

## ANNUAL CHARTER REPORT 2004/05

Welcome to the Liverpool Football Club Customer Charter Report for Season 2005/06. The Club recognises and values the global support that we attract and is committed to being at the very pinnacle of achievement both on and off the field of play. We shall continue to provide the best possible service to our customers and supporters by regularly reviewing and where necessary improving our services, acknowledging that the Club's biggest asset is the extent of our supporter base.

### CUSTOMER SERVICES

The Liverpool Football Club Customer Charter is available on the Club's official website at [www.liverpoolfc.tv](http://www.liverpoolfc.tv) where supporters can also find Customer Charter Reports from previous seasons. Alternatively a hard copy of the report can also be obtained upon requesting such from any department at the Club.

Customer Services Supervisor, Jackie Reynolds heads a designated Customer Services team which is now based within the Anfield Ticket Office. The team are responsible for answering incoming telephone calls from customers, responding to all e-mail enquiries received and responding to all complaints/queries sent to the club either via the postal system or by facsimile.

During the 2005/06 season Customer Services received in excess of 85,000 telephone calls and responded to over 100,000 e-mails, the majority of which were enquiries/queries concerning the ticket office, retail operation and/or on-line services.

As in previous seasons the main line of complaints received were in respect of ticket availability, the waiting list for season tickets, selling arrangements for Cup Ties and touting. With all home sections being sold out at Anfield for every game last season, including the Champions League qualifiers demand for tickets was significantly in excess of availability. The construction of a new stadium with an increased capacity of 60,000, plans for which are still very much in the forefront of the clubs business strategy would go a long way to answering many of these complaints.

The Club is committed to acknowledging all correspondence within five working days of receipt and/or responding in full within a further ten working days. During the 2005/06 season 98.9% of complainants received a written response within ten working days, with 51% of these being despatched within two days of receipt.

In the event that any supporter and/or customer was not happy with the response received or felt that their complaint had not been dealt with properly, it was escalated to the Clubs Assistant Secretary, Ian Silvester who bears overall responsibility for the Customer Charter.

In view of comments previously made by supporters and the Clubs commitment to improving the service that we provide, fundamental changes were introduced to Ticket Office opening times. The Ticket Office is now a seven day a week operation, opening during the following hours: -

Monday to Friday – 8.15 am to 5.30 pm\*

Saturday and Sunday – 9.15 am to 1.00 pm\*

\* Unless a Match Day in which case the office will remain open until fifteen (15) minutes after the conclusion of the game.

New computer software and the utilisation of a Call Centre have assisted supporters during peak ticket selling times.

In the event that a supporter/customer should need to contact Liverpool Football Club, either with a suggestion, complaint, compliment or any other feedback it is preferred that they do so in writing via e-mail, facsimile or letter, quoting their full contact details (including telephone numbers). A member of the Customer Services team will respond accordingly either in a similar format or by telephone.

If any person/organisation should have reason to lodge a complaint with the Club they should in the first instance contact the Customer Services Department at: -

PO Box 204  
Liverpool  
L69 4PQ

Telephone: 0870 220 2345

Complainants will receive an acknowledgment within five (5) working days and the Club will endeavour to provide a specific response within ten (10) working days of sending out such reply.

Further to our commitment to improving levels of service the Club is committed within the next twelve months to enrolling all Ticket Office and Customer Service frontline staff onto a Customer Services Training Course designed by an outside training agency.

## **CONSULTATION & INFORMATION**

An online supporter's survey was conducted in October 2005 with feedback from such along with that provided by email and on the website message boards being incorporated into improvements which are currently being planned for the website registration and e-Season Ticket Console areas.

Supporter's feedback was also integral to the club redesigning the match ticket ballot for e-Season Ticket holders.

As and when required major policy decisions are publicised on the website.

Whilst the Club does not hold Fans Forums representatives do meet with Supporters Clubs and Groups where ever possible.

The Club participated in The FA Premier League National Fan Survey for Season 2005/6 with four thousand questionnaires being sent out randomly to supporters of each club (70% to Season Ticket Holders and 30% to Non Season Ticket Holders). The response rate from Liverpool supporters was 33% (1,305 questionnaires) compared to the 31% for all twenty clubs combined. Positive feedback was received in respect of the match day atmosphere, supporter's safety, policing and stewarding at Anfield, the attitude and helpfulness of club staff, provision of ticket information and the content of the club's website.

