



22/23 SEASON REPORT



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FOREWORD

Welcome to our 2022/23 season report for The Red Way, our sustainability strategy.

This report provides an update across all of the targets set out within our strategy, which was first launched in 2021. It's an exciting and proud moment for the club as we demonstrate the progress that's been made and accomplishments that have been achieved along the way.

We are committed to running the club in a way that minimises our impact on the environment and maximises the impact we can have for our people and in our communities. It's wonderful to see the external recognition and awards that we have received and testament to the hard work of everyone at the club to embed sustainability into the fabric of our day-to-day work.

That does not mean there have not been – and continue to be – challenges. The journey to becoming a truly sustainable organisation is a long one, and we still have much work to do. But we know that society is facing some significant challenges, many of which are reflected in our industry. We see sports events being interrupted by changing weather patterns, whole sports being challenged on their levels of inclusion and communities suffering from the rising cost of living. We must be ambitious in our thinking and bold in our approach if we are to contribute to tackle these.

As a club, we know we can make a difference and lead the way in making a positive impact. We also know that we will do this best when we come together with our partners, our supporters and everyone connected with the club.

Thank you for your continued support.

Ben Latty Commercial Director and Executive Sponsor of The Red Way





OUR MISSION





THE RED WAY IS LIVERPOOL FOOTBALL CLUB'S SUSTAINABILITY STRATEGY.

To help build a better future for our people, our planet, our communities.



THE RED WAY STRATEGY OVERVIEW LIVERPOOL FOOTBALL CLUB'S SUSTAINABILITY STRATEGY

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

The strategy represents a holistic approach to sustainability and centres around three 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 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, ensure we are delivering against our commitments and push ourselves to continually improve.

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.

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





THE PILLARS





We make decisions and take actions that havea positive impact on the planet.



OUR COMMUNITIES

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

OUR SIX KEY OBJECTIVES

We will build knowledgeable, informed and respected sustainability leaders and champions.

We will minimise our negative impact on the environment.

We will create an inclusive, safe and inspiring working environment.

We will create a net positive impact on the environment.

All our partners will be aligned to our sustainability values and support scalable positive impact across our wider impact programme.

We will deliver a positive contribution to local communities and fans to create life changing opportunities for our communities both home and away.

THE 14 SDGs







GOVERNANCE OF THE RED WAY



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.

Our Steering Committee

We have an established Sustainability Steering Committee to ensure the strongest possible governance of The Red Way. Chaired by Ben Latty, Commercial Director, the group is focused on ensuring continual progress is made across the club's commitments to creating a more sustainable world.





SEASON HIGHLIGHTS





Premier League Sport Positive Sustainability League for the second year in a row.





1st Place

Sustainability award winners at the Football Business Awards in May 2023.

Ranked as the most sustainable football club in Europe's top 5 leagues.





Sustainability Management System

Only Premier League club independently certified to ISO20121 standard for two years in a row.

Advanced Level Achieved

Premier League Advanced Equality, Diversity & Inclusion Standard.



Part of UN Climate Change Global **Sports Climate Action Framework.**









1st Place

1st Place

Environmental Initiative Award Winners and Sustainable Product Award Winners at SEAL 2022 Business Sustainability Awards.



LFC Foundation won **Best Sports Community** Scheme.



Signatory of UN Sports for Climate Action'



Carbon Neutral (PAS 2060 Verified)

For all direct activities (scopes 1 & 2).



Energy Management

Maintained the Energy **Management certification** since 2021







OUR PEOPLE UPDATES



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OUR PEOPLE: HIGHLIGHTS



Achieved the Advanced Level of the Premier League Equality, **Diversity and Inclusion Standard.**

Premier League Equality, Diversity and Inclusion Standard Advanced Level held and continually achieved since 2017.



Red Together Series 2022/23 – celebrating **our diverse supporters** across four strategic priorities; disability, ethnic diversity, gender and LGBT+



Includability Accreditation 2023 - recognising the club's role as a leader in inclusion.





(ŏ; rootball leadership diversity code













Rainbow Laces: #1 highest performing campaign of any club across the weekend.

