



# Supporter Charter

2021/22

# CONTENTS:

## Anfield Stadium

**P4.** Supporting us safely

## Football

**P5.** Official Sanctions Process

**P6.** AXA Training Centre

**P7.** Liverpool FC Academy

**P8.** Liverpool FC Women

## Red Together

**P9.** Red Together

**P11.** Disabled Supporters

## Safeguarding

**P13.** Safeguarding

## Social Responsibilities

**P14.** Club

**P15.** Red Neighbours

**P16.** Liverpool FC Foundation

## Fan Engagement

**P19.** Official Supporters Club

**P20.** Complaints

# Liverpool Football Club Information Charter 2021/22

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



2021/22 Premier League season will commence on Saturday 14th August 2021.

The Reds will kick-start their Premier League campaign away, against newly promoted Norwich City, on Saturday 14th August at 5.30pm.

LFC have worked in line with football's governing bodies to adhere to their current guidelines and advice regarding any safety restrictions to ensure the safe return of supporters to Anfield. As we continue with

preparations to welcome you back from 21st August for LFC v Burnley, we will be updating these pages with the [latest information for fans before heading to Anfield](#).

We are also working closely with our city partners Liverpool City Council, Merseyside Police and Spirit of Shankly and will continue to prioritise the safety of returning supporters, staff, players and our local communities.

The club would like to thank its fans for supporting the team safely during the last 18 months. Whilst restrictions and guidelines are being lifted, it is important that fans continue to support the team safely and continue to check the [Club's information](#) on everything that you need to know ahead of attending a game.

The opening fixtures of the 2021/22 season will take place with a full capacity stadium for the first time since March 2020 and we can't wait to welcome you all back.



Liverpool Football Club  
Anfield Road  
Liverpool  
L4 0TH

# 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.



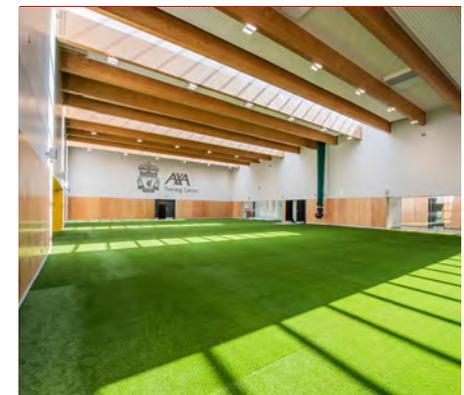
# AXA Training Centre

The AXA Training Centre is the new training ground of Liverpool FC, located in Kirkby, Liverpool which the team moved into in November 2020 from Melwood. The opening of the AXA Training Centre marked a new chapter in the club's illustrious history.

The new 9,200sqm AXA Training Centre creates a combined first team and U23s facility, each of which has its own identity. With world-class 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 new 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 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, and is based in Kirkby, Liverpool next door to the new AXA Training Centre and the first team.

The LFC Academy 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 – both under manager Matt Beard – 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 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.

The team is managed once again by Matt Beard who returned to the Club in May 2021 and his squad includes captain Niamh Fahey, vice-captain Rachel Furness and internationals such as Meikayla Moore and Rhiannon Roberts. They will play in The FA Women's Championship in the 2021/22 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 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 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

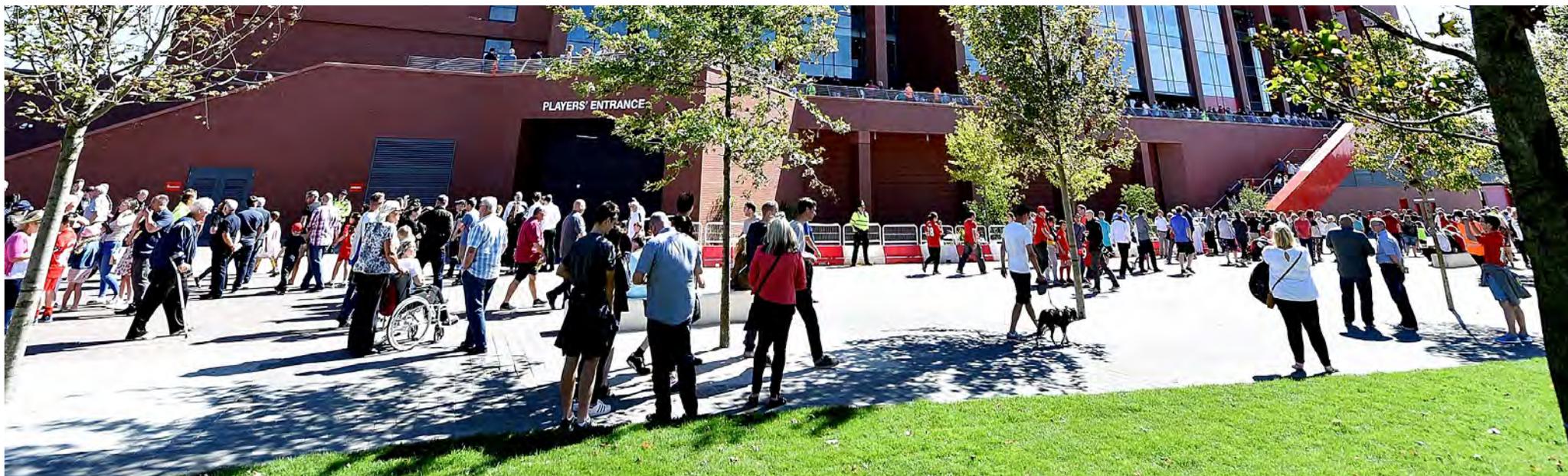
We expect supporters to be committed to this too and to follow the Club's rules where applicable. Wherever possible, the Club will take steps to ensure the environment is free from abusive or discriminatory behaviour. It's about behaving in the right way towards fellow fans, colleagues, players and even 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
- Raising awareness through our club channels using Red Together messaging and working with partner organisations.

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;
- 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](mailto:RedTogether@liverpoolfc.com).
- You are part of this. We are all part of this and we will lead the way for others to follow.
- 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. Alternatively, you can visit [www.liverpoolfc.com/redtogether/reporting-online-abuse](http://www.liverpoolfc.com/redtogether/reporting-online-abuse) to report hate crime and discrimination taking place on social media.



## 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 blind and partially sighted 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 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](mailto:disability@liverpoolfc.com)

# Safeguarding

Safeguarding is putting the safety and wellbeing of anyone under the age of 18, or who is a vulnerable adult, 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 and vulnerable adults.

**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 a purple tabard or purple armbands that say 'safeguarding steward'; Anyone under 16 years old must be accompanied to matches by a responsible adult.

**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](http://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.



## 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 young people and families 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 six key impact areas:

- Sport and Physical Activity
- Health and Wellbeing
- Education and Life Skills
- Employment and Training
- Youth Interventions
- Community Engagement

We achieve this by delivering a wide range of programmes and partnerships and currently deliver 180 sessions a week in schools and community settings.

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

## LFC Foundation



# 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.

Red Neighbours engages with community groups and schools in Kirkby (L32,L33) and focuses on Social Isolation and Employment.



## 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

- \* 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](http://www.liverpoolfc.com/contactus) or follow us on Twitter: [@Red\\_Neighbours](https://twitter.com/Red_Neighbours)



# Official Liverpool FC Supporters Clubs

## 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.
- 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.

## 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](http://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 go to [www.liverpoolfc.com/fans/safeguarding/report-a-safeguarding-issue](http://www.liverpoolfc.com/fans/safeguarding/report-a-safeguarding-issue).

