



Red Neighbours

...the LFC newsletter for residents of Anfield

Issue: August/September 2019

Dear Neighbour,

Welcome to our August/September 2019 Red Neighbours newsletter, which provides you with the latest news and updates about what's happening in your local community with our Red Neighbours team.

Anfield stadium played host to three music concerts last month and we'd like to thank you for your continued support and patience.

Looking back at last season, we saw a massive 30% increase in local people participating in our Red Neighbours activity, which is great that many more of you are coming along and joining in.

Our programme covers a range of activity and we are always looking for more people to come down and get involved.

You can read more about our upcoming events and community activities below. As always, we'd like to hear your views and feedback on the work we are doing in your local community, so please get in touch with us using the contact details listed on the back of the newsletter.

Thanks for taking the time to read and we hope to hear from you soon.

We hope you enjoy the rest of the summer.

Susan Black, Director of Communications, Liverpool FC

#Morethanastadium Grassroots Fan Campaign

Last season the Club worked alongside supporters' groups to deliver a new campaign which encourages fans to respect the local area when visiting Anfield Stadium.

Led by supporters' groups Spirit of Shankly, Spion Kop 1906, Kop Outs and Fans Supporting Foodbanks, the '#morethanastadium' initiative aims to encourage fans and visitors to respect the neighbourhood and its residents when attending matches or visiting the stadium.

The campaign saw the Club and its fans take steps to help to improve street cleanliness and antisocial behaviour by increasing toilet provision, the number of bins around the stadium and introducing a dedicated litter picking team pre, during and post each game. This season the club will once again be working with supporters' groups to back the campaign and raise awareness that Anfield is not just home to LFC.



UPCOMING EVENTS

| EVENT | DATES/TIMES IN AUGUST | DATES/TIMES IN SEPTEMBER |
|---|--|--|
| Monday Club (for local over 50s) | Monday 19th 1pm-4pm The Sandon | Monday 16th 1pm-4pm Main Stand, Anfield |
| Chair Based Yoga at Sir Kenny Dalglish Stand, Anfield | Dates are yet to be confirmed. To find out contact redneighbours@liverpoolfc.com / 0151 264 2500. | Dates are yet to be confirmed. To find out contact redneighbours@liverpoolfc.com / 0151 264 2500. |
| Tuesday Walking Football sessions (for over 50s) at Anfield Sports and Community Centre | Tuesday 6th, 13th, 20th, 27th 3pm-5pm | Tuesday 3rd, 10th, 17th, 23rd, 24th 3pm-5pm |
| Friday Walking Football sessions (for over 50s) at Anfield Sports and Community Centre | Friday 2nd, 9th, 16th, 23rd, 30th 11am-2pm | Friday 6th, 13th, 20th, 27th 11am-12pm |
| Walking Netball sessions (for over 50s) at Anfield Sports and Community Centre | Friday 2nd, 9th, 16th, 23rd, 30th 11.30am-12.30pm Dates are subject to change - please contact us in advance to confirm | Friday 6th, 13th, 20th, 27th 11.30am-12.30pm |
| Bat and Chat – social table tennis at Anfield Sports and Community Centre | Tuesday 6th, 13th, 20th, 27th 1pm – 3pm | Tuesday 3rd, 10th, 17th, 24th 1pm-3pm |

LFC Foundation – Liverpool Football Club's official charity provides a range of free multi-sports programmes for children and young people of all abilities, seven days a week. For more information on their programmes and how you can get involved, please visit <https://foundation.liverpoolfc.com>

Red Neighbours and LFC Foundation will also be supporting Anfield Sports and Community Centre's Summer Activity Camp, which runs from 29th July to 23rd August 2019. The centre will be running a variety of activities throughout the school holidays, including arts and crafts, badminton, basketball, boxing, fitness classes, trampolining and inclusive sports, amongst many more. For more information or to register contact registration@anfieldsports.org or 0151 263 6186.

If you would like more information on any of these activities, please contact us – redneighbours@liverpoolfc.com

Community News

Support for the elderly community / Encouraging a physically active community/Creating memorable experiences for young people/Food poverty and education

LFC's Impact In The Local Community

Liverpool FC's 2018-19 season was both a success on and off the pitch, becoming Champions of Europe for the sixth time as well as supporting and investing in the local community.



The Red Neighbours team, which conducts the Club's local community work in and around the Anfield area, recorded a 33% increase in participation amongst local residents last season (2018/19.)

Over 19,500 local people took part in all Red Neighbours activity during the 2018/19 season and over 2,200 residents aged 50+ participated in monthly social events and sporting activities including Monday Club, Walking Football and Netball and Chair Yoga.

Forbes Duff, Senior Manager, Red Neighbours, added: "As a Club, we strive to be a good neighbour and support our local community - we have a social responsibility to do so.

"All of our activities and events have been designed in response to local needs such as social isolation, food poverty and promoting healthy living through physical activity.

