



Supporter Charter

2020/21

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Liverpool Football Club Information Charter 2020/21

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.

We are Liverpool. This Means More.



Anfield Stadium



The 2020/21 Premier League season will commence on Saturday 12th September 2020, with all matches taking place behind closed doors until at least the 1st October 2020. The Reds will kick-start their Premier League title defence at Anfield against newly promoted Leeds United, on Saturday 12th September at 5.30pm.

Strict protocols have been put in place to ensure that Anfield Stadium is as safe as possible for everybody present. These protocols are to ensure that the season gets underway with the least risk possible, without adding any further strain on the NHS and other public services.

The club would like to thank its fans for supporting the team safely during this time. Whilst restrictions and guidelines are being gradually reduced, it is important that fans continue to support the team safely. By following government and public health guidance, supporters can play their part to keep friends, family, and the local community safe.

The government is using a 5-stage framework for the phased return of elite sport. Season 2020/2021 will commence with games played behind closed doors under Stage 3. This allows for domestic matches to be played, providing access is restricted to 'individuals with essential functional roles.' Supporters are not permitted and will not return until medical advice and government legislation allows them to do so.

The opening fixtures of the 2020/21 season will take place behind closed doors until at least 1st October 2020. Guidance in relation to the safe return of supporters to Anfield is constantly under review. As part of LFC's ongoing preparations for the 20/21 season and the potential return of supporters, the club continues to work closely with the Premier League, The Sports Grounds Safety Authority and the local authorities on planning for the safe return of supporters when it is permitted and safe to do so.

It is essential that the season kicks off in the safest way possible prioritising public health of everyone involved. We have worked with local authorities and other key stakeholders to develop venue operation plans and COVID-19 stadium risk assessments, minimising both the risk to public health and reliance on local health and other emergency services.

We are also working closely with our City partners and supporters' clubs to encourage fans to be safe by tuning in to watch games and supporting us safely whilst following public health and government guidelines.



 Liverpool Football Club
Anfield Road
Liverpool
L4 0TH

Melwood Training Ground

Melwood is the training ground of Liverpool FC, located in the West Derby area of Liverpool, it has been the Reds training ground since the late 1950s. Legendary manager Bill Shankly helped to transform the training ground in to a top class training facility, players would change at Anfield before getting the bus to train at Melwood.

In January 2001 Liverpool FC started work on the Millennium Pavilion, a modern facility for players and coaches, designed in part and heavily influenced by former manager Gérard Houllier, with some of the best facilities in Europe.

Jürgen Klopp and his backroom staff are based at Melwood with facilities such as synthetic pitches, rehabilitation rooms, press and meeting rooms, gymnasium, swimming pool, restaurant and recreational facilities available.

In July 2018 the club confirmed that they would proceed with the development of a new training ground at its Academy site in Kirkby.

The project will see the Reds' first team and Academy football training operations and facilities come together on one site in a new training campus for the first time in the club's history.

The new training ground will provide world-class training facilities, including an elite performance centre for the first team and state-of-the-art training centre for its development squad teams.

The new 9,200sqm training centre creates a combined first team and U23 Academy facility, along with new first-team pitches and parking within the site. The facilities will incorporate two gyms, a full-size sports hall, pool, hydrotherapy complex and

specialist sports rehabilitation suites. There will also be dedicated TV studios, press conference facilities and office accommodation.

The project also includes 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 new 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.



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 players.

The Academy was created in 1998, is based in Kirkby, Liverpool and trains players from Under 6 level through to the Under 23 squad. Alex Inglethorpe is the current Academy manager with Barry Lewtas as head coach of the Under 23 team.

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 and Trent Alexander-Arnold.



Liverpool FC Women

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 after a dramatic season finale saw them leapfrog from third to first. 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 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.

The team is managed by Vicky Jepson who took on the role in October 2018 and her squad includes captain Niamh Fahey, vice-captain Rachel Furness and winger Rinsola Babajide. They will play in the Women's Championship in the 2020/21 season.

First team matches are played at Prenton Park and the team train at The Campus in Wallasey. Standard Chartered are the front of shirt sponsor while Joie are the official family partner of Liverpool FC Women and have their name on the tail of the shirt.

The club's Academy team won the inaugural WSL Academy league in 2019 and went on to make it a double by winning the FAWSL Plate final.



The Academy

The Liverpool Girls RTC/Academy provides progressive coaching and training within the North West. Training is given to talented female footballers from some of the best youth coaches in the city. Further to this, an education of leadership, sports psychology, injury management, fitness and nutrition is also given to players offering further opportunity, knowledge and guidance. The purpose of FA Centres is to identify players of outstanding ability and place them in a technical and educational programme designed to produce excellence in conjunction with personal development.