However the Club recognises that it did not fare so well in relation to supporters contacting the Club via the telephone, listening to and consulting with our supporters and the sale/distribution of tickets for away games.

The Club will continue to maintain high levels of performance in all area's of its business and match day operations paying particular attention to those area's highlighted in the National Fan Survey where as a Club we fall below the national average and/or require extra focus to improve our levels of service

## **TICKETING**

Information regarding selling arrangements and ticket availability for all Liverpool first team fixtures, both home and away is published in a concise but easy to read format on the Club website, under the 'Tickets' section at [www.liverpoolfc.tv/tickets/info.htm](http://www.liverpoolfc.tv/tickets/info.htm).

In addition the same selling arrangements are also advertised in the local media, on the Ticket Office Information Board outside the stadium and on the 24 Hour Ticket Information Telephone Line – 0870 444 4949.

Important information such as fixture changes, amendments to kick-off times etc are immediately released to the Club website to ensure that supporters are provided with the very latest news as soon as these details have been agreed.

The installation of the Talent Ticketing System back in 2004 offered supporters the opportunity to purchase match tickets on-line, a service that has been well received and has seen traffic increase substantially over the last twelve months in this area of ticket selling.

Season Tickets at Anfield continue to be in high demand with over 50,000 supporters now on a waiting list to obtain a guaranteed seat for FA Premier League matches. With Season Ticket sales continuing to be capped at 27,000 the Club is able to offer over 30% of the stadium capacity (45,362) to non season ticket holders and non Priority Ticket Scheme Members. The Club offers Season Ticket holders four different methods of renewing their seats and if they do not wish to visit the Ticket Office in person they have the option to renew by post, over the

telephone or via the Club's on-line service.

The Club offers competitively priced tickets for supporters attending matches at Anfield, both on a seasonal basis and single match scenario.

Season Ticket and Match Ticket prices for both the 2005/2006 season and the 2006/2007 campaign are detailed below. As in previous years, season ticket holders have the opportunity to purchase their seats at a reduced price provided that they have renewed by the qualifying date which for season 2005/6 was 22nd June 2005 and for the 2006/7 season was 21st June 2006:-

#### SEASON TICKETS

| Stand / Category                                 |           | Season 2005/6           |                        | Season 2006/7           |                        |
|--|-----------|-------------------------|------------------------|-------------------------|------------------------|
|  |           | Early Renewal Price (£) | Late Renewal Price (£) | Early Renewal Price (£) | Late Renewal Price (£) |
| Main Stand & Paddock                             | Adult     | 570                     | 620                    | 610                     | 660                    |
|  | Over 65's | 248                     | 465                    | 458                     | 495                    |
| Centenary Stand                                  | Adult     | 570                     | 620                    | 610                     | 660                    |
|  | Over 65's | 428                     | 465                    | 458                     | 495                    |
| Anfield Road Stand                               | Adult     | 550                     | 600                    | 595                     | 645                    |
|  | Over 65's | 413                     | 450                    | 428                     | 484                    |
| KOP Grandstand                                   | Adult     | 520                     | 565                    | 560                     | 610                    |
|  | Over 65's | 390                     | 424                    | 420                     | 458                    |
| Anfield Road Combined ticket - Adult/Child ***   |           | 825                     | 900                    | 893                     | 968                    |
| KOP Grandstand Combined ticket - Adult/Child *** |           | 780                     | 848                    | 840                     | 915                    |

\*\*\* One Adult plus One Child

#### FA PREMIER LEAGUE MATCH TICKETS

| Stand / Category     |           | Season 2005/6  |                | Season 2006/7  |                |
|----------------------|-----------|----------------|----------------|----------------|----------------|
|                      |           | Category A (£) | Category B (£) | Category A (£) | Category B (£) |
| Main Stand & Paddock | Adult     | 32             | 30             | 34             | 32             |
|                      | Over 65's | 24             | 22.50          | 25.50          | 24             |
| Centenary            | Adult     | 32             | 30             | 34             | 32             |

|  |           |       |       |       |       |
|--|-----------|-------|-------|-------|-------|
| Stand  | Over 65's | 24    | 22.50 | 25.50 | 24    |
| Anfield Road Stand                               | Adult     | 32    | 30    | 34    | 32    |
|  | Over 65's | 24    | 22.50 | 25.50 | 24    |
| KOP Grandstand                                   | Adult     | 30    | 28    | 32    | 30    |
|  | Over 65's | 22.50 | 21    | 24    | 22.50 |
| Anfield Road Combined ticket - Adult/Child ***   |           | 48    | 45    | 51    | 48    |
| KOP Grandstand Combined ticket - Adult/Child *** |           | 45    | 42    | 48    | 45    |