LFC picked up **3 'Top 10s'** at the **British LGBT** Awards 2022.





Red Together



ERADICA

LFC presented at the United Nations in December 2022 and Anfield hosted the United Nations and Eradicate Hate Global Sports Working Group Summit in April 2023.





OUR PEOPLE 1 BE A RECOGNISED LEADER IN SUSTAINABILITY



This year has been another successful year for the Club in leading on sustainability. We maintained our position at the top of the Sports Positive League table for the Premier League. This is an excellent benchmark for comparison against our peers and one we'll look to build upon over future seasons.

We also enjoyed a second year as the only Premier League club to be certified to ISO 20121 (sustainability), ISO 45001 (health and safety) and ISO 50001 (energy). Third-party certification to these internationally recognised standards shows that we are both maintaining and driving continual improvement in these key areas.

Awards:

• BASIS – club strategy/strategic leadership **Joint 1st**



- 2022 SEAL Business Sustainability Awards sustainable environmental initiative award, sustainable product award – Winners
- 2023 Football Business Awards sustainability (Won), ED&I (Shortlisted) and best CSR scheme (Silver)
- 2022 Football Business Awards sustainability category **Silver**
- 2022 Sport Business Awards sustainability in sport Silver
- 2022 Sports Industry Awards sport organisation of the year, purpose driven sponsorship, Tessa Jowel community award Shortlisted

Moving forward into the 23/24 season, we are taking our leadership to the next level. We have added an aim to contribute a least one piece of innovation or research around sustainability to the wider sports community.

<u>'#1 in Sports Positive League'</u>
Maintained ISO 20121
11 external conferences and events as speakers or panellists
sustainability awards = 5

OUR PEOPLE 2 DELIVER CREDIBLE, AUTHENTIC, TRANSPARENT REPORTING



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In March 2023 we published our first overview and highlights report. This documented a snapshot of our progress and successes since launching The Red Way in 2021.

This report for the 2022/23 season builds on our highlights and details our progress against each objective within the three pillars of The Red Way. We recognise that we are still on a journey but are able to report for the first time how we are driving each area forward.

In July 2023 we reported our baseline and 2020/21 emissions to the United Nations Sports for Climate Action Framework (UNS4CA). This was the first reporting window since we became signatories of the framework and the Race to Zero. The framework commits the club to reducing our annual carbon emissions by 50% by 2030 and achieving net zero carbon emissions by 2040. This season, we will again be reporting our most recent season's emissions to UNS4CA which will be published on an open access portal by the UN.

Published the first TRW overview and highlights report.

First reporting to Sports for Climate Action completed.



OUR PEOPLE 3

INCREASED ENGAGEMENT WITH FANS ON SUSTAINABILITY ISSUES, PROGRAMMES AND PROJECTS

Our fans are a huge part of the LFC family, whether they live in Liverpool, the UK or around the world, we want to engage with them as much as possible and bring them along on The Red Way journey.

In the 2022/23 season we engaged with a growing number of official members, season ticket holders and fans across the LFC web, app and social channels. We've engaged with more Official Liverpool Supporters Clubs (OLSCs), and these groups represent the club in locations around the world and help inspire their members and amplify the messages.

Engaged with 316 OLSCs The Red Way digital reach and support engagement = 11,692,200 Fans awareness of TRW = 13% (increase of 5% awareness from 2021/22)







OUR PEOPLE 4

WORKING TOWARDS, ACHIEVING, AND MAINTAINING EXTERNAL STANDARDS, BENCHMARKS AND RECOGNITION

The 2022/23 Season has seen LFC advance its efforts to maintain the PLEDIS Advanced Level as we continue our efforts to embed equality, diversity and inclusion into all that we do. The club has strengthened its initiatives across its colleague inclusion networks, employee wellbeing and raising awareness of important topics across the business; delivering all-year round education sessions and engagement opportunities for our people.

Work has continued as the club continues in its aims to diversify its workforce in line with the pre-existing Red Together Strategy 2022 - 2027. LFC recognises the importance of representing the communities it works with across its local, national and international communities, and is committed to being more reflective of these.

