

Fans Forum

Match Day Experience

Online Teams Meeting

18:00 – 19:00 12th September 2024

In attendance from LFC: Paul Cuttill, Vice President Stadium Operations; Amanda Jacks, Director of Supporter Engagement, Hannah Gallagher, Supporter Liaison Officer

Fans Forum: Roy Bentham, Supporters Board Chair; Geoff Jones; Andrew Hudson; Jon Lewis; Pamela O'Donnell; Jon Lewis; Jayne Page

Apologies: Yonit Sharabi, Supporter Liaison Officer

Amanda opened the meeting, welcomed all and thanked them for their attendance and went on to explain she would be chairing today's meeting as Yonit is in Geneva for a UEFA meeting.

Paul Cuttill Updates:

PC confirmed that the Anfield Road fan zone opened for the first home game. A variety of activities were available, including a football cage, interactive games, live artists, competitions and bar. PC advised fan zone graphics and flags are still to be installed and feedback from fans has been collected and will be shared in the next meeting. PC encouraged forum members to visit the fan zone if they have not already.

The accessibility platform was opened for the game against Nottingham Forest. The platform features its own concourse and inclusive food and drink kiosk with lower counters for disabled fans.

PC advised on the following Stadium Updates: Most construction work is complete, with only minor areas requiring scaffolding, the roof was completed during the closed season. Fencing on the Anfield Road end will be removed, allowing fans to view the Forever Stones outside of match days starting Monday. Finally, rail seating in the Kop is now installed in all areas apart from the first 5 rows.

PC reported that the club has reached a total of 1 million plastic bottles recycled over the past 2.5 years, which is a significant achievement.

The PA system has been reviewed, and feedback from the forum is requested. Adjustments will be made throughout the season.

The Wifi was improved over the summer and is now easier to access, faster and easier to access.

Containers in the Stanley car park will be removed after the Bournemouth game, the bike rack will be relocated to this area permanently.

Away Matches

AJ asked the forum for feedback on the recent trip to Old Trafford which included the following - Fans noticed improvements in the overall matchday experience, fans were not kept in as long after the

game, the police were less aggressive, and the police escort to the motorway was significantly better. Both policing and stewarding were much improved compared to previous visits. However, there were still instances of tragedy chanting, some of which could be heard on the Sky broadcast. PC mentioned that a WhatsApp group is in place, allowing someone in match control to be flagged and issues dealt with immediately.

PC informed the forum of feedback from our trip to Ipswich where the safety office had contacted our head of stewarding Paul Hudson and Yonit to comment how great it had been hosting the LFC fans.

AOB

Customer service / fan service

The forum fed back their concerns around NFC problems with tickets not showing before games, causing confusion and a sense of panic among supporters.

Some report a lack of accessible customer service to address these issues, with fans receiving conflicting information depending on whether they contact LFC Help or the ticket office. Despite being aware of problems, it appears the club don't communicate information about issues until the last minute. These delays lead to frustration among supporters.

The forum also commented that advertised opening times of phone lines such as hospitality aren't accurate and there has been times when they have rung at the apparent opening times only to get a closed phone line message, they also feel this means some fans misuse the disability ticketing line as they don't know how else to get in contact with LFC staff. Account managers are very difficult to identify on a match day.

AJ responded that it would be helpful if the forum could email her exact details of incidents and suggested that Jo Kirkham could come to the next forum and present a familiarisation session on the supporter services department.

AC Milan

The forum raised a question around the ticket collection for the upcoming match in Milan – it does appear it will be quite a lot of travelling across the city to collect tickets, it was suggested receiving information of the ticket collection point earlier would enable supporters to plan their trips efficiently so they can enjoy their time in Milan.

AJ suggested inviting Phil Dutton to the forum to do a ticketing Q&A.

Travel

The forum asked for an update on a proposal that had been made around free travel to away fixtures. AJ responded that MJ had been given a detailed response of why this would not be feasible.

The forum commented they feel LFC could do more to support fans with away travel –such as providing more official coaches at a reduced price.

The forum also asked if later trains would be possible for home matches as it can be difficult for supporters to make the last trains. PC advised this is something he has had conversations about with train providers but as it is not under our control it is difficult to have influence on.

PC advised he would take the queries regarding travel away to discuss with the transport working group and would feedback at the next meeting.

LFC Partners

The forum advised there is often a question of how sponsors can benefit Liverpool supporters. For example, Expedia is arranging coaches to provide transport for fans attending women's games, which is a positive initiative. However, there has been some concerns regarding the club's partnership with Ladbroke and it was suggested that supporters should be more involved in decisions related to such partnerships.

The Meeting then came to a close.