



Supporter Charter

2018/19

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Liverpool Football Club Supporter Charter 2018/19

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.

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

We are Liverpool. This Means More.



Welcome to Anfield

The Matchday



Liverpool Football Club
Anfield Road
Liverpool
L4 0TH



FAN ZONE AREAS:

Liverpool FC is proud to be able to offer something for everyone on a matchday and are proud to continue with their Fan Zones for 2018/19.

The Fan Zone in Paisley Square is off Walton Breck Road and the Family Park is on Anfield Road. These areas are pre-match entertainment zones designed with supporters in mind. They are a place for families to meet before matches, they also have live entertainment, including giant media screens.

Fan Zones provide great pre-match build-up and excitement outside of the stadium. We welcome both home supporters and visiting supporters to these areas.

We aim to achieve the very best matchday experience, with the enjoyment and health and safety of supporters being the Club's priority. Any fan visiting Anfield for the first time, attending a match or wanting more information about how to plan their trip can visit the ['Fan Experience'](#) page for more information.

Plan your route in advance. LFC, Merseytravel and transport operators have worked together to help make matchday travel more convenient. We encourage the use of public transport.

Ensure that you arrive at the ground in plenty of time to enjoy the pre-match build up and to allow enough time for any

security checks which may include random searches when entering the ground. Bringing bags to the stadium is discouraged. However, fans arriving at the stadium with a small personal bag (i.e. handbag/medical bag) should expect this to be searched and tagged before entry.

Bringing a bag may delay your entry and in some cases may lead to non-entry to the stadium. Please do not bring large bags or luggage (such as rucksacks/briefcases/suitcases/suit bags etc.) to Anfield as they cannot be brought into the stadium.

We would also recommend that supporters print off a ['Visiting Anfield Guide'](#) ahead of their visit.

Ticketing Information:

Buying Tickets

Through the renovation of the expanded Main Stand, the Club's capacity has risen to 54,074, although on occasions this can be reduced with some seats becoming unavailable for public sale. For the majority of games at Anfield, demand for tickets exceeds supply, with almost every fixture selling out well in advance of the actual day of the game.

[Click here](#) for the 'How to Buy a Ticket' guide and for more information regarding ticket sales.

[Click here](#) for the latest ticketing information.

[Click here](#) for information regarding Season Tickets.

[Click here](#) for information regarding the Ticket Exchange Scheme.

[Click here](#) for information regarding for the Auto Cup Scheme.

[Click here](#) for match ticket prices for season 2018/19.

[Click here](#) for hospitality packages.

[Click here](#) for official matchday packages.

[Click here](#) for terms and conditions.

[Click here](#) for the latest ticketing FAQs.



Behaviour at Anfield

Breach of Ground Regulations and Ticket Conditions of Issue

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 you should follow Anfield's Ground Regulations and Liverpool FC's conditions of issue of home tickets, Membership and Season Tickets ("Ticket Conditions"), all of which can be found on Liverpool FC's website.

Failure to follow any of these terms could lead to penalties ranging from removal from the stadium and, in some cases, a ban from Anfield.

Where behaviour may be a criminal matter, we will fully support the police in their enquiries and any following prosecution. Liverpool FC will also support any fan who reports any incident while at Anfield.

Prohibited Items

The following articles must not be brought to Anfield – illegal substances, knives, fireworks, smoke canisters, air-horns, flares, weapons, dangerous or hazardous items, laser devices, bottles, glass vessels, cans, poles and any article that might be used as a weapon and/or compromise public safety. Any person in carrying any of these items will be refused entry to Anfield.

Fan Sanctions

LFC will strongly enforce the Ground Regulations and Ticket 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 an appropriate punishment taking into account all circumstances that surround the case. Liverpool FC reserves the right to put in place any punishment that it sees as fair and reasonable in the circumstances.



Appeal Process

Liverpool FC and its dedicated panel considers each decision to impose a sanction carefully and bases its decision on all available evidence. However, we recognise that there could be instances where the decision may have been incorrect.

If you have been subject to a sanction, you can appeal by contacting Liverpool FC and setting out the reasons for your appeal. The detailed instructions for any appeal will be set out clearly within the letter which is issued to you about the original sanction.

Liverpool FC will acknowledge your appeal within five working days of your submission, it will be reviewed by a further dedicated panel taking into account the original facts and any submissions you have made by way of appeal. You will receive a final decision within 28 days of our acknowledgement. If you are still not happy with the decision then any further appeal must be made to the Independent Football Ombudsman (www.theifo.co.uk).