Premier League Equality, Diversity and Inclusion Standard Advanced Level - Achieved Football Leadership Diversity Code - Submitted Workforce Diversity

Workforce Diversity 2022/23











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OUR PEOPLE 5 COLLEAGUE AND SUPPORTER WELLBEING

We regularly conduct a Colleague Engagement Survey which gives us an overall score for engagement across the club, so that we can continually receive valuable feedback and insights from our people on how they feel about working for the Club. The survey covers several topics such as sense of belonging, wellbeing, ways of working, career development and communication. Across 22/23, we achieved a score of 73%, which is in line with UK benchmark and an increase of 1% from 21/22.

This season, we maintained our ISO45001 certification for Health and Safety. As with our sustainability management system, our certified ISO system provides us with a framework to ensure we are always improving our targets and processes to ensure we are continuing to deliver best practise to our colleagues and supporters across our sites. The framework provides all colleagues with a clear process to identify and report any incidents or near misses into the Health and Safety team who can take any further actions or implement controls and mitigation when possible. Our stewarding and matchday teams are briefed before every match to ensure they are up to date on the latest information to keep our supporters safe.

Colleague Engagement Score – 73% (increase of 1% from 2021/22) Maintained ISO 45001 # Near Misses raised (205 in 26 matches) = average of 7.9 incidents per match









OUR PEOPLE 6

DELIVER REGULAR, RELEVANT SUSTAINABILITY TRAINING AND ENGAGING CONTENT

Over the past season, our all-colleague training has been set around the topic of "Doing the Right Thing". This incorporated training around ethics and equality, diversity and inclusion. At our colleague conference in March, we also focused on the Our People pillar of The Red Way.

For the 2023/24 season, training will be on The Red Way and its objectives. This is a key focus to ensure that sustainability becomes embedded in the day-to-day roles of all colleagues across the club.

During the season, we will be conducting training sessions with all LFC teams so that they are fully briefed and engaged on The Red Way and its objectives and understand what our people can do to support us on our journey. This includes both Men's and Women's First Teams, U23s and Academy sides.









OUR PLANET UPDATES



OUR PLANET: HIGHLIGHTS



As part of our partnership with SC Johnson, we have increased recycling rates of plastic bottles at Anfield from 25% across 21/22 to an impressive 90% across 22/23

> FROM 25%>90% 21/22 22/23





of club operations running on clean energy

94%



Liverpool FC Foundation's World Earth Day School **Project** - building planters and engaging with local schools

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OFFSETTING OUR CARBON FOOTPRINT

We understand that our carbon emissions have an impact on the planet, which is why we have signed up to the United Nations Sports for Climate Action Framework, which commits us to making a 50% reduction in actual carbon emissions by 2030 and to achieve net-zero carbon emissions by 2040.

Reducing our emissions will take time to implement, particularly through our supply chain and industries where we do not have direct control. But we want to do more to minimise our impact now.

Through the PAS2060 standard, we have offset our scope 1 and 2 emissions for the last 3 years.

WE ARE OFFSETTING 100% OF OUR EMISSIONS FROM FOOTBALL OPERATIONS!

WHAT'S IN AND WHAT'S OUT

- We are including all the emissions which are generated in running the football operations of our club and sites. See page 18 for more details.
- We are not currently including our wider merchandise operations, which are the emissions from the manufacture of merchandise, and shipping to and from our distribution centre in Liverpool.
- We are also not yet offsetting emissions from fan travel.

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OUR PLANET 1

During the 22/23 season we have undertaken 28 internal audits of different areas of our club to drive continual improvement of our ISO 20121 sustainability management system.

No major non-conformances were raised, and no environmental near misses have been reported through other channels.

We will continue to undertake internal audits and welcome external audits from our certification body (BSI) to maintain our ISO accreditation and ensure we continue to mitigate against any environmental near misses and fulfil all legal obligations relating to sustainability.

Zero environmental near misses.

TÉC.

ZERO ENVIRONMENTAL NEAR MISSES





OUR PLANET 2

L.F.C.

