

Fans Forum

Match Day Experience

Online Teams Meeting

18:00 – 18:45 16 January 2025

In attendance from LFC: Paul Cuttill, Vice President Stadium Operations; Jo Kirkham, Vice President Fan Experience, Amanda Jacks, Director of Supporter Engagement, Yonit Sharabi, Supporter Liaison Officer

Fans Forum: Roy Bentham, Supporters Board Representative, Geoff Jones, Jon Lewis, Sean Lawless Jayne Page

Apologies: Pamela O' Donnell, Gary Evans

Yonit opened the meeting by welcoming all and confirming there were no outstanding actions from previous meetings.

Andy Hudson has stepped down from the Forum and is replaced by Sean Lawless. Andy was thanked for his time and efforts to date and Sean welcomed.

Paul Cuttill gave the Forum a general update:

The Anfield Road is now fully complete save a small number of snagging matters

The compound has now gone and has been replaced by a purpose built cycle park

We are continuing with bottle recycling. Last year we hit our target to recycle one million bottles and would like to thank fans for their support.

We are having ongoing discussions with the council re the situation with Anfield Road; the access conditions of Priory Road keep changing.

On the Park and Ride scheme, we have raised previous questions with the Transport Working Group with the Council where we are getting traction and expect positive developments over time.

The Forum raised

- That the post match walk way at Anfield Road was 'brilliant and very well stewarded'
- Whether or not the club would be marking the 40th anniversary of Heysel?
 - o Yes, we are in the throes of planning for a new memorial and an actual event to mark the anniversary. Spirit of Shankly who raised this with us last year will be kept appraised of progress.
- The likelihood of installing statues of former, great players?
 - o The club have a dedicated group looking at how best to commemorate the clubs' greatest players. It is appreciated that we need to find a way to do this appropriately while giving proper recognition

- That the club keep exploring ways to support fans travel to away games

The Forum then handed over to Jo Kirkham for an overview of her supporter services team – who deal with 700,000 contacts from supporters per season covering everything from ticketing to post sale retail enquiries to charitable requests - and her own role within the club. Thereafter comment and feedback were invited:

The Forum were impressed with the sheer breadth of what Jo and her team covered and took the opportunity to both compliment the service and raise some specific concerns that Jo committed to take away and resolve.

Any Other Business?

The Forum raised concerns that one of the turnstiles into the Kop seemed to always have lengthy queues for it regardless of the time.

Via the stats Paul wasn't aware that there were issues but committed to monitoring and raising with the safety team.

A question was raised as to why when fixtures were moved the time of KO wasn't always released at the same time, specifically for fixtures likely classed as high risk. This meant planning transport for matches could become problematic.

The club responded that they could not immediately recall when this would have happened but would certainly be mindful of the feedback in the event that ever was the case.

The Forum asked when the outcomes of last autumn's ticketing survey would be released.

The club responded that we are currently working on this and that the timing is still being worked through.

The Forum thanked the club for their co-operating in managing the 'Stop Exploiting Loyalty' campaign and noted how appreciated it was especially in contrast to other clubs who were not as helpful.

It was also noted that the back of the Kop were grateful for the availability of beer!

The Forum moved on to asked about 304 in the Kop and raised concerns that fans were not always in their allocated seats and would sometimes refuse to move. There was a perception that they stewards were not always as proactive as they could be in managing these situations.

Concerns were also raised about visibility in that area and if it contributed to fans not being where they should be as they could not see row/seat numbers. It was suggested that a quick win would be to both improve the lighting and painting of the numbers on the rows.

Paul committed to investigation further and taking action to manage these issues.