

Fans Forum

Match Day Experience

Online Teams Meeting

18:00 – 19:00 7th November 2024

In attendance from LFC: Paul Cuttill, Vice President Stadium Operations, Yonit Sharabi, Supporter Liaison Officer, Hannah Gallagher, Supporter Liaison Officer

Fans Forum: Jane Page, Andrew Hudson, Geoff Jones, Jonathan Lewis, Pamela O'Donnell

Apologies: Amanda Jacks, Director of Supporter Engagement

Yonit opened the meeting and thanked members for their attendance.

Actions from previous meeting:

Fan Services:

- Following several questions directly related to Fan Services, Yonit will invite Jo Kirkham to the next meeting

PA System Review:

- PA issues persist in areas of the stadium, the company who manages the PA system have been out and made some adjustments but will continue to work on improvements.

Travel:

- The Forum raised that they would welcome travel support from the Club for away matches. YS asked for clarity. The Forum asked if the Club could assess possible support for fixtures that have last minute been rescheduled and the new time effects public transport. – Club to consider and reply

Paul Cuttill Updates:

Anfield Road Project Updates

Accessibility Platform:

- The accessibility platform is now operational, accommodating around 18 wheelchair users with positive feedback so far on accessibility features. Minor adjustments are still being made, but the platform has been well-received and functions smoothly.
- The Anfield Road expansion project is essentially complete, with only small tweaks to finalise. This marks the end of a significant phase in accessibility improvements.

Priory Road Works

Current Road Accessibility

- Ongoing council roadworks are impacting Priory Road, with access now limited to the Scottie Road side. These works are expected to continue for approximately seven months, extending past the cemetery.
- Notification of these works was received only two weeks before commencement, but the traffic flow appears manageable for now. The team will continue to monitor impacts on matchday traffic throughout the season.

Kop E-Bar Feedback

New Draft Beer Bar on the Kop

- In response to a request to have E-Bars on the Kop this is now operational; feedback so far has been positive.

Away Matches:

YS asked the forum for feedback on recent away matches - The forum feedback for the Brighton match incorrect NFC Tickets were issued and then reissued later – YS to investigate this.

The forum also feedback NFC entry issues some supporters faced away at Arsenal, YS is aware of this and will investigate further.

Ticket collection / Fan Information:

The collection at European away games was mentioned and feedback was given around the long wait at the collection point in Milan. A comment was made around the location of the ticket collection point for AC Milan which led to considerable travel for fans.

The collection point was in the centre near public transport and restaurants however when travelling from other cities and not staying in Milan, the journey was deemed as inconvenient.

Apology was provided by YS for the Fan information for the Leipzig being sent out to travelling supporters late.

The forum also commented they are yet to see any data to evaluate the purpose or benefits of the ticket collection process.

Points for the Club to review:

- Discuss the rationale for ticket collections address (if known) why some clubs have chosen to discontinue this practice.

Post-Match Traffic and Congestion

Match day congestion from car park was raised for when leaving Anfield and question asked about reconfiguration of traffic lights – PC fed back that traffic lights are reconfigured by the council on match days to manage this.

Public Transport After Matches

A point was raised about the 917 bus post match service stating that it seems like queues are longer and loading the coaches is slower causing fans to leave early. It was asked why the location of the busses changed. PC commented this is due to logistical reasons and feedback from residents. The new location sits outside the road closures which means that busses can leave quicker. There's been no change to the number of coaches so Club will review the feedback at next game.

Music and Atmosphere

A concern was raised about the music played after final whistle which felt like it was diminishing the authentic fan-driven atmosphere. The point was around fans wanting to sing post-match and create the atmosphere and not wanting the Club to play out loud music.

Stewarding and Crowd Flow

Pre-match and post-match one-way systems around the Main Stand and Anfield Road make it very difficult for fans to navigate.

PC will observe the flow during the next match to assess.

Ticketing and Entry Process

Entry lines are longer this season, with NFC ticket scans reportedly taking more time to process. Queuing areas on Anfield Road are confusing, leading to line-cutting; better organisation needed. PC to observe this on match day.

AOB

The forum asked about the possibility of an Ian Callaghan statue – PC will propose the idea to the Memorial Working Group.