



Supporter Charter
2025/26

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LIVERPOOL FOOTBALL CLUB INFORMATION CHARTER 2025/26

Liverpool Football Club always has - and continues to - enjoy a unique relationship with its loyal and dedicated supporters. It recognises and respects the invaluable contribution made by each and every one of them to the ongoing success and longevity of this historic Club. We're proud of our relationship with our fans, we always endeavour to be open and accessible, and we constantly strive to improve supporters' matchday experience. This charter provides information about the Club's services, values and approach to supporter engagement and communication.

We thank you for being part our story and the world's greatest football family.



ANFIELD STADIUM



Liverpool Football Club
Anfield Road
Liverpool
L4 0TH

The 2025/26 Premier League season will commence on Friday 15th August 2025. The Reds will kick-start their Premier League campaign at home against Bournemouth.

For the latest important updates regarding your matchday experience head to the dedicated matchday pages [here](#). Key changes for this season include the access to Anfield Road, Safe Standing and Updated Bag Policy.

Anfield Stadium now has a Safe Standing Licence with the introduction of safe standing areas across all rail seating sections on

the Kop and in the Lower Anfield Road Stand. In these safe standing areas, supporters will be permitted to stand throughout matches and not just for significant moments, such as goal celebrations. [Click here](#) for more information on this change.

The new Fan Zone is now open on Anfield Road for this season with pre-match entertainment. Updated Bag Policy for safety and security purposes, ONLY the following bags are permitted entry into the stadium: Small handheld bag which does not exceed A5 size (148.5 x 210 mm / 5.8 x 8.3 inches). LFC Superstore clear carrier bag

containing superstore purchases only. Those bags permitted will be subjected to a bag search on entry point. [Click here](#) to see what you can and can't bring into the stadium.

To stay up to date with all the latest matchday information, please follow @LFCHelp on X. Full Men's fixtures here: [Men's Team Match Schedule](#) and there will be three Women's fixtures played at Anfield this season, view fixtures here [Women's Team Match Schedule](#).

ST HELENS STADIUM



St Helens Stadium
McManus Dr
Peasley Cross Ln
Saint Helens WA9 3AL

The 2025/26 Women's Super League will commence on the 7th September 2025.

St Helens is their new home stadium and a huge positive step forward in the progress of the women's side, with a brand-new, high-performance Premier League-standard pitch, enhanced and exclusive-use player facilities, and an improved matchday experience for supporters.

The move to St Helens Stadium follows the significant investment in the acquisition and redevelopment of the AXA Melwood Training Centre, making it one of the best women's training facilities in the Barclays Women's Super League. There is also continued investment in the squad, backroom and wider infrastructure of the women's first team and Pro Game Academy.

[Click here](#) to get to know the new stadium. To stay up to date with all the latest matchday information, please follow @LFCWHelp on X. There's a new ticketing hub for [LFC Women here](#). Full fixtures for LFC Women, including the three matches at Anfield here [Women's Team Match Schedule](#).

FOOTBALL

AXA TRAINING CENTRE

The AXA Training Centre is the training ground of Liverpool FC, located in Kirkby, Liverpool which the team moved into in November 2020 from Melwood. The 9,200sqm AXA Training Centre creates a combined first team and U23s facility, each of which has its own identity.

With worldclass facilities it boasts three full-size pitches, goalkeeping and warm-up areas, and indoor facilities including two gyms, a full-size sports hall, pool, hydrotherapy complex and specialist sports rehabilitation suites. It also includes dedicated TV studios, press conference facilities and office accommodation.

To commemorate the opening of the training ground a steel time capsule was installed containing artefacts related to the Club's rich history and some of the experiences and people who have made it what it is today.

This project also included the redevelopment of Knowsley Council's Eddie McArdle community playing fields and John O'Leary Pavilion at Simonswood Lane.

Improvements include five upgraded football pitches, new changing rooms and associated facilities including car parking for 110 vehicles, a new pedestrian and cycle pathway, lighting and improved security.

The changing facilities on site will include six separate team changing rooms, coaches' changing room and a social room for team and community use. The facilities were officially handed over to Knowsley Metropolitan Borough Council and opened in November 2019.



AXA MELWOOD TRAINING CENTRE

The AXA Melwood Training Centre officially opened in 2023 as the new home of LFC women.

An elite training facility steeped in the history of LFC and the women's team continue to write their own chapter, with the platform to train and perform at the highest level with some of the best facilities in the Barclays Women's Super League.