Matches in the FA Premier League are categorised as either 'A' or 'B', the category reflecting the level/attraction of the opposition. In Season 2005/6 nine (47.36%) of the nineteen home league games were graded as Category 'A' (Arsenal, Aston Villa, Blackburn Rovers, Chelsea, Everton, Manchester City, Manchester United, Newcastle United and Tottenham Hotspur) with the remaining ten (52.63%) being allocated as Category 'B' (Birmingham City, Bolton Wanderers, Charlton Athletic, Fulham, Middlesbrough, Portsmouth, Sunderland, West Bromwich Albion, West Ham United and Wigan Athletic). For Season 2006/7 there will again be nine matches, those involving the same opposition as in Season 2005/6 graded as Category 'A' and ten games being sold as Category 'B' matches. Again these will be the same matches as in 2005/6 with the three promoted clubs Reading, Sheffield United and Watford replacing those relegated to the Football League.

Ticket prices are increased by £2.00 for Adults, £1.50 for Over 65's and £3.00 for Adult/Child Combinations for those games that are graded as Category 'A'.

The Club is committed to offering a discount on ticket prices in the Kop Grandstand, with Adult tickets being £2.00 lower than in other areas of the stadium, Over 65's £1.50 cheaper and Adult/Child Combined tickets reduced by £3.00. Season Ticket prices in the Kop are also discounted in comparison to other areas of the stadium.

Within the Stadium there are two designated areas specifically reserved for the sale of Adult/Child combined tickets. For each game a total of 3,201 tickets (1,282 in the Anfield Road Upper Stand and 1,919 tickets in the Kop) are available for sale to families with children under the age of sixteen. The ratio for purchasing these tickets is one adult to two children or vice versa or any denomination or multiple of this ratio.

In 2006/7 tickets equivalent to just over 30% of the stadium capacity will be made available to supporters who are not Season Ticket Holders or Priority Ticket Scheme Members.

Unfortunately due to Anfield not being a new stadium there are a number of 'Restricted' and 'Severely Restricted' view seats within certain sections of the ground. The vast majority of these seats have their view of the pitch obstructed by a stanchion/pillar. 'Restricted' view seats are defined by the Club as 'having a permanent obstruction in view which obscures the sight of all or part of one set of goalposts'. There are 1,117 seats defined as having a 'Restricted' view on sale for each game at Anfield with tickets for such seats being discounted by £1.00. 'Severely Restricted' view seats are defined by the Club as 'having a permanent obstruction in view which obscures the sight of all or part of both sets of goalposts'. Anfield has 394 seats 'Severely Restricted' view seats and these are discounted by £3.00.

#### **CUP TIES – DOMESTIC AND EUROPEAN**

Having listened to supporters comments the Club recently introduced new selling arrangements for cup ties in any domestic or European competition, with tickets initially being made available to Season Ticket Holders, then Fan Card holders before being placed on general sale. Tickets for subsequent rounds in that particular competition are then sold on a priority basis related to previous attendance in earlier games and had been

purchased using the Supporters Fan Card which the Club has issued to all Season Ticket Holders, Priority Ticket Scheme Members and Official Liverpool Supporters Club Members. The Fan Cards which record details of all tickets purchased are available to all other supporters to buy for a one-off fee of £3.50. Only one Fan Card will be allocated to any one person.