The FA Girls Centre of Excellence is embedded into the female player pathway with talent identification days throughout the National Fixture Programme which enables England Scouts to watch the best girls from all over the county. The centre currently has teams within the Under 9, Under 11, Under 13, Under 15 and Under 17 age categories. The main emphasis is on player development in the hope that many of our girls will continue to make great strides towards the elite women's game with our Development Squad and First team and also gain international recognition.



Red Together



Red Together



Red Together is Liverpool FC's approach to Equality, Diversity & Inclusion. We are the world's greatest club supported by the world's greatest fans. We are aiming to be the most inclusive football club - providing fair opportunities to as many different people as possible, being welcoming and meeting their needs as best we can in.

- Employment
- Watching the game
- Playing the game
- Supporting the team

We expect supporters to be committed to this too and to follow the Club's rules where applicable. Wherever possible, the Club will take steps to ensure the environment is free from abusive or discriminatory behaviour. It's about behaving in the right way towards fellow fans, colleagues, players and even our opponents- no matter who they are. Our game and our club are for everyone.

We will continue to develop what we do so that as many people as possible can access the Club and its services in whatever way they want. Liverpool FC will do this by:

- 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;
- Providing facilities to report inappropriate or discriminatory behaviour. You can report any such behaviour via text on 64446. Start

your text with 'LFC'. Or you can raise your concerns with a steward. Either option may allow us to take immediate action at the time or you may report your concerns at a more convenient time to Liverpool FC direct by email;

- Providing facilities and services which meet your requirements as much as possible. Our facilities and services include a faith room, halal and kosher catering and a variety of accessible facilities;
- Training staff to offer the services you require;
- Listening to you to improve what we do and working closely with Liverpool FC Disabled Supporters Association, Supporters Committee and the Fan Forums;
- Raising awareness through our club channels using Red Together messaging and working with partner organisations.

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 if you have any feedback to help us to improve our services. If you have any Equality and Diversity queries please contact RedTogether@liverpoolfc.com.

You are part of this. We are all part of this and we will lead the way for others to follow.



Disabled Supporters

Liverpool Football Club is proud to have been awarded the number one position for accessibility by Visit Football for the seventh year running. We have a dedicated accessibility team equipped to assist disabled supporters who are visiting Anfield. Members of this team can be identified by the distinctive light blue bibs that they wear. Tickets for wheelchair users, ambulant supporters and their personal assistants are available from the Ticket Office. There is a wheelchair accessible low-level counter available for all disabled supporters. Details of ticket prices can be obtained from the [accessibility web page](#). Disabled supporters applying for tickets will be asked by the Club to provide documentation to confirm eligibility and their level of support required. We are pleased to offer complimentary tickets for Personal Assistants - a reasonable adjustment (in line with the Equality Act 2010) made by the Club to enable a disabled supporter to more easily access the full range of matchday services.

Wheelchair Users

The stadium has availability for up to two assistants to support each wheelchair user. Wheelchair users places are situated in the Kop, Main Stand, Sir Kenny Dalglish Stand and Anfield Road Stand with full disabled access into and out of the stadium as well as access to accessible toilet facilities and catering facilities.

Ambulant Supporters (Including Visually Impaired Supporters):

Ambulant supporters are generally situated in the Main Stand, with full access into and out of the stadium, although ambulant disabled supporters' seats are available at various positions throughout Anfield.

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 visually impaired supporters;
- Matchday programmes are available in alternative formats;
- Improvements made to the Club website to enable a simple ticket purchase experience for visually impaired 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



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

Safeguarding

Safeguarding is putting the safety and wellbeing of anyone under the age of 18, or who is a vulnerable adults, are at the centre of what we do. We aim to create an environment where children or vulnerable adults feel encouraged; listened to; feel able to reach their potential, and to make a positive contribution to society.

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.

b. Safety at Matches

We want your experience of watching Liverpool FC play football to be first class. To do this we ensure everyone follows safety procedures; All staff are trained; We employ Safeguarding Stewards who are specialists, they have purple armbands that say 'safeguarding steward'; Anyone under 16 years old must be accompanied to matches by a responsible adults.

c. Academy and LFC Women

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. We support the players to ensure that educational progress is good.

d. Liverpool FC in the community

Through parts of the club like Foundation, Red Neighbours 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 be able you to 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 www.liverpoolfc.com/fans/safeguarding.





Social Responsibilities



Club

Liverpool Football Club is dedicated to being a good neighbour. Whether that is engaging people in Liverpool FC's local or global communities, we are committed to supporting fans, schools, community organisations and grassroots football to inspire positive and lasting change in people's lives. We believe in bringing communities together and raising aspirations because the LFC family deserves the best opportunities in life.

