**Fan Forum**

**Ticketing**

**Online Teams Meeting**

**1730-1830 9 January 2024**

**In attendance from LFC:** Phil Dutton, Vice President, Ticketing; Bryan Denny, Digital Research Manager; Yonit Sharabi, Supporter Liaison Officer; Sian Bailey, Senior Manager Fan Experience

**Fans Forum:** Anna Burgess, Supporters Board, Fans Forum Chair, Jack Wycherley, Sam Evans, Paul Jones, Nigel Taylor, Ste Traynor, Tony Fitz, Matt Selby, Ste Martin

**Apologies received** from Tom McGregor and Rae Morgan, Yonit opened the meeting by welcoming all to the call and accepting apologies for absence.

**Arsenal FA Cup Away**

Members of the fan forum raised concerns that the Arsenal FA Cup should have included some form of pre-requisite to purchase in the sale. Suggestions such as being in the ACS or some sort of previous loyalty were made. The club responded to say that they try not to change policy mid-season therefore the criteria was in line with current policy but would be happy to hear suggestions. A further discussion was held as to whether it could be seen as unreasonable for an individual to attend matches at Anfield before they qualify for away tickets.

There is a constant call for tickets not to be a closed shop and for us to open up opportunities and this was one of those times. The club welcomes feedback and ideas on the management of credits/selling/allocation so please forward anything you have; PD will pass on a contact address to do so.

It was highlighted that people had contacted the club to ask if they would lose the credit if they didn’t attend the fixture. The club confirmed that this would be the case.

**Card Payment Issues**

The club is aware of the issues with card payments, and they are investigating to determine where the problem lies and whether it’s the bank/ticketing system etc. The club confirmed that this had been raised to a critical level and that a fix was being sought.

It was suggested that customer service availability could be increased when ticket sales take place, which will be investigated. A suggestion made was the opportunity to have a ticket cash option where you can upload cash to your account prior to a sale taking place. Another suggestion was to include Apple/Android pay.

The fan forum re-iterated that this was causing significant issues for supporters and meant that some were missing out on tickets despite having been able to get online to purchase them.

**Final Eligibility**

Questions were asked about the away allocation at Fulham in the league cup. The club confirmed that Fulham provided us with more tickets than they were obliged to. It was confirmed that the club always press for as many tickets as possible.

Another question was raised as to how tickets would be allocated for the league cup final should we qualify and It was stated that priorities wouldn’t change, and past success will not be considered. Again though as part of the upcoming strategic review the Club would welcome as much feedback as possible from supporters.

A forum member enquired that if you have missed out a previous final (in a ballot) could you get priority on tickets for any future finals.

The club confirmed that Cup game credits would be reviewed as part of the strategic review.

A brief discussion was held in relation to the overall allocation from Wembley was poor given the size of the stadium.

**Credit History**

It was asked whether credit history can go back further in time so fans can see their full history. It was stated this will be fixed to make credit history available to view. This will be actioned in due course. The fan forum requested that the filter on the ticket history page be updated so that it worked.

**Masked IP Addresses Being Blocked**

The club are constantly looking to identify suspicious accounts and investigate.

**Not Being Able to Pass a Cup Game if Unable to Attend as Lose Credit**

A query had been sent to be asked at this fan forum relating to not being able to attend a cup game and then not being able to sell back the ticket to the club, leaving an empty seat. It was flagged that this was at odds with the reasons that the club had stated for bringing in NFC.

The club stated that this was in place, due to the way the credit system works. It was stated that on average 20% forward their ticket for a cup game, there is the question that the credit should follow the ticket.

A discussion was then held and the club suggested that the credit criteria may drop if applied fairly. The fan forum stated that people won’t trust that will happen. A system needs to be considered that would protect people who might have to miss games every now and again, but have longstanding attendance. There shouldn’t be a scenario where an individual misses one game and is then out for good. It was suggested that any changes need to be based on rolling seasons.

The club responsed to say that it is difficult to put in exceptions as there is a degree of subjectivity and then difficult to be consistent.

**AOB**

A question was asked as to which away games might be NFC this season. The club confirmed that it would likely include West Ham and Arsenal, potentially some others.

NFC at away games was discussed again and the issues with supporters that had problems with traffic for Palace away and weren’t able to attend. At the same time, whilst it was agreed that there are many benefits to NFC, when the application or stewarding is poor then it can cause issues for supporters.

The fan forum had prepared other questions, however there was not sufficient time to cover these. The club would respond to them separately. These were:

* The number of tickets visibly missing on the first day of an away game sale
* The online chat function sometimes being off line on match day when supporters needed help with ticketing issues
* Not being able to buy tickets in later sales on behalf of others if you have already purchased
* What happens if Apple / Android wallets fail? (There was an issue last year, fortunately not on match day)
* NFC issues away games (disabled fans getting NFC tickets still even when club know some of these disabled fans / wheelchair can’t have NFC tickets) - meaning collection of paper tickets at away club (all inconvenience).
* Euro away collections. Feedback re a ST disabled member needed to get taxis to collection points there and back (no other choice) then taxis to stadium etc (all extra costs to the individual).