



Project YNWA – OLSC Call

Date and time

Friday 11th June 2021 at 10am and 4pm BST

LFC Representatives

Jane Phillipson

Sophie Coan

Drew Crisp

Jo Kirkham

Tony Barrett

Louise Howard

Attendees on AM BST call

Representatives from 15 OLSCs

Attendees on PM BST call

Representatives from 34 OLSCs

Objectives and introduction

- To connect with Official LFC Supporters Clubs during the COVID-19 Pandemic
- To harness the OLSC network for fans to come together during the pandemic to tackle social isolation
- To gather ideas from OLSC representatives from their own community experience and actions
- To find more ways to connect digitally during a physical lockdown
- To make OLSC virtual hangouts BAU

Updates provided by OLSC Team during both calls

- Reminder of call etiquette and how the Q+A will work

- OLSC Policy 21/22 will be sent out in the coming weeks. Keep an eye on the Extranet for it.
- Please check Extranet Alerts re: Alert sent regarding the Charity Walk taking place on June 19th to raise funds for the COVID crisis in Mumbai. Jane and Sophie will be taking part and would love as many OLSCs as possible to get involved and join them for one mile, they will connect virtually with them. If anyone is interested please message Sophie on the Extranet. If unable to join the walk, please share on Social Media platforms to get as much support as possible.

Jane welcomed everyone to the hangout and thanked them for joining. She advised that Drew Crisp, Jo Kirkham and Tony Barrett were on the call, a bit of a follow up from last time to answer any questions that weren't answered last time and to also take any follow up questions. Jane passed over to Drew for the introduction and then to start the Q&A

Drew welcomed everyone and reiterated his commitment to having more of these hangouts and being on them to answer any questions. Continuing to progress with things discussed on last call but obviously there are some things that haven't got to a conclusion yet. No immediate business updates, keen to hear from the OLSCs and any questions they have.

Q&As – AM Session

Representative: Benny – OLSC Brighton & Sussex

Question: Following the last meeting, what is the latest thinking with regards to the points we have raised in our joint communications and in the previous meeting? More aware of Supporters board and how Spirit of Shankly will have most of the seats on that board. Is it possible that OLSCs will have some seats also?

Answer: Tony advised we are in a period of prolonged and varied consultation. Still an incredible amount of work to be done. The most pressing thing at present in terms of time sensitivity – working with the Supporters Trust on the Fan Led review, which is a Government Fan Led review. There have been numerous discussions with the supporters trust to find out where we are aligned, where our differences are, what they are and how we then present them to the Fan Led Review. The agreement is that there will be seats on the Supporters board for groups that are not Supporters Trust or Spirit of Shankly so that they are represented.

Jo added that she and Tony have put together a programme of work up that will take us up to the beginning of September that will iron out all of the details on this. The ultimate aim is to achieve something that is leading in football regarding the way we engage across the whole supporter base. This is very much a work in progress, we are moving towards a solution but the worst thing we could do is rush it. A lot of discussions to be had with as many people as possible over approximately the next 8 weeks. Tony added there is also interest in this model from other Clubs and there is a lot of positivity about it. At some point there will be solicitors and legal documents involved so it is important to be as thorough as possible and get everything right.

Benny asked if Tony was open to receiving a