Liverpool FC Women were one of eight founder members of The FA Women's Super League (WSL) in 2011. The Club, playing as Liverpool FC Ladies, won its first WSL title in 2013 and would go on to repeat the feat in 2014.

Originally formed in 1989 as Newton Ladies FC, the Club morphed into Knowsley Ladies in 1991 and would go on to finish runners up in The Women's FA Cup in 1994.

Liverpool Ladies was established the following year as the Club again reached The FA Cup finals in 1995 and 1996. They won The FA Women's Premier League northern division in 2004, 2007 and 2010. Liverpool FC Women secured a unique position in the women's game in 2013 as the first fully professional female football team in the UK.

Liverpool FC Women were awarded a Category 1 Professional Game Academy (PGA) licence by the Football Association in 2023.

The PGA is the new pathway to identify and develop the very best female talent and create the next generation of LFC Women players. It will concentrate on young players aged 14-20 with the club operating two key teams at U16 and U21 level. LFC Women's PGA is also based at AXA Melwood Training Centre alongside the women's first team.



PGAs will replace the current Academies and regional talent centres, providing high-quality training with a dual career focus. The hope is to create a pathway for young female players which allows them to emerge ready to compete at the highest levels of the domestic and international game.

Leandra Little is the lead for the LFC Academy and will be working in close partnership with the LFC Foundation, who will lead on the lower phase of the player pathway.

LIVERPOOL FC ACADEMY

Liverpool FC Academy is committed to nurturing and developing young football talent with the aim of shaping its players to become elite.

The Academy was created in 1998, and is based in Kirkby, Merseyside, next door to the new AXA Training Centre and the first team.

The LFC Academy trains players from Under 6 level in the pre-Academy through to the Under 21 squad. Players up to Under 18 level train at the Academy while the Under 21 squad is based at the AXA Training Centre alongside the Men's Team.

Alex Inglethorpe is the current Academy director with Rob Page newly appointed as head coach of the Under 21 team and Simon Wiles also in his first season as U18s head coach for the 2025/25 season. A whole host of stars have progressed through the Academy to the first team including players such as Jamie Carragher, Steven Gerrard, Robbie Fowler, Michael Owen, Trent Alexander-Arnold and Curtis Jones.



CLUB ACTIVITY

THE RED WAY



In early 2021, LFC launched our sustainability strategy, The Red Way.

The strategy represents a holistic approach to sustainability and centres around 3 strategic pillars; Our People, Our Planet and Our Communities.

Under these pillars sit our six key objectives. Every major club initiative, business area and programme aligns with these objectives. They enable a greater visibility of activities and alignment to amplify their impact. The UN Sustainable Development Goals (SDGs) were adopted in 2015 to provide a blueprint for peace and prosperity for people and planet, now and into the future. There are 17 SDGs which are an urgent call to action by all countries – developed and developing – in a global partnership. The target to achieve these is 2030. The Red Way is aligned to 16 of the UN SDGs.

Implementation of our strategy is underpinned by our robust sustainability management system. Through this, we hold ourselves to account, check we are delivering against our commitments and push ourselves to continually improve.

We are proud to be the first Premier League Football Club to be certified to the internationally recognised sustainability management system standard, ISO20121.

Since the 2021/22 season, we now publish our progress in an annual “The Red Way Report” which can be found within the sustainability section of our [website](#).





INTRODUCTION

OUR PEOPLE

OUR PLANET

OUR COMMUNITIES

PAST 6 MONTHS



2023/24 SEASON

HIGHLIGHTS



Visit to
the United
Nations HQ
in New York

GOAL

Joined GOAL
and achieved
12 GOAL medals

£1: £13.70

For every £1 spent LFC Foundation
created a social return of £13.70

2,800

people broke
fast at Anfield
Share Ramadan
iftar event

15%

overall carbon emissions
reduction vs our 2019/20
Baseline



100%



reduction in emissions from
domestic team flights
through Investment in
Sustainable Aviation Fuel

34%

fan awareness
of The Red Way.
Increase from
13% in 2022-23

Supported striker
Yana Daniels to
launch her own
sustainable LFC
range through the
club store



12%



Reduction in
carbon emissions
vs last season
(2022/23)

127,000

People supported by
the LFC Foundation



Our 2024 IDPWPD
campaign with Daire
drove a 12-month
high in worldwide
searches for
Crommelin
Syndrome



Awards:



Sustainable Packaging



Education and Training



Environmental
Sustainability



Sustainable Governance



Most Sustainable 2024

SUSTAINABILITY LIVE

ESG Programme
of the Year

648

car journeys avoided
through Expedia's
initiative to provide free
travel for LFC Women
Supporters

100%

of emissions from
football operations
offset

RED TOGETHER

Red Together is Liverpool FC's commitment to equality, diversity and inclusion and forms part of the 'People' pillar of The Red Way, which is the club's ongoing commitment to creating a better future for its people, planet and communities. Red Together encompasses everything that the club does internally and externally across the area of equality, diversity and inclusion.