ALIGN 100% OF RETAIL SUPPLIERS FOR OWN BRAND PRODUCTS TO THE SUSTAINABLE PROCUREMENT CODE

WORKING TOWARDS 100% COMPLIANCE WITH POLICY AND CODE FOR LICENSED SUPPLIERS

Launching during the 23/24 season, refreshed packaging has aimed to remove plastic cellophane and wrap from products wherever possible, minimise overall packaging, and switch to FSC certified cardboard wherever possible.

We have continued to increase the number of sustainable products in our retail offer, including our award winning "Home kit bear" made from 100% recycled materials, a cycling jersey made from recycled yarn, wooden toys and more.

In Licensing we have started implementing semi-announced factory audits and REACH documents - all licensees are fully compliant. We have reduced the amount of product approval samples to 1 per stock keeping unit and the Licensee Packaging Guide is in development.

Estimate that 35% of products in the LFC Retail range have eliminated non-sustainable materials and packaging.

90% of LFC Distribution Centre packaging and materials are aligned to the sustainability guidelines, such as sugar poly bags, recycled pallet wrap, FSC or recycled paper and card.

OUR PLANET 3

ALL NON-RETAIL SUPPLIERS OVER £25,000 VALUE OR IDENTIFIED AS A SUSTAINABILITY RISK TO HAVE SET THEIR OWN SUSTAINABILITY COMMITMENTS, CARBON TARGETS AND HAVE NET-ZERO AMBITIONS ALIGNED TO THE 1.5 DEGREE SCENARIO.

This season, we have started to implement our plan to engage with our supply chain on their climate ambitions. Using financial data gathered on our 3,000+ suppliers across the 22/23 season, we will be surveying across the supply chain to determine their sustainability ambitions and commitments, particularly in relation to the work they do with LFC.

By the end of the 23/24 season, we will have engaged a cross-section of our supply chain and will have started to engage with our top suppliers by spend value or climate risk across the organisation.

No data available at this stage, supplier surveys underway.



OUR PLANET 4 10% REDUCTION IN OVERALL WASTE (TONNES) ANNUALLY

Across the 22/23 season:

SC Johnson has expanded its support beyond plastic bottle recycling to support the club's overall 10% waste reduction commitment. This has included the installation of filtered water systems. In addition to this, the club has;

- Implemented new waste stream segregation, new signage and waste point locations across
- Anfield, with further enhancements coming over the 23/24 season.
- Reviewed our Waste Resource Management Plan to encourage continual improvement.
- Focused on our PET bottle recovery on matchdays and increased the recycling rate to above 90%.
- Trialled closed loop recycling of unsellable merchandise.
- Reached levels of 90% of waste recycled, composted or anaerobically digested.
- Continued to ensure 100% diversion from landfill.
- 49% recycling rate across all of our sites.





OUR PLANET 5

ACHIEVE CARBON NEUTRALITY ACROSS OUR FOOTBALL AND CLUB ACTIVITIES FROM THE 2022/23 SEASON ONWARDS AND MERCHANDISING FROM 2030

Across the 22/23 season we have focused time on the following areas; improving the measurement of our emissions, improving our practices and policies around colleague and team travel. We have initiated energy and carbon management plans and over the course of the season will use working groups to identify opportunities for improvement over the coming season.

We continued to maintain our ISO 50001 energy management system and achieve PAS 2060 certification for carbon neutrality across Scopes 1 and 2.

We will be offsetting 100% of our measured emissions; across Scopes 1, 2 and 3 this year to help minimise our impact on the planet. This equates to 32,405 tonnes of carbon. Scopes 1 and 2 will continue to be offset, and verified through PAS2060.

Carbon footprint for 2022/23 is **75,142 tCO e** including **12,915 tCO e** from fan travel.

REDUCTION OF



COMPARED TO OUR 2019/20 BASELINE

réduction of 29%

SINCE 2021/22 SEASON



OUR PLANET 6 100% OF OPERATIONS RUNNING ON CLEAN ENERGY BY 2025



Much of the handheld equipment at the AXA Training Centre and Anfield has been transitioned to electric rather than petrol.

We've started reviewing how we get sustainable aviation fuel in our domestic and international team flights, but this is proving to be a particularly challenging sector.

We define clean energy as energy originating from renewable, synthetic and low-carbon sources.