The Club will continue its commitment to offering reduced admission prices for home Cup Ties, especially those in the early rounds of both domestic and European competitions thereby making tickets more affordable to as broad a range of supporters as possible. During the 2005/6 Season the following ticket prices were charged for our qualifying games in the UEFA Champions League: -

- v TNS – Adults £10, Children £5, Over 65's £7.50
- v FBK Kaunas – Adults £10, Children £5, Over 65's £7.50
- v CSKA Sofia – Adults £20, Over 65's £15 and Adult/Child £30

Whilst in the event that we had drawn with Luton Town in the FA Cup 3rd Round ticket prices for the replay at Anfield would have been £20 for Adults, £15 for Over 65's and £25 for an Adult/Child combined ticket.

For Season 2006/7 the Club has introduced an Auto Cup Ticket Scheme for Season Ticket Holders to sign up to if they so wish, whereby they will be automatically sent a ticket/s for each home cup tie in any or all of the cup competitions that we will be entering. This scheme will help to reduce the numbers of supporters queuing at the stadium for cup tie tickets when they go on sale and take away the worry of both making a trip to the ground and/or applying by telephone. The Club will endeavour to provide any Season Ticket holder signing up to this new scheme with their own seat for cup ties, although this may now always be possible due to individual competition rules and regulations.

The introduction of the Fan Card has benefited both supporters and the Club by improving the methods by which any individual's ticket purchasing history is held. Furthermore, after successful trials in selected areas of the stadium during Seasons 2004/5 and 2005/6 the Fan Card will from August 2006 be used by all Season Ticket holders as their method of accessing the stadium on match days. Each Season Ticket holder will receive along with a fixture list a complimentary bonded leather wallet that will hold their Fan Card Season Ticket negating any future use of the old style season ticket books. Season Ticket holders will be provided with a convenient and streamlined method of entry to the stadium on match days. Eventually it is envisaged that the Fan Card will replace paper tickets as a method of access to the Stadium for all home supporters.

#### **AWAY SUPPORTERS**

Visiting clubs are allocated a maximum of 3,008 tickets, with such seats being located in the Anfield Road (Lower) Stand. Ticket prices including concessions mirror those charged for home supporters who are also housed in this section of the stadium.

To meet competition regulations for cup ties the Club can with the approval of Merseyside Police and the local Safety Advisory Group increase the number of tickets allocated for supporters of the visiting club to almost 6,000.

#### **TOUTING**

We continue to investigate ticket touting and reaffirm our stance that this activity will not be tolerated. We investigate and follow through any complaint received. We have investigated in excess of 50 complaints from Supporters, with the majority of these complaints being made about online ticket stores and eBay selling tickets.

Any Supporter found to be in breach of the terms and conditions of sale will have their ticket purchasing entitlement withdrawn.

#### **MERCHANDISE**

Liverpool Football Club is committed to a two year kit cycle for its Home replica strip and with the current two year period coming to an end at the conclusion of Season 2005/2006 the new replica strip will be officially launched on 10th August 2006.

The Clubs replica Away strip has a minimum life span of one year and the new design for Season 2006/2007 will be officially launched on 24th August 2006.

Swing tickets are attached to each replica strip stating the season/s in which the strip will be officially worn by the Clubs first team. Details of the next intended kit changes can be obtained from either of the Clubs Official Stores, the Mail Order Department or via the Club website [www.liverpoolfc.tv](http://www.liverpoolfc.tv)

## **ELIMINATING RACISM**

In January 2006 Liverpool Football Club achieved the Preliminary Level of the Racial Equality Standard for Professional Football Clubs, such award acknowledging the clubs commitment to promoting equality and challenging racism. Darra Singh, Chief Executive of Ealing Borough Council and a member of the independent Accreditation Panel presented the award to the former Liverpool stalwart, John Barnes at the final home game of the 2005/6 season.

The Club has always welcomed people from all backgrounds and communities and will continue to do all that it can to ensure that Anfield remains free from Racism. For many years the Club has actively supported and will continue to do so the good work carried out by the following organisations:-

Kick it Out  
Show Racism the Red Card

The Club participated in Kick it Out's annual Week of Action holding a successful Anti-Racism Day on the occasion of our home game against Blackburn Rovers on Saturday 15th October. A mosaic displaying the message "1 CLUB 4 ALL" was held aloft by home supporters seated in the Kop, whilst players from both sides and the match officials wore Kick it Out shirts during the pre-match warm ups. The Manager and his coaching staff, along with the Chairman and his colleagues on the Board of Directors and every member of staff working on the day wore Kick it Out badges whilst on duty.