Liverpool FC may exercise its rights under the Ground Regulations and Ticket Conditions independently of any police investigation or prosecution. Liverpool FC is not obliged to follow the findings of any police investigation or prosecution, but it may use the findings to advise its own decision.



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 into 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.



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 Director with Neil Critchley managing 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 and Michael Owen.



Liverpool Women FC

Liverpool Women FC, were formerly known as Liverpool Ladies FC and Newton Ladies, before changing their name in 2018. In 2013 Liverpool Women FC became a full-time professional team. Following its rise to professional status, the side won the league later that year for the first time in the Club's history before retaining their FA Women's Super League title in 2014. The Reds also competed in Europe's elite competition, the UEFA Women's Champions League in 2014 for the first time ever.

Liverpool Women FC also run a reserve side in the Reserve Mid/North Division One and a Regional Training Centre which has RTC/ Academy U10 U12 U14 U16 teams.

The side is managed by Neil Redfearn with the current squad including the likes of Jess Clarke, Laura Coombs and exciting young winger Niamh Charles who came through the Liverpool Ladies Centre of Excellence.

In April 2017 the team signed a new shirt sponsor independent of the men's team in Avon; this is the first female-focused brand to sponsor a Women's Super League football team.

Redfern's side are a full time professional team training at the Solar Campus and play their home matches at Prenton Park.

For more information regarding Liverpool Women FC, please [click here](#).



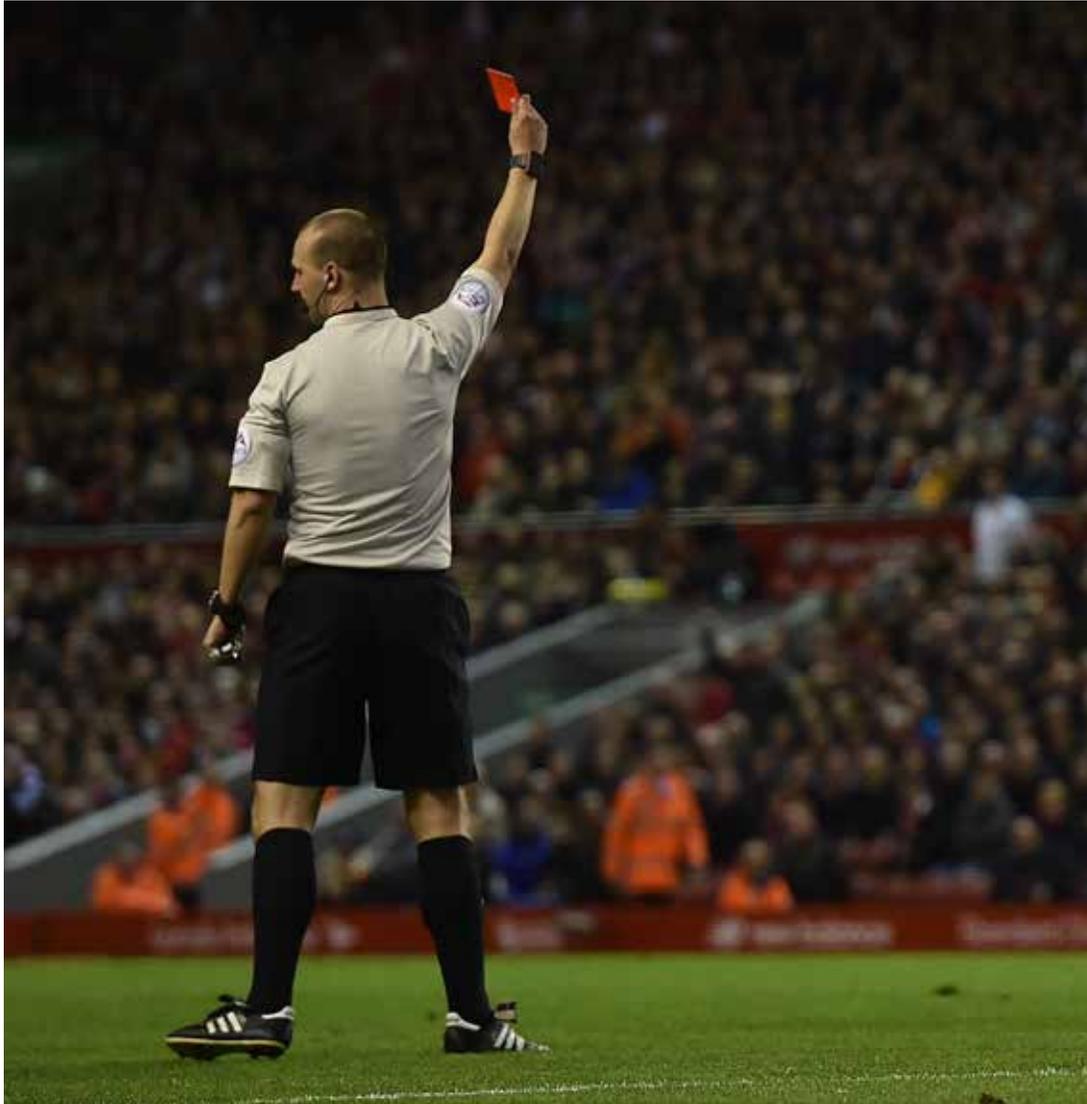
The Academy

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.