Metric

94% of operations running on clean energy.



OUR PLANET 7 INCREASE IN BIODIVERSITY AT LFC SITES AND LOCAL AREAS

Over the course of the 22/23 season we have elevated our biodiversity management plan to look forward and help identify further opportunities for improvement. We have also been working hard to baseline ecology across our sites.

Development of our allotment site has been underway since the start of the season, creating raised planters and refurbishing greenhouses to help seeding plants. We have laid pathways to promote accessibility for the volunteer community groups who are able to support with the site. We have also installed beehives, planted and reseeded wildflower banks and have just started to build a pond to further boost biodiversity.

Across our other sites we have revamped the Hillsborough memorial and added signage to communicate the biodiversity to fans and visitors. We have created more wildflower planting around the Academy and AXA Training Centre, plus installed bat and birdboxes, bug hotels and identified areas for further development over the 2023/24 season, including potential for a pond.

Around World Earth Day supporters donated points earned through MyLFC to support biodiversity projects at two local primary schools, delivered by the LFC Foundation. The project installed planters and fruit trees to communicate the farm to fork message allowing students to get involved in each stage of the growing process.

Methe				
SITE	ECOLOGICAL AREA	FLORA SPECIES / COUNT	BIODIVERSITY SPECIES	HABITATS
AXA Training Centre	1.52ha	14 species (trees and hedges) 493 count	60	7
Academy	2.46ha	20 species (trees and hedges) Min 600 count	Min. 60	11
Allotment	0.2ha	65 species 200 seedlings plus 100 seeded plants	28	9

Metric



OUR CARBON EMISSIONS

During the 22/23 season, there were 37% less team flights taken than in the previous year. However, with the first team pre-season tour taking place in Asia rather than Europe, emissions have increased by approximately 600 tCO2e.

During the 22/23 season, there were more flights taken by colleagues across for business purposes, which is a reflection of the growing demands and needs of commercial activity across the world. All decisions on colleague travel are made in direct alignment with the club's Travel Policy that takes into account business needs, sustainability and associated costs.



ALL FIGURES ARE IN TONNES CO, e EMITTED

* relates to 2020/21 season affected by Covid

SEASON **BASELINE 19/20** 20/21 21/22 22/23 1,256 755 208* 1,304 1,334 173* 1,375 2,559 738 CATEGORY NOT ORIGINALLY INCLUDED IN BASELINE. BASELINE UPDATED 812 15 15 21 21 278 227 361 361 29,822 35,331 60,384 41,350 **0*** 12,331 15,498 12,915



OVERALL REDUCTIONS IN EMISSIONS COMPARED TO OUR 2019/20 BASELINE



REDUCTION IN EMISSIONS SINCE 2021/22 SEASON





Foundation



OUR COMMUNITY UPDATES



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OUR COMMUNITIES: HIGHLIGHTS



WORLD EARTH DAY 2023

£10k Challenge, delivered in partnership with SC Johnson.

Over 1000 click throughs from LFC Facebook and Twitter campaign posts; educating supporters on the purpose-led partnership and the meaningful impact for the club, the planet and the fans.



BIG RED SUMMER

Funded by SC Johnson, **7,500** reusable water bottles were given out across Liverpool FC Foundation programmes, and an estimated 315,000 single use plastic bottle were saved from landfill whilst doing so.



LFC FOUNDATION

£87.68m social value contributed

Social return of £1: £13.36

123,000 people supported during the 22/23 season



THIS MEANS MORE

Official Liverpool Supporters Clubs from Kolhapur, Japan, Myanmar, Madrid, Cyprus, Delaware participated in 30 challenges linked to a range of sustainability actions that benefiting local communities.

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EMPLOYABILITY AND TRAINING

768 people attended Liverpool FC Foundation employability programme sessions. 79 of whom were from our Global Works Programme in NYC funded by Standard Chartered Bank Foundation.



Through our international delivery in Ireland, Thailand, Tanzania, Senegal and USA we have supported 9,227 people.

INTERNATIONAL

DELIVERY













Since the start of the season, we have been working extensively with our commercial teams across the club. All of our Partnerships team have undertaken extensive training to understand the targets and objectives of The Red Way and how that can be carried through into our commercial partnerships.