As part of our involvement in the Week of Action the Club in conjunction with Merseyside Police ran a 'Create a Poster' and a 'Write a Poem' competitions on the subject of Racism and Football for all school children aged between eleven and sixteen attending schools in the City of Liverpool and its surrounding districts. The winners of the two competitions along with the runner ups were presented with their prizes on the pitch before the game and then displayed an Anti-Racism banner to the crowd as the players came on to the pitch. At half time pupils from Calderstones School paraded the Anti-Racism banner around the pitch accompanied by the Gilmour School Samba Band.

On the same day the Club launched its own dedicated Anti Racism Incident Reporting Line – 0800 298 4999 for supporters to provide details of any incidents of racism witnessed at games involving Liverpool Football Club. In addition the Club still investigates any incidents that may be reported directly to Kick It Out, promoting their incident line on a permanent perimeter board sited in front of the Main Stand. The Liverpool Football Club Incident Reporting Line telephone number is printed on the back of every home match day programme and on the club website. To further reaffirm the Clubs stance there are several 'no entry' signs facing the crowd on the backs of perimeter boards stating that foul, abusive or racist language is not welcome inside Anfield. In addition prior to kick-off at each home game an announcement is made over the Public Address system informing supporters that the Club will not tolerate the use of foul, abusive or racist language.

All of our stewards are encouraged to wear their Kick it Out Badges at every home game whilst they all will have received training under either the Football Safety Qualification (FSQ) Standard or the new City & Guilds Level 2 NVQ in Spectator Control on how to deal with racist behaviour and language.

Unfortunately last season there were a number of incidents of racist behaviour reported to both Kick it Out (7) and the Clubs new Incident reporting line (10), however the Club investigated all such reported incidents and as a result successfully banned three supporters for life from attending matches/events at Anfield.

## **FACILITIES FOR DISABLED SUPPORTERS**

To ensure that the Club complied with the Disability Discrimination Act (DDA) changes were made to our pricing policy for disabled supporters from the commencement of the 2004/2005 Season. As agreed with representatives of the Liverpool Disabled Supporters Association (LDSA) admission prices (for both Season Tickets and Match Day Tickets) were introduced at the start of the 2004/2005 Season for disabled supporters who were charged a sum equivalent to 50% of the cost of a ticket purchased by an able bodied supporter. This figure was to be increased to 75% for Season 2005/2006 with the proposal that from the start of the following season all disabled

supporters would be charged the same as able bodied supporter sitting in that particular area of the stadium. However after consultation with representatives of LDSA it has been agreed that there will be no increase in admission prices for disabled supporters throughout next season (2006/2007). There are three disabled sections at Anfield where supporters can purchase Season Tickets at the following admission prices:-

| Stand              | Adult (£) | Over 65's (£) | Child (£) |
|--------------------|-----------|---------------|-----------|
| Main Stand Paddock | 458       | 344           | 229       |
| KOP Grandstand     | 420       | 315           | 210       |
| Anfield Road Stand | 446       | 335           | 223       |

Personal Assistants of which a maximum of two are allowed per disabled supporter are not charged an admission/ticket fee. Match day admission prices are similarly reduced for disabled supporters to the equivalent of 75% of the cost of a ticket for an able bodied supporter.

The Club has a total of one hundred and thirty one spaces reserved for the use by wheelchair, visually impaired and/or ambulant supporters of which a maximum of seventy five are sold each year as Season Tickets. For each home game the visiting club is provided with eight wheelchair spaces with the remaining tickets being sold on a rota basis to those supporters on the waiting list for a disabled season ticket. These tickets are placed on sale from the Ticket Office as per the selling arrangements that are advertised for able bodied supporters.

Within the ticket office the Club has two designated members of Staff who deal with Disabled Ticketing enquiries, namely David Evans and Emma Harrison who are contactable either in person at the Ticket Office or by telephone, letter, email or textphone.

Match commentary is provided via an InfoTech system in designated areas. This commentary facility is available to any Disabled Supporter upon request in advance of any game.

Free match day car parking is made available for disabled supporters close to the stadium in both the Anfield Road and Stanley Car Park's. Requests for passes must be made to the Club in advance of the appropriate game.