Equality, Diversity & Inclusion



We are committed to providing a great experience to supporters regardless of background or personal circumstances. 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 and will continue to develop this 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 and/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 on a matchday via SMS 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 and with partner organisations such as Kick It Out and Show Racism the Red Card.

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 Equalityanddiversity@liverpoolfc.com.



Disabled Supporters

Liverpool Football Club is proud to have been awarded the number one position for accessibility by Visit Football for the sixth 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.

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 disabled toilet facilities and catering facilities.

(Including Visually Impaired Supporters):

Ambulant supporters are generally situated in the Main Stand, with full disabled access into and out of the stadium. Ambulant disabled supporters seats are available at various positions throughout Anfield. Ambulant disabled supporters have availability for up to two personal assistants to accompany them.

Wheelchair Users

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
- 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

Liverpool Football Club recognises the importance of safeguarding children and adults who may be at risk, and believe that all vulnerable groups and individuals have the right to access Club services without risk of harm, abuse or maltreatment.

Liverpool Football Club are audited every season by the Premier League where criteria and outcomes are aligned to national minimum standards as defined by the Child Protection in Sport Unit.

We have taken a number of leading steps to address safeguarding on a matchday, an aspect of this involves the provision of home and away Young Fans wristbands, which can be obtained from any steward or member of fan support, these assist with reuniting lost children and identifying their accompanying adult quickly. We have embedded trained and designated safeguarding network of stewards, hospitality, fan support and ticketing teams, who are there to assist and advise on safeguarding concerns in and around the stadium, the safeguarding stewards are identified by a purple armband.

Any individual who has concerns related to safeguarding on a matchday are advised to contact a member of LFC staff straight away.

You may also contact the LFC safeguarding team via email safeguarding@liverpoolfc.com



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

Red Neighbours was borne from the Club's desire to be a good neighbour to local people in the Anfield community. An extensive consultation was carried out with the Anfield community including: 60 community leaders, councillors, head teachers, community councils and residents to help identify the local needs.

As a result of the research, 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.

- To work towards alleviating food poverty whilst increasing education around cookery skills and healthy eating on a budget
- To reduce barriers to social inclusion for our elderly community and increase opportunities to meet like-minded people
- To encourage a physically more active community
- To offer memorable experiences for young people; creating lifelong memories, resilience and positive experiences from which to build upon

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





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 children and young people every week.

The LFC Foundation is committed to making the biggest difference possible to the lives of those who need our support, and in addition to delivering our own programmes we also work in partnership with three local charities and non-profit organisations: INTO University North Liverpool / University of Liverpool, Liverpool School of Tropical Medicine and Alder Hey Children's Charity.

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.



Fan Engagement



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, throughout the season 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. 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.

hosted by LFC's Chief Executive Peter Moore. 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 just over 270 Official Supporters Club (OLSC) branches in 84 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 Branches 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 supporters Club please [contact us](#)



Complaints

Your Matchday:

We find that most complaints can be resolved at the time of the initial problem. If your complaint cannot be resolved on the day or is concerning another matter, please contact us at the main club address - Liverpool Football Club, Anfield Road, Liverpool, L4 0TH - by **email** or call us directly on **+44(0)151 264 2500**. If you do have reason to complain on a matchday, please speak to a steward or a uniformed member of staff.

We will acknowledge email and written correspondence and try to respond within 10 working days. If you are dissatisfied with the response or feel your complaint has not been resolved and refers to a Club specific issue, you can escalate your complaint for final resolution to the Club's Fan Services Manager or, if your complaint refers to a particular competition, with the governing body (the FA, Football League, Premier League or UEFA). If you are still dissatisfied with these responses, you can escalate the case to the Independent Football Ombudsman (www.theifo.co.uk).

The Liverpool Football Club Charter outlines our principal commitments and policies, including those for ticketing to ensure transparency and accountability.



Contacting the Club

If you have queries on any of our products and services we offer, please visit our **Q&A section** of our website.

Alternatively, to contact the Club, please **[click here](#)**