Internally, this focuses on how we embed equality, diversity and inclusion into all that we do for our people, and externally, Red Together is about how Liverpool FC embraces its responsibilities to talk to the most important issues outlined within its strategy.

Reporting

We expect all our supporters to get behind our commitment to ensuring that Anfield is a place that's free from all forms of discrimination. Wherever possible, the club will take the necessary steps to challenge any, and all forms of offensive behaviour and discrimination by;

- Providing facilities to report inappropriate or discriminatory behaviour.
- Ensuring any discrimination or breaches of the Club's rules are dealt with in line with Club policy and passed to law enforcement agencies and partners, where necessary.
- In cases where criminal charges do not want to be pursued for an identified supporter, the club still reserves the right to put that individual through the club's sanction policy.

The new integrated service can be used by text or WhatsApp to report concerns, share images, video and the location of problems, allowing the stadium stewarding team to immediately respond if necessary.

A QR code and mobile number (+44 (0) 7701 411048) will be visible around the stadium; supporters simply scan or text the number and use an anonymous reporting channel. When the QR code is scanned, it automatically brings up a WhatsApp chat that fans can use to converse back and forth with.



The system encrypts a supporter's mobile number, making all messaging confidential. It will be active and monitored from three hours before kick-off until one hour after the final whistle. Any messages received outside of this will have an automatic response directing the supporter to contact Supporter Services for assistance.

Visit www.liverpoolfc.com/redtogether/reporting-online-abuse to report hate crime and discrimination taking place on social media.

We hope that you will embrace these measures and help us to make Liverpool Football Club the welcoming environment we want it to be.

We would love to hear from you about your experiences and welcome any feedback to help us to improve our services. If you have any Equality and Diversity queries please contact RedTogether@liverpoolfc.com.

DISABLED SUPPORTERS

As part of the Club's commitment to improving accessibility at Anfield and the matchday experience for disabled/ambulant supporters it also provides:

- Changing places facilities in the Kop and Main Stand;
- Hearing loops fitted in various locations of the ground including the Ticket Office, Club Store, and selected catering stations within the ground, all of which are clearly signposted;
- Headsets with full commentary will also be provided upon request for blind and partially sighted supporters;
- Matchday programmes are available in alternative formats;
- Improvements made to the Club website to enable a simple ticket purchase experience for blind and partially sighted fans;
- Lower level counters fitted in bars and kiosks with dedicated serving staff provided;
- Waited service for disabled fans seated in certain areas of the Sir Kenny Dalglish Stand and Main Stand.
- Training and development provided for all staff.
- Dedicated Disability Access Stewards added to the team for disabled supporters
- A sensory room
- The Club understands, supports, and promotes the use of The Hidden Disabilities Sunflower.

Further details of our facilities and your trip to Anfield can be obtained from the [accessibility web page](#) and our [accessibility guide](#). We would be delighted to hear from you about your experiences and if you have any feedback to help us to further improve our services for our disabled supporters please contact us at disability@liverpoolfc.com.





LFC Foundation is the official charity of Liverpool Football Club. Being part of LFC means being part of the greatest football family in the world. We look out for each other, and particularly those who are in need.

Building on the club's work in the community over the past 30 years, the charity was formed in 2010 as a financially independent organisation to harness the power and passion our fans and supporters.

LFC Foundation's mission is to tackle social inequalities in our communities by focussing on improving health, championing learning and enhancing employability opportunities for all.

Our work generates significant value for the people of the Liverpool City Region and through the Red Neighbours programme, the LFC Foundation are committed to engaging with our communities and making a difference for the people who live in and around our Anfield, Kirkby and Melwood homes.



However, the work of the LFC Foundation takes place both at home and away, delivering real change by working in local parks, community spaces, classrooms and football pitches to support those in need. Each season the LFC Foundation posts their impact and insights report that details number of people supported, their social return on investment and other key stats that help to showcase how they are achieving their mission.

You can find out more about the impact the LFC Foundation makes by visiting www.liverpoolfc.com/foundation or [@LFCFoundation](https://twitter.com/LFCFoundation) on Twitter or [@thelfcfoundation](https://www.instagram.com/thelfcfoundation) on Instagram and Facebook.