Red Neighbours

Launched in 2017, Red Neighbours is a Club owned community programme that works to improve the lives of our nearest neighbours who live in and around the Anfield neighbourhood.

Anfield is an area of deep deprivation. The surrounding post code areas of L4, L5 and L6 are some of the most deprived neighbourhoods in the United Kingdom.

Following extensive consultation with the Anfield community including, community leaders, councillors, head teachers, community councils and residents to help identify the local needs, four key areas of focus were identified: food poverty and education, the elderly community, creating a physically active community and making memorable experience for young people

The Red Neighbours team works together with local residents, 25 schools around the Anfield area, local community groups, key stakeholders, and other club staff who give their time and expertise voluntarily to support Red Neighbours and help to create events and experiences to support the four areas of need.



Our four areas of focus

Food Poverty
& Education

Elderly
Community

Physically Active
Community

Memorable
Experiences for
Young People

How do we do this

- * Fans Supporting Foodbanks
- * Cookery Classes
- * Breakfast Clubs

- * Pensioner's Christmas Lunches
- * Care Home Visits
- * Monday's Club

- * Chair Based Yoga
- * Walking Football
- * Walking Netball
- * Bat and Chat

- * Free Schools Ticket Initiative
- * Donated Tickets
- * School Stadium Tours

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



Foundation

THE CLUB'S OFFICIAL CHARITY

The 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 have to improve the lives of others.

The LFC Foundation's mission is to bring the LFC family together to create life changing opportunities for children and young people in Liverpool City Region and beyond.

To ensure our work addresses the root causes of the issues they face and delivers long term and sustainable change, we focus our resources across three key impact areas:

- Wellbeing – living healthy and happy
- Skills – achieving success in life
- Communities – inspiring lives together

We achieve this by delivering a wide range of programmes and partnerships and we currently work with over 3,000 disadvantaged children and young people every week.

You can find out more about the impact the LFC Foundation makes by visiting www.liverpoolfc.com/foundation and by following us [@LFCFoundation](https://twitter.com/LFCFoundation)

The 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.



Supporter Liaison

In keeping with the Club's ongoing commitment to provide fans with the best possible engagement process they have appointed a Head of Club and Supporter Liaison. The role, gives supporters a range of opportunities to engage with the Club, both formally and informally, with the aim of improving communication between all parties.

The Head of Club and Supporter Liaison will chair, co-ordinate and manage five fan forums while informally establishing an ongoing dialogue with fans and supporter groups through social media.

Fan forums:
Five fan forums have been created to focus on issues highlighted by fans during extensive research carried out by Populus last autumn. These forums will centre on ticket availability, ticket prices, the stadium, local supporter engagement and equality and diversity. Each of the fan forums will be made up of between 8-12 supporters with one seat being reserved for the Liverpool Supporters Trust (the Spirit Of Shankly), and one seat for a member of the previous Supporters' Committee.

There will also be an annual Fan Summit hosted by LFC's Chief Executive Billy Hogan. Club directors, senior officials and supporters who are members of the fan forums will be invited to attend the annual summit to be held at Anfield, either in person or via video call facilities.

Supporter Liaison Officer

Liverpool Football Club has enhanced its supporter liaison operations to provide Reds fans more support, particularly around away games. To help improve communications between supporters and football clubs, UEFA introduced a licensing requirement in the 2012/13 season for all clubs across Europe to appoint a Supporter Liaison Officer (SLO) to ensure proper and constructive discourse between them and their fans. The Premier League also introduced a requirement in the 2012/13 season for every Club to carry out 'supporter liaison' via, for example, a dedicated Supporter Liaison Officer. The supporter liaison role is effectively covered by a number of people within the Club covering the key areas of ticketing, operations, matchday experience and communications. One person is nominated as Supporter Liaison Co-ordinator, who is responsible for ensuring that all SLO communications and feedback are dealt with by the correct department and that the necessary actions are delivered. To contact the Supporter Liaison Officer, [click here](#)

Liverpool Disabled Supporters Association

The Liverpool Disabled Supporters Association (LDSA) is run by disabled supporters for disabled supporters. The LDSA are an elected committee (independent of the Club) who work in association with LFC to help improve the overall experience at Anfield for disabled supporters.

For more information on the LDSA, [click here](#).

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](#)



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 Fan 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.
- calling us on +44 (0)151 264 2500
- 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 telephony complaints will be resolved according to the issues raised, but it may take a few days to investigate depending on the nature of them. All written complaints will receive an initial response 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.

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.