The Club's Disabled Ticketing Policy supported by the LDSA is available upon request.

Membership of the Liverpool Disabled Supporters Association continues to flourish with one hundred and sixteen members currently eligible to attend LDSA events held throughout the year, such as members meetings (3 per season), annual Christmas Dinner and annual End of Season Dinner. An LDSA Newsletter is sent out three times a year to all members of the group.

Alternative format match day programmes are made available in large print, Braille and CD Rom.

## **COMMUNITY**

Liverpool Football Club has during the past twelve months supported and delivered a wide range of initiatives and activities to communities, both locally and internationally.

One of the major roles of the Community Department is that of inspiring and providing guidance to school children, which is achieved by a programme of football coaching in schools and the holding of Truth 4 Youth assemblies.

During each week of term time the Club coached in excess of five hundred children at twenty schools through the provision of qualified coaches. These sessions not only helped to improve playing abilities but also gave confidence to and helped teach pupils, many of whom live in areas of social deprivation the values of team work. After schools coaching sessions were also provided at local youth centres three times a week to around a hundred children. Coaching sessions were also arranged during the summer holidays and school half term breaks.

The Truth 4 Youth assemblies are held twice a week in schools right across Merseyside. Some of the topics covered during these assemblies, which on occasions were also attended by senior management from the Club include racism, bullying, drugs, gun culture, friendship, team work etc. Some of the dangers that children of all ages face today are brought to their attention by the deliverance of powerful messages which all centre around the Club's motto that whatever your problems or position that you find yourself in "You Will Never Walk Alone".

The assemblies are always well received by pupils and during the last year they were rolled out at over forty schools and encompassed in excess of eight thousand young people.

In partnership with Liverpool City Council the Club continued to help alleviate the nuisance of litter for local residents on match days with the successful SweeperZone scheme. A team of young people from the Anfield area under the supervision of responsible adults help to keep the streets around the stadium free from litter and rubbish. The scheme helps the youngsters in respect of some of their social responsibilities and the importance of being a player within a team work, a skill that they can further witness when watching the day's game as free match tickets are provided by the Club for all participants. The Club also provided the funds to purchase a SweeperZone vehicle which continued to keep the streets around the area clean throughout each week.

The Club embarked on a successful partnership with Positive Futures promoting the Late Night League and Football Focus project. Once again the Club hosted a 'Young Persons of the Year Award', an evening that recognises the achievements of young people in the local area who have contributed to the welfare of others or their community. The Club's worldwide community is recognised by the deliverance of coaching sessions further a field in countries such as Germany, Northern Ireland and Sweden. In December 2005 the Club organised an all expenses paid trip for twenty young people from the Anfield area to go over to the USA as a prelude to a return visit by young inner city Americans to Liverpool during the summer of 2006.

Other projects undertaken by the Community department have been: -

- Signal Project – Provision of follow up classroom lessons for students in respect of Truth 4 Youth messages
- Big Sweep – A day of fun and games for youngsters collecting rubbish and tidying up a local park
- Kick it Kick off – A racism project incorporating football coaching sessions in partnership with Alsop school and Merseyside Police
- North Liverpool Cup – In partnership with Positive Futures providing a football tournament for teams from the local area
- Six-a-side Schools Tournament – In association with the FA Premier League
- Merseyfest – Coaching sessions in Speke, Garston and Toxteth
- 999 Cup – A football competition for representatives of the fire, police and ambulance services
- Dads 'n' Lads – Football fun and games for Fathers and their sons
- Hospital visits – The UEFA Champions League trophy was taken to every hospital bed in the City of Liverpool following our success in Istanbul
- Homeless – Gifts were distributed at Christmas to the Homeless Centre in Liverpool
- Postal Service – The UEFA Champions League trophy was taken to the Royal Mail head office in Liverpool
- Kits Abroad – Sets of old/unused/spare playing kit were distributed abroad in countries such as Albania, Chile, Kenya and Uganda

Liverpool Ladies Football Club currently has teams playing in the Northern Premiership, Northern Premiership Reserve League and two Under 16 sides competing in the Cheshire League. Their Centre of Excellence also operates teams at Under 10, Under 12, Under 14 and Under 16 age groups.