"Our work continues to go from strength to strength and we will continue to strive to reach more people in the local community."

Some of the Red Neighbours team's achievements last season (2018/19) included:

- Over 19,500 members of the local community have participated in Red Neighbours' activities and events during the 2018/19 season
- Over 1,400 local families attended 20 Red Neighbours' Breakfast Clubs held at Anfield during school half term holidays and the summer holiday

- Over 9,110kg of food collected - that's a total of 3,037 people fed thanks to matchday foodbank collections
- Over 2,200 residents aged 50+ took part in Red Neighbours' monthly social events and sporting activities including Monday Club, Walking Football and Chair Yoga
- 1,100 local school kids from 25 local schools got the opportunity to enjoy a Premier League game for free at Anfield. Another 855 match tickets were donated by LFC partners for the local community and charities
- 240 pupils had the opportunity to meet first-team players and spend time with their heroes at local schools in West Derby.

Support for the elderly community/Encouraging a physically active community

Red Neighbours host Mental Health Awareness Week get-together

Red Neighbours welcomed mental health charity, Imagine Independence, to Anfield Sports and Community Centre for a special game of walking football earlier this summer.

To mark the end of Mental Health Awareness Week 2019, the two sides got together for a competitive kick about and a post-match social event alongside Red Neighbours' walking netball team.



Imagine Independence take on Red Neighbours in a special walking football match.

Imagine Independence's CEO, Margaret Hanson, spoke to the group about the ways in which mental health issues can affect both men and women, how to practise self-care and the positive effect physical activity can have on mental wellbeing.

The teams then spent time socialising over some post-match refreshments before enjoying an upbeat sing-a-long led by LFC's Club Chaplain and Red Neighbours team member, Bill Bygroves.

"Having Imagine Independence here to talk about the work they do with those suffering from mental health issues has been really inspiring, and it's made everyone feel more comfortable with talking about their own issues," said Bill.

"Men in particular are much less likely to open up when they are struggling, so it's been really great to have the walking football team involved in the discussion this morning. These men love coming down here to play twice a week and so many of them have said how much of a positive impact it has on their life and how the sessions have helped them to tackle any mental health issues they may be facing."

Working across the North West of England and in London, Imagine Independence's mission is to help people with mental and physical health issues live their lives as independently as possible.

Creating memorable experiences for young people

Local pupils head to Anfield for careers event

Pupils from four local schools headed to Anfield for a Red Neighbours' career speed networking event.



Students listen to career stories at Anfield.

Year nine students from Alsop High School, Notre Dame Catholic College, North Liverpool Academy and The Academy of St Francis of Assisi had the opportunity to meet with Liverpool FC staff from a variety of departments to hear about their career paths to date and gain advice for the future.

Jennifer Lee from professional services firm KPMG and Alex Cousins from Capita were also on hand to chat to the youngsters about their experiences and working history.

Notre Dame Catholic College student Grace Kain said: "Today was really good, we were able to learn things about all different kinds of jobs. One thing that stood out for me was that the most important thing is to just try my best in whatever I do and do what I enjoy".

Since the first session in 2017, career speed networking has engaged hundreds of local children and demonstrates Red Neighbours' commitment to creating memorable experiences for young people.

Food poverty and education/creating memorable experiences for young people

Local pupils head to Anfield for careers event

Local families enjoyed a series of breakfast clubs at Anfield during the half-term school break, courtesy of Red Neighbours.

Throughout the week, children from schools in L4, L5 and L6 headed to the Reds' home with their families to enjoy healthy food, entertainment, sing-alongs and a tour of the stadium.

Official mascot Mighty Red was also on hand to meet the youngsters and host an LFC-themed raffle, with prizes including children's toys, a selection of Reds merchandise and a car seat donated by the club's official family partner, Joie Baby.

In total, the breakfast clubs served more than 210 local people as part of their commitment to food poverty and education and creating memorable experiences for young people.



Families at half-term breakfast clubs at Anfield.

Food poverty and education

Red Neighbours lend a hand at Scouse in the House



Locals enjoy entertainment at Scouse in the House.

Red Neighbours volunteers visited 'Scouse in the House' at Christ Church in Anfield back in June to help out at the weekly session.

The Red Neighbours team and LFC staff volunteers were on hand to help with the serving of food and drinks as part of a free two course meal on offer for vulnerable members of the local community.

The volunteers then spent time getting to know the local residents before providing entertainment in the form of a sing-along led by club chaplain Bill Bygroves.

After the club's recent Champions League final success, Red Neighbours gave those in attendance the opportunity to have their photo taken with the European Cup. LFC gifts were also given out including signed photographs.

Scouse in the House is a weekly session run by Christ Church, opposite the Kop. It looks to give local vulnerable people somewhere to come to feel safe, meet others and enjoy a free two course meal and refreshments.

