**Fan Forum**

**Ticketing**

**Online Teams Meeting**

**1730-1830 14 November 2023**

**In attendance from LFC**: Phil Dutton, Vice President, Ticketng; 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, Tom McGregor, Rae Morgan, Paul Jones, Nigel Taylor, Ste Traynor, Tony Fitz, Matt Selby

Apologies received from Ste Martin

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

**European away credits and allocations - Toulouse**

There was concern over the small allocation given for Toulouse which impacts away credits for later rounds. It was advised that Toulouse’s away section had capacity for a set number of tickets. UEFA were aware of this and AB flagged that this was something SOS had picked up and worked with FSE to understand what had happened. It is SOS’ understanding that this has been approved by UEFA, however Toulouse have until the knock our stages to sort this. PD flagged that LFC were not providing the right percentage of ticket for fans coming the Anfield currently so not in a strong position to complain. Union allocation would also be like Toulouse. Figures currently show that approximately 63% of tickets were not used by the credit holder and forwarded therefore there is an ongoing debate of whether the credit follows the attendee, the club will be seeking opinion on this in the near future. The FF requested more information in relation to this (i.e. how many tickets are always transferred to the same person, whether the transfer was a one off and so on). It was agreed that this information would be shared.

**Luton away**

Feedback was requested from the FF re Luton away. A very small number were unsuccessful in the ballot and PD agreed to share the data around the numbers that didn’t apply.

The FF pointed out that the number of seats between the home and away end seemed to be unnecessarily excessive. It was also noted that the unreserved set up meant even less seats for travelling supporters. The FF encouraged LFC to continue to challenge when allocations are so small and assurances were provided that this would always be the case.

**Concerns around high credits for city away and significant number of seats unavailable at the first point of sale**

The FF raised concerns about the allocation of tickets at Manchester City. On accessing the ticket site at the strat of the sale it is evident that a large number of blocks and seats are unavailable. This raised various concerns as to what these tickets are held back for and also why these specific seats? As an observation, it has been noted in other sales that these seats are usually the behind the goal or in better areas).

PD advised that due to the international break its is unclear of the current demand for player allocation for Man City so a number of tickets have been held back but only a small amount, the rest are available for sale. The credit requirement is the same as last year and will drop down as the sale proceeds. PD suggested that people look at the final credit requirement rather than the initial. The club has to hold back a percentage of tickets for contingency reasons.

It was asked that allocation details and credit requirements be published as early as possible so that people can plan. The FF also asked that a further discussion be held around which seats were reserved for players, etc.

The allocation at City was discussed and It was explained that the reduction . has been a police decision and the hope is this will increase if future games have less incidents.

**Switching off NFC so fan needs to attend the ticket office at away games.**

Fans have fed back their NFC was being turned off, so they needed to attend ticket office for their ticket to be reinstated. It was explained this was only taking place if accounts were part of ongoing investigations and intelligence was needed. There have been no random checking taking place and the club are not aware of any other issues other than for those reasons mentioned above.

**Online tickets sales - System sensitivity –**

The FF raised concerns around the ticket sales site and the impact the recent security changes have had on regular supporters. Examples were given where supporters had been blocked by the system for updating a name on a ticket. The impacted supporters then missed out on tickets as they were unable to contact customer services to be unblocked. It was explained that the BOTs software prevents thousands of BOTs sitting on tickets and the software will not be turned off. It will be looked at to determine the issues genuine fans are having. There was a request for more Ticketing Services chats and Customer Service lines be available when sales are on as people cannot talk to anyone when this is happening. The block on progressing is only 10 minutes and there is a 20-minute basket availability with the option to extend so nobody should be losing their basket contents with this.

Various other suggestions were made by the fan forum to improve the online experience for supporters, especially with the forthcoming members sale.

**Members sale - dates and advance warning**

The FF expressed concerns around the delayed news of the sale for the second half of the season. Supporters usually plan to book time off for the sale and as it is approaching Christmas and they need to budget . There is currently no update on a date when the sale will take place and when it does it will only be for 13+ members initially. Advice was sought regarding the best time to put the sales on, would the evening be better than 0815 It was fed back that timing not necessarily t an issue as long as there is plenty of notice to plan.

**Selling on the website – qualifying fans holding tickets for no qualifying fans**

The FF also flagged an issue when purchasing tickets in a second sale. If the purchaser had qualified in a previous sale, if they went online for the next sale, the tickets would not be visible to purchase meaning that supporters could miss out. Fan culture and match attendance sees supporters helping friends (who for example might be in work and not able to access the sale), so this means that people who qualify miss out and impacts genuine supporters. PD agreed to look at this.

A further issue was highlighted by LFC were supporters hold tickets in their basket until the sale drops down to when they do qualify to purchase. This impacts supporters attempting to purchase in the first sale. It was asked whether there is a sweep to empty baskets between sales to prevent this taking place and therefore qualifying fans can purchase ticket only when they qualify. The club will look at this during the next sale.

**Payment errors at checkout**

The FF raised concerns re supporters’ payments failing at checkout when purchasing tickets. Supporters have seen fund being put on hold in their bank account meaning they cannot purchase the ticket and are also unable to access the money in their account. This is of significant concern for the FF.

PD advised that LFC are not the ones holding the money, the fan’s bank is holding it so when this happens LFC can’t act to clear that money as it doesn’t sit with them. The club are working with banks to see why purchases are declined in the first place. If this is happening to someone, they are urged to contact the club so they can investigate what is causing these purchases to fail.

It was queried why American Express can be used at the stores and not ticketing; the club will investigate and try and be consistent across the club.

**Update on touting**

A conversation around touting took place and the club agreed to communicate more of what is happening in the coming weeks.