Disability in the Community ran six teams during the 2005/06 season, three of which were adult teams who all competed in the North West Ability Count League. The 'A' Band team were successful in winning the FA Regional Football Competition and also competed in the FA National Competition at the David Beckham Soccer Academy in London. The 'B' Band team added another title to the Anfield trophy cabinet by winning their division. The Junior Boys team were also successful in winning their league title. A wheelchair team is to be established for the 2006-07 season.

Eighteen special schools within Merseyside receive football coaching from Liverpool Football Club disability coaches every week.

Complimentary stadium tours were provided by the club for sixteen different disability school groups during the last twelve months. Furthermore at the Clubs Academy four football tournaments were organised throughout the year with all special schools in Merseyside invited to participate.

Reduc@te is the "Playing for Success" centre located behind the famous Kop Grandstand at Anfield. The centre which opened in July 2000 has delivered a diverse range of exciting educational opportunities for in excess of



twenty thousand school children during its six year existence. Reduc@te provides 'out of hours' learning programmes for local youngsters and has developed an extensive day time range of activities to help schools compliment their curriculum requirements. Whilst the 'out of hours' focus is on literacy, numeracy and ICT skills, daytime programmes range from 'Business Days' for Key Stage Four students to 'Spanish and French' tuition for Key Stage Two and Three pupils.

Reduc@te continues to develop and extend partnerships with the three local Universities in the City of Liverpool with students from these establishments working at the Centre with the children and in some cases completing course placements. All curriculum materials which are produced in Reduc@te on a daily basis are available for schools to download from the Reduc@te website which can be found within the official Club site at [www.liverpoolfc.tv](http://www.liverpoolfc.tv). During the last twelve months Reduc@te has developed its own television channel within its HOLA website which is produced in conjunction with leading Spanish club FC Barcelona. Following a number of visits to Anfield officials from FC Barcelona opened their own Study Centre at the Nou Camp last year, the design of which was based on the excellent facility at Anfield. The President of FC Barcelona, Juan Laporta invited the Reduc@te Centre Manager, Keith White across to Spain to attend the official opening of their new educational facility.

The Club also ran and/or assisted in the following projects: -

It's Never Too Late to Learn  
The Prince's Trust  
Premier Reading Stars

The Club developed Awareness Campaigns with the Fire Brigade & Police Force, along with devising our own programs delivering important messages about anti-social behaviour, violence, drugs and bullying, etc

Up to date details of Club's Community activities are published on the website at <http://www.liverpoolfc.tv/club/community.htm>. These are updated regularly by the Community Department.

#### NEW STADIUM

Whilst no date has been confirmed for when work can commence on the construction of the proposed new stadium, the Club continues to lead the New Anfield programme of regeneration activities in and around the current site. Projects surrounding the proposed new stadium include: -

- The completion in March 2006 of the Anfield Sports and Community Centre run by a social enterprise, a £1.9 million project supported through Liverpool City Council (Neighbourhood Renewal Fund) and through Liverpool Football Club (Barclays Spaces for Sport/Football Foundation)
- The design and tender for the restoration of Stanley Park and the Gladstone Conservatory including further development of the business model for the Conservatory
- Collaboration on health projects, including the Healthy Stadia programme
- Working with other organisations/groups on the development of social enterprises

#### PUBLIC RELATIONS/CHARITABLE CONTRIBUTIONS

In May 2006 Anfield played host to the Marina Dalglish Cancer Appeal Charity Match, with the vast majority of the players who played in the 1986 'Merseyside' FA Cup Final boldly taking to the pitch in front of almost 33,000 spectators. Sky television transmitted the game live helping to raise in excess of £300,000 towards the development of a new specialist Cancer Care Unit at the City's, Fazakerley Hospital. John Durnin's late goal ensured that 'The Reds' repeated their 1986 triumph over Everton. The Club was delighted to provide its facilities free of charge in support of the Appeal established by the wife of former Liverpool Player and Manager, Kenny Dalglish.

Following the success of the Football Aid event at Anfield in May 2005 permission was granted for the Club to hold two events at the end of the 2005/6 Season. Supporters were able to bid online to secure a position in one of the teams, fulfilling their dreams of playing at Anfield and raising in excess of £45,000 for charity. Former players acted as managers on the day, others making guest appearances on the pitch in as well as presenting the awards at the conclusion of this memorable event.