Creating memorable experiences for young people

Joel Matip hosts LFC match ticket draw for local schools

Liverpool defender Joel Matip joined Red Neighbours in July to host a special match ticket draw for local pupils.

More than 100 youngsters representing 25 schools headed to Anfield for the Champions League-style draw, where they were each allocated the four home games they'll attend during the 2019-20 Premier League campaign.

For the third consecutive season, Red Neighbours will donate a total of 1,100 free tickets to 21 primary and four high schools in the L4, L5 and L6 areas as part of its free tickets for schools initiative.

Matip said: "This is a fantastic scheme for the local kids and it's been brilliant to come down and meet so many of them today. "We always love to get out in the community and spend time with our fans, so it's been a really enjoyable afternoon and we hope the kids are looking forward to coming back to Anfield for a game once the season is under way."

Stadium and Events Update

Residents Surgery – Monday 10th June

As per previous years, we have been working with Liverpool City Council and other external stakeholders to ensure that appropriate measures are put in place on matchdays to help minimise the impact that crowds may have on the local community and transport routes in the Anfield area. We are mindful that the Stadium is situated in a residential area and we are keen to let you know what you can expect as the new season begins.

Important information for residents, including detailed maps, road closures, public transport arrangements and how to obtain a Resident Road Closure Access Pass will be published on the **Residents' Hub**: www.liverpoolfc.com/localresidents

The **Residents' Hub** will be updated regularly, so please use it to obtain up-to-date information.

Road Closures and Bus Diversions

Road closures and bus diversions will be in operation on a matchday. For a full list of match day road closures and bus diversions, please visit www.liverpoolfc.com/localresidents/matchday

You can also find information on bus timetables at <https://www.merseytravel.gov.uk>

Key road closures will include:

- Anfield Road – which will close 4 hours prior to kick off.
- Walton Breck Road – which will close 90 minutes prior to kick off and will then re-open 15 minutes after kick-off. The road will then remain open until 15 minutes before the end of the game, where it will close again to support the safe movement of pedestrians away from the area, finally re-opening approximately 45 minutes after the game ends.
- Arkles Lane – this year we will trial the closure of Arkles Lane (Southbound from its junction with Priory Road to Anfield Road) for a short period following each match (around 20 minutes or so).

Road Closure Access Pass

To assist residents during road closures, we are again implementing the LFC Resident Road Closure Access Pass. This helps our stewards quickly identify those people who hold a valid Parking Permit from Liverpool City Council and live within the road closure area to travel through the closures to and from their homes where it is safe to do so. Please note this is an optional scheme that will be in operation during 2019/20 football season, concerts and major events - it does not provide residents with a right to park in the area of the Football Match Parking Zone (FMPZ) and works simply to supplement the City Council Parking Permit.

Residents who live within the designated road closure areas are entitled to receive a pass and have been contacted by the Club separately to inform them of the application process.

If you don't already hold a Resident Road Closure Access Pass and live within a road closure area, please visit the Anfield Ticket Office with your City Council Parking Permit, proof of address and vehicle registration number. For more information please visit www.liverpoolfc.com/localresidents/matchday

Monthly Residents Surgery

The Club's Resident Liaison Manager will host a monthly Resident Surgery on the second Monday of every month (unless otherwise stated) in the Sir Kenny Dalglish Stand from 12pm-7pm.

Upcoming surgery dates:

- Monday 12th August 2019, 12pm-7pm – Sir Kenny Dalglish Stand
- Monday 9th September 2019, 12pm-7pm – Sir Kenny Dalglish Stand
- Monday 14th October 2019 | 12pm-7pm – Sir Kenny Dalglish Stand

Should you wish to book an appointment for the Resident Surgery or contact the Resident Liaison Manager to raise any other community issues, you can do so by emailing: residents@liverpoolfc.com

Residents Hotline

The Residents Liaison Hotline will be in place from four hours before and one hour after a match/event and should be used to report urgent issues. Should you have any concerns outside of this time or want to provide any feedback please email us using the email address below. You can contact the Residents Hotline via:

Email: residents@liverpoolfc.com or

Telephone: 0151 264 2660.

To keep up to date with the latest information regarding, matchdays, concerts, major events and what's on in local community, please visit the **Residents' Hub**

www.liverpoolfc.com/localresidents

We thank you for your continued support.

Fixtures

Below are the home fixtures for August and September. Please note - all fixtures are subject to change, for the requirements of television and/or for other reasons such as police requests.

Friday 9th August – KO 8pm – LFC v Norwich City

Saturday 24th August – KO 5.30pm – LFC v Arsenal

Saturday 14th September – KO 12.30pm – LFC v Newcastle Utd.

LFC contacts:

Telephone: 0151 264 2500

Website: www.liverpoolfc.com/contactus

Thank you for reading our Red Neighbours newsletter. We will be bringing you further updates and local community news in our next edition, which will be delivered in October.