

**Fans Forum**

**Ticketing**

**Online Teams Meeting**

**18:00 – 19:00 3 October 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, Jack Wycherley, Sam Evans, Tom McGregor, Rae Morgan, Paul Jones, Nigel Taylor, Ste Traynor, Tony Fitz

Apologies received from Matt Selby and Ste Martin

Yonit opened the meeting by welcoming all to the call and accepting apologies for absence.

**EURO AWAY COLLECTIONS AND CREDITS**

The Fans Forum raised ongoing concerns that supporters were losing Euro Away Credits because they were being removed incorrectly. Several examples were cited of supporters reporting to Forum member or SOS that they had physically attended the recent game v Lask, could prove it and yet their credits were removed and/or their attendance was not recorded.

The Club confirmed that there were 45 'no shows' and approximately half of those had contacted the Club re the credit removal and their issues were already resolved or would be shortly.

As long people could evidence their attendance or why there were unable to attend, there would be no obstacles in resolving this issue. This would apply regardless of whether the concerns were raised with Yonit (who maybe able to vouch for their presence) or direct contact with the ticket office.

The Forum raised further questions about away credits and whether or not those would be transferred to the individual that attended the game. Again, the response was candid; solutions would be found as part of the strategic review into ticketing that is due to commence within weeks. That the Club want to look at credits, who gets them and why would be central to this review. The Club are far from oblivious to the issues and it is imperative that fairness is at the heart of the review.

To demonstrate the depth of the issue, it was disclosed that approximately half the tickets purchased for the Lask fixture were passed on and that last season in the Champions League at least 400 supporters brought tickets for every away game and did not attend themselves. The forum asked for further analysis of that number as there may well have been legitimate reasons for the non attendance. Examples given were: individuals always using the same ticket (albeit in someone else's name) and/or if the name change was a one off (perhaps due to the short notice to travel/annual leave for this fixture) .

Further analysis could not be disclosed during the meeting but a clear indication was given that the Club had legitimate reasons to be cynical about the high number of non attendance.

The Forum stated that the lack of collections in Lask made an immeasurable difference to the overall experience of what was a fantastic trip. Policing, stewarding and crowd management was exemplary and fans could enjoy their trip without being inconvenienced by having collect tickets. In a similar vein, it was noted that during an earlier call with the Club they were informed that there were concerns re collections at the forthcoming Toulouse game specifically due to local fans and police knowing where large groups of fans would be. The forum re-iterated that collections are an inconvenience to supporters and they spoil our matchday experience.

Rerverting back to discussion about the review the Forum were advised that while there may well be small changes to ticketing while the review is ongoing any major changes would not take place until after review – which would consult widely and meaningfully. The timetable for the review would be shared as soon as possible, ideally before the end of the month.

### **NFC TICKETING AT SPURS AWAY**

There were no issues with NFC tickets at White Hart Lane, however a small number of supporters had ticketing issues ahead of the game which were resolved in time. Those without mobile phones had the tickets downloaded onto access cards.

The expectation is that the same smooth experience will be replicated at BHAFC away.

It was reiterated to the Forum that the expectation is that within a year to eighteen months all away tickets would be NFC for every Premier League team.

The trials will continue at away Clubs who have been using NFC ticketing systems for some time to minimise the risk of supporters facing issues that impact on their experience. The Club have detailed conversations with away Clubs to ensure a positive experience before agreeing to NFC tickets.

There were questions about only being able to buy NFC tickets away to Brighton and whether or not tickets could be downloaded to access cards. This would be looked into.

The Forum asked why some fans missed the Leicester game kick off at Anfield and were advised it was because two turnstiles on the Kop failed but a reboot quickly alleviated the issue. This breakdown was cited as evidence why the Forum were so robust in questioning the introduction of NFC at away games; it was imperative that they were satisfied that all eventualities were considered before wholesale introduction of digital ticketing.

### **WOMENS GAME**

The welcome and rapid growth of the womens game means that there will be significant changes to the ticketing system which currently operates on a stand alone system. One of the major changes will be that a migration over to the mens system which should happen in time for the start of next season.

There is a huge amount of work going into the womens game which is time consuming and advancing quickly. One of the aims is increasing our away support which will ultimately mean a move away from buying tickets direct from the host Club and purchasing direct from LFC to mirror the mens game system.

## **LUTON AWAY**

LFC have been allocated just over 1100 tickets which is our lowest away allocation in recent times thus presenting the Club with some real challenges. To help ensure our fans get as many tickets as possible we have cut internal tickets (players, executives etc) to the absolute minimum.

The Supporters Board will be consulted with as the Club work towards ensuring a fairer system as possible for allocation of these tickets.

It was noted by the Forum that Burnley's selling announcement for Luton away included a greater allocation than our own. LFC agreed to check this.

Suggestions were also made regarding segregation and reducing the number of seat kills to possibly free up more tickets. Again LFC agreed to investigate with Luton although the expectation is that this won't be feasible for safety and security reasons.

Given that there are not sufficient tickets to satisfy everyone with 19 credits the asked that no one loses a credit for this fixture, if not those people would miss out in future seasons.

Please note: Subsequent to the Fans Forum LFC were advised by Burnley that they had made a genuine typo when publishing their away allocation to Luton and had the same allocation as LFC. LFC also confirmed that the segregation divide was decided on following Luton's match specific risk assessment and to change that would require an emergency Safety Advisory Group meeting which would not be convened under these circumstances. As far as the Club are aware the segregation line has remained the same size for all of Luton's home fixtures this season.