It is impossible to quantify the amount of funds raised by literally hundreds of charities throughout the United Kingdom and abroad when they raffle and/or auction autographed footballs, shirts and photographs donated by the Club. During the 2005/6 Season in excess of 2,500 autographed items were distributed to charities such as: -

Alder Hey Children's Hospital  
Barnardos  
Cancer Research  
Childline  
Claire House Children's Hospice  
Clatterbridge Hospital  
CLIC  
Dreams Come True  
Give a Child a Chance  
Great Ormond Street Hospital  
Macmillan Nurses  
Make a Wish Foundation  
Marie Curie  
Merseyside Police  
Multiple Sclerosis Society  
NSPCC  
Red Cross  
RNIB  
Round Table Organisations  
SCOPE  
Sports Aid  
Sport Relief  
Starlight Foundation  
Weston Spirit  
Willow Foundation  
Zoe's Place

In addition the Club provided charities, schools and local groups with over one thousand complimentary tickets for Stadium and Museum tours, helping to raise much needed funds for those organisations that are not so well known nationally.

The Public Relations department distributed thousands of 'goody packs' which included photographs, player pen pictures, programmes, weekly magazines and pens to thousands of individuals, schools and other deserving organisations.

Hundreds of pre-printed autographed wedding, birthday, get well soon and best wishes certificates were distributed to supporters, school children, hospitalised/sick children etc during last season with each one being personalised by staff from the Public Relations department.

As in previous close seasons the club has distributed redundant playing strips and training equipment to good causes around the globe. Shirts, shorts, socks, tee-shirts, tracksuits, bench coats and football boots are now being used or have been distributed by the following organisations:-

Across in Albania  
Africa Quest  
Army/Air Force Charities  
Balls for Butan  
Base 33  
FOMO Caring  
Habitat for Humanity  
Kit Aid  
Lisa May Foundation  
North Andaman Tsunami Relief  
Orphaned Children in Thailand  
Orphans in Malawi  
Widening Smiles  
Zion Christian Centre

Other donations have been made to individual churches and to VSO students.

The Club continues to support Alder Hey Children's Hospital in all its fundraising activities. The most significant contribution coming at Christmas when the First Team Squad visited every ward, distributing over three hundred presents to each and every child in December 2005. In addition the players were happy to sign autographs and have photographs taken with the patients.

The Club receives requests in abundance from supporters wishing to meet the Manager and Players at our Melwood training facilities. However as it is simply not possible to satisfy the demand, the Club gives priority to requests from adults and children with physical or mental disabilities and those who are sadly suffering from terminal illnesses. Whilst some visits are organised directly with family members the Club works closely with organisations such as Make a Wish Foundation, Share a Dream and the Willow Foundation. Over forty visits were arranged during the 2005/6 Season when family and friends were always welcome to attend as well.

The Premier League Reading Stars initiative was again supported by the Club during the year, with Stephen Warnock being selected as the Star Reader.

Working in partnership with Merseyside Police and the Liverpool Film Academy, the Club produced a twenty five minute drama about anti-social behaviour and street crime. The short film called 'Pez' was distributed on DVD to every secondary school in Merseyside along with a guide for teachers to help class discussions. Jamie Carragher helped to reinforce the messages which the film had to offer.

The regeneration programme is being taken forward as a partnership between Liverpool City Council and the local community and sits within a wider plan for new schools, a health centre and new/refurbished housing. The Club is continuing to work with local communities towards achieving a significant improvement in the quality of life in its neighbourhood.

## **COMMITMENTS FOR SEASON 2006/07**

### **Public Relations/Charitable Contributions**

We will endeavour to distribute even more items of football kit and equipment around the world during Season 2006/2007.

### **Club Customer Service**

Following a record number of visitors during the past twelve months the Club will consider a refurbishment of the Museum and Tour Centre. Such refurbishment to include new improved signage and a display to honour the achievements of the Club during the last two seasons following the appointment of Rafael Benitez as Manager.

### **Eliminating Racism**

We will aim to achieve the Intermediate Level of the Racial Equality Standard for Professional Football Clubs.

### **Touting**

We will endeavour to reduce further the avenues through which tickets are being supplied to the touting market.