Our annual Partnerships Summit was focused on The Red Way. We received strong positive feedback on the workshops that were conducted on how we can develop our relationships to align our objectives and activations with The Red Way.

46% of our partnerships were aligned to pillars and/or objectives of The Red Way across the 22/23 season. Partners actively engaged with the club and fans through focused activations including a joint campaign across World Earth Day.

OUR COMMUNITIES 1 100% OF PARTNERS ALIGNED TO THE RED WAY OBJECTIVES











AN INTRODUCTION TO THE FOUNDATION

As the official charity of Liverpool Football Club, the Foundation is proud to be part of The Red Way. We believe that this holistic approach to recognising its responsibility to the issue allows the club to ensure its impact is greater that it would be by following a more traditional model.

Significantly, for the Foundation the focus on communities sees the impact of our work both in the Liverpool City Region and Internationally form a crucial part of the Red Way, and helps us to ensure that our communities are at the forefront of everything that Liverpool Football Club does.

We supported over **120,000 people** during the 2022/23 season, contributed over **£5m directly** to the local economy in the LCR and delivered high impact programmes that created a **social value of** over £13 for every £1 spent. Almost 50% of our work was delivered within the **20%** most deprived areas of England and Wales.

Working with club partners has been a key part of this allowing us to support people into employment and lead happier, healthier lives.

LFC FOUNDATION IMPACT REPORT

Matt Parish, **CEO LFC Foundation**

EMPLOYMENT & TRAINING

COMMUNITY **ENGAGEMENT**

YOUTH **INTERVENTION**

SPORT & PHYSICAL ACTIVITY

FOCUSING DELIVERY IN AREAS **OF NEED**

Foundation

HEALTH & WELLBEING

EDUCATION & LIFE SKILLS



OUR COMMUNITIES 2

SUPPORTING THOSE LIVING IN THE MOST DISADVANTAGED (TOP 20%) COMMUNITIES OF THE LIVERPOOL CITY REGION

The LFC Foundation focuses its work on the most disadvantaged communities across the city. 59% of participants came from the top 20% most deprived wards and 47% were from the 10% most deprived wards.

Over the 2022/23 season the LFC Foundation donated nearly 90,000 gifts, primarily through the Red Neighbours team. The total recorded value of these gifts rose by more than 84% to £1,410,056.

With the Women's team moving to Melwood, the LFC Foundation will also focus community provision around the Melwood area over the 23/24 season.

18,164 people supported

£1.4 million worth of gifts have been donated.







OUR COMMUNITIES 3

SUPPORT 150,000 PEOPLE ACROSS LFC FOUNDATION **PROGRAMMES THROUGH MEANINGFUL AND IMPACTFUL DELIVERY LOCALLY AND INTERNATIONALLY**

The work of the Foundation continues to grow. Across the 22/23 season we have worked with an additional 50,000 people and expanded our delivery in the Liverpool City Region and internationally. We currently work in Thailand, Tanzania and Senegal with our charity partner Right to Play and New York, New Jersey (USA) and Dublin (Ireland).

Over the 23/24 season we will continue to develop our international strategy and grow our work overseas to impact even more young people and families.



In the 22/23 season the LFC Foundation supported 123k people.



59% of people supported are from the most deprived areas of the country.



47% of people were from the top 10% mos





OUR COMMUNITIES 4 MEASURE LOCAL ECONOMIC IMPACT OF THE LFC FOUNDATION

The Foundation continued to support the local Liverpool City Region, running hugely successful employability programme sessions throughout the season. The Foundation also directly supports 10 apprentices working at the Foundation itself. We are really proud that the charity contributed over £87m social value to the region over the season, generating an incredible £13.36 for every £1 spent.

While we want to have an even larger impact from club activities over the 23/24 season we always maintain our focus as helping those most directly in need.



768 people attended Foundation employability programme sessions during the 22/23 season.



10 apprentices work at the LFC Foundation.

The charity contributed **£87.68m social value add** to the Liverpool City Region over a 12 month period. Every £1 spent created a social return of £1: £13.36





LOOKING AHEAD













