Admission first. However, not all seats will be available and the concourse will not be fully operational. We will continue to work closely with the contractor and Liverpool City Councils licencing team to agree capacities and operational plans

Following that, the intention is to open to hospitality followed by a Test Event. However, at the time of the meeting we are not in a position to confirm anything.

The accessibility area is due to open at the end of the programme due to it's positioning and programming.

In response to a question, it was confirmed that litigation to resolve outstanding issues with Buckingham's is very unlikely especially since the majority of contractors have been reengaged by the club.

### **CLEANLINESS AROUND ANFIELD**

Ian Byrne MP, having been approached by his constituents, asked that the matter of cleanliness around Anfield and on a match day be raised with the Forum.

The current position is that our contractors, CleanEvent, litter pick around four streets immediately adjacent to the stadium. They do this shortly after kick off, post match and for a third time the following day. The Club have introduced a lot of portable toilets too.

A Forum member mentioned that a lot of litter is left on the wall by the garage.

A commitment was made by the club to proactively check the effectiveness of CleanEvent and to raise the matter at a Ward Councillor Meeting and with the Anfield Working Group (which comprises the City Council) to see if there is anything more we can/should be doing. The club will also check if the contractors wear trackers their progress may be monitored.

### **TRAINING CATERING**

The Forum asked for clarification on staff training in the concourse kiosks.

The Club acknowledged there may well be concerns around service and explained that post covid the entire catering industry had faced substantial challenges in both employing and retaining staff. There had been a large shift from directly employed to agency staff across many venues although at LFC we are working hard to employ more people directly rather than rely on agency staff which has meant an improvement in service delivery. Our target is to directly employ 90% of match day staff, relying on agency staff for just 10%.

Direct employment has long been our preference as it allows us to recruit personally, train and upskill people. We won't get the consistency in agency staff that could allow us to do similar.

However, all staff receive the same briefing whether or not they are agency or recruited direct but we know there is a variance in skillsets which impacts on service delivery. Our casual kiosk workers receive training on two consecutive match days in specified kiosks before being placed elsewhere in the stadium.

Bryan Denny confirmed that via surveys we do monitor service levels across the club including hospitality areas and for LFCW at Prenton Park via our surveys.

Bryan offered to give a more in depth talk about our surveys and the opportunity for this Forum to contribute to future matchday experience surveys.

### **WOMENS GAME AT ANFIELD**

We are due to play Everton at Anfield. At the time of Forum meeting 13000 tickets had been sold; ideally the overall figure would reach 20,000.

The Club stated that they would be very keen to hear the thoughts of anybody who attended. We want to do more womens games at Anfield and attract more people to the games.

### **UNDER 5s**

The Football Supporters' Association had asked supporter representatives what their policy was with regard to Under 5 supporters. We don't have a specific policy in place beyond the need for anybody entering Anfield for a match to have a ticket regardless of their ages.

The club committed to look further at Safeguarding policies with the Premier League and ultimately share whatever we develop with the FSA.

### **PERSISTANT STANDING IN ANFIELD ROAD**

The Forum raised concerns that there were a number of people who's match day experience was negatively effected due to individuals standing in front of them. It was suggested that these individuals contact the club directly and we can look at their issues on a case by case basis.

### **MATCH DAY VISIT TO SHADOW STADIUM OPS**

An offer was extended to the Forum to come and shadow the operations team on a match day and to see the process from start to finish; this would also be an opportunity for the Forum to offer suggestions and feedback.

If the Forum agree, Paul and Yonit offered to work on the organisational logistics.

### **FLAG POLICY**

The posters should be ready for the game v Union, on 5 October. All the flags on the Kop have been proofed.

### **DATES FOR ANNOUNCEMENT OF TV PICKS**

The Forum asked if the club could help push back against the the Premier League to ensure that dates are publicised and stuck to when it comes to the announcements of TV picks for broadcasters. Not

knowing has an impact on those who organise supporter coaches; ideally the more notice they have the better to allow them to plan coaches accordingly.

### **HOSPITALITY REPRESENTATIVES**

A request was made for photographs of the club reps to be made available so faces could be match to names.

### **LIGHTING BY STANLEY PARK CARPARK**

The Forum raised concerns that the lights had been out for some time and with the longer nights fast approaching could something be done. The recently provided portable light was welcome but it was so bright it impacted on vision!

The concerns were acknowledged by the club who advised that lighting will improve as part of the Anfield Road development. We will also check other public lighting and report those that are out to the council for them to action.

### **INFORMAL WALKWAYS**

Over time were people have taken short cuts across grassed areas along Dahlia Walk this has meant paths have worn in but left the area without grass, meaning a muddy pathway. Could bark or similar be spread over these paths to improve aesthetics?

The club committed to resolve this once the Anfield Road Development is completed.

### **LINZ AWAY**

The Forum noted how pleasurable the trip to Linz was and that it was “nice to be treated as a human, not cattle”. Not being viewed as trouble makers nor having to collect tickets made a big overall difference. It would be ‘nice’ to see that replicated in Toulouse and Brussels.