LFC Foundation is an independent charity registered in England & Wales with The Charity commission, Charity Number: 1096572. Registered Office: Anfield Road, Liverpool, England L4 0TH..

RED NEIGHBOURS

Launched in 2016, Red Neighbours aims to make a difference to people who live in and around our Anfield, Kirkby and Melwood homes.



Our small dedicated team undertook extensive consultation within the local community, speaking with over sixty community leaders, councillors, headteachers, community councils, churches and local residents to really understand what the issues are on our doorstep.

Following this consultation, four key areas of work emerged:

- Food Poverty and Education
- Social Isolation
- Physically Active Community
- Creating Memorable Experiences for Young People.

We work with local partners to deliver these meaningful community-led activities and we owe the success of this programme to our neighbours; regularly listening to them has created a positive and impactful programme that we're proud to deliver.

In addition to this focused work, the team also look after a number of initiatives:

- Donated Tickets
- Condolence Service
- Charity Request
- Poorly Fans Support
- Employee Volunteering
- Chaplaincy

For more information about the work the Red Neighbours please contact us on: Red_Neighbours@liverpoolfc.com or follow us on Twitter: [@Red_Neighbours](https://twitter.com/Red_Neighbours)

SAFEGUARDING

At LFC, Safeguarding is at the core of what we do. We are committed to doing all that we can to ensure that every child and adult at risk is able to play or watch football and/or other activities in a fun, safe, inclusive and welcoming environment.

You have the right to be safe wherever you are; at home, with friends, at school, out and about or at football. What Liverpool FC does to protect children?

a. Recruitment and Training

All staff who work with anyone under 18 goes through a rigorous recruitment and induction process. All Liverpool FC staff have specialist training, so they know what to look for, and what to do to safeguard all children and adults.

b. Safety at Matches

We want your experience at match day to be safe and enjoyable. We have a number of safeguarding and health and safety measures which include;

- All staff are appropriately vetted and trained.
- Anybody under the age of 16 must be accompanied by an adult to ensure that they remain supervised and safe in the ground.
- Safeguarding response stewards are available on match day. They wear a purple tabard that says 'Safeguarding Steward' on the back. Please speak to a Safeguarding Steward on match day if you need any support or have any queries regarding a child or adult at risk. Safeguarding response stewards also hand out child wrist bands which help to locate your child if they become separated or lost.

c. LFC Academy and LFCW Pro Game Academy

All young players who are selected to play for Liverpool FC are well looked after. We employ specialist staff who look after the young players education, welfare, health and mental health.

d. Liverpool FC in the community

Through parts of the club like Foundation, and Soccer Schools you might take part in a Liverpool FC activity. All our staff who work in the community are vetted, chosen and trained to ensure you have an enjoyable and safe time.

More information about safeguarding, including what to do if you wish to report an issue, can be found on <https://www.liverpoolfc.com/info/safeguarding>



FAN ENGAGEMENT

OFFICIAL LIVERPOOL FC SUPPORTERS CLUBS (OLSC)

Official Supporters Clubs

Liverpool FC fans are famous the world over. They set us apart from every other football club in the world with their loyalty, passion and knowledge. Liverpool Football club has over 300 Official LFC Supporters Clubs (OLSC) in over 100 countries across the world. Our official groups provide hubs to allow supporters to come together and celebrate the club they love. Local OLSC's provide a valuable service to Liverpool FC supporters living in the area they operate.

They also provide an excellent way of meeting fellow supporters and like-minded people all of whom are devoted to following Liverpool FC, wherever they live in the world. OLSC's are closely affiliated to Liverpool FC and enjoy many benefits in return for their close allegiance. If you would like to know more or to contact your local OLSC please [contact us](#).



FANS FORUMS AND THE SUPPORTERS BOARD

Supporters Board

Liverpool Football Club, are committed to involving our fans in discussions and conversations so that they can share their views on important long term strategic and shorter-term tactical matters of importance to us both. These ongoing conversations will sometimes be formal and sometimes be informal (depending on the forum or discussion point) but should always be constructive and result in ideas, debates and decisions which strengthen our Club for the future for all.

We have a Supporters Board to meaningfully consult with around strategic issues and Fan Forums to discuss shorter term tactical matters with a specific focus on Ticketing, Match Day Experience and Equality, Diversity and inclusion.

How will I know what has been discussed?

After each Supporters Board and Fans Forums meeting a summary will be published to all fans as a news story on the LFC website.

At the end of each season the Supporters Board will publish an Annual Report that outlines what they have spoken to the Club about and what decisions or actions they have taken or pushed on behalf of their fellow fans.

More information – including how you may get involved with the Fans Forums may be found on the Fan Engagement section on our [website](#).



SANCTIONS AND COMPLAINTS

OFFICIAL SANCTIONS PROCESS

Ground Regulations and Terms & Conditions

Anfield is famous not just for its passionate atmosphere but also for its warmth and culture of welcoming people from all backgrounds. Liverpool FC strives to maintain Anfield's safe and welcoming atmosphere.

When you're attending a match at Anfield and purchasing tickets you must follow Anfield's Ground Regulations and Liverpool FC's conditions of issue of tickets; and Membership terms and conditions; and Season Ticket terms and conditions ("Conditions") which can be found by [clicking here](#). The Supporter Code of Conduct can be found by [clicking here](#).

Failure to follow any of these Conditions may lead to a sanction being applied in line with Liverpool FC's official sanction process.

Fan Sanctions

LFC will strongly enforce the Conditions, but will consider each case on its own merits and appreciates that no two cases are the same. We have a dedicated panel which will review the facts of each case and decide on any appropriate sanction taking into account all circumstances that surround the case.



COMPLAINTS

How to make a complaint

If you are visiting Anfield we find that most complaints can be resolved at the time of the initial problem. Please make a steward or uniformed member of staff aware if you encounter a problem and they will do their best to resolve it immediately.

If your complaint cannot be resolved on the day, or is not about a match or event day issue, please contact our Supporter Services team by;

- emailing us using the [Contact Us page](#). You should receive an acknowledgement that your complaint has been submitted to your email address within 2 hours - if you don't find this in your email box please check your 'spam' folder.
- in writing to Liverpool Football Club, Anfield Road, Liverpool, L4 0TH.

If you are travelling at an Away match please make a Liverpool Football Club steward or uniformed member of staff aware if you encounter a problem and they will do their best to resolve it immediately. You can also contact the Supporter Liaison Officer to make them aware of more serious issues when travelling to away matches, contact methods can be found [here](#).

If you have bought a Seasonal Hospitality package or have arranged an event at Anfield please contact your account manager or event manager as soon as possible about any problems you'd like them to resolve for you.

How long will it take to resolve my complaint?

All complaints will be resolved according to the issues raised, but it may take a few days to investigate depending on the nature of them. An initial response will be provided within 14 days, which we hope will be the point at which most complaints are resolved. In all cases you will be notified of the name of the person managing your complaint and how to contact them; we will also advise you of the steps we will take and timescales we expect to resolve your complaint in.

What if I am not happy with the way my complaint has been handled or resolved?

If you are dissatisfied with the response we provide or feel your complaint has not been resolved to your satisfaction you can then escalate your complaint. If you wish to do this please notify the person managing the complaint and they will escalate to an appropriate manager.

The final point of escalation for all complaints is the Head of Fan Experience, who will review complaints only when they have been managed through the process above and have been given an opportunity to be resolved by the appropriate team members.



COMPLAINTS

External Bodies

If your complaint refers to a particular competition then you can raise this with the appropriate governing body (the FA, Football League, Premier League or UEFA).

Complaints about Equality, Diversity & Inclusion

All complaints about equality, diversity and inclusion should be raised in the same way as other complaints and will be handled by someone who is appropriately trained to manage more sensitive matters. The Diversity and Inclusion Manager will be consulted as needed.

Complaints about Sanctions applied to individuals by the Club

All Sanctions will only be applied following investigation and review by the Club. The individuals involved will always be offered the right to appeal against a sanction. Appeals need to be directed to 'Sanctions Appeals, Liverpool Football Club, 20 Chapel Street, Liverpool L3 9AG' within the timescales outlined in the sanction letter we send. Sanctions are not subject to the same complaints

process and will not be reviewed by the Head of Fan Experience as an escalation point. For further information in relation to the sanctions process please see the Welcome to Anfield section of the Club Charter.

The Independent Football Ombudsman

The Independent Football Ombudsman Liverpool Football Club are committed to taking advice and feedback from the Independent Football Club. We hope you won't need to but if you are unhappy with the way we have handled your complaint or our response, or are unhappy about a Sanction applied to you, then you can ask the Independent Football Ombudsman (www.theifo.co.uk) to review the matter.

Safeguarding

If you wish to make an allegation about the conduct of someone, in relation to safeguarding children or a vulnerable adult, please [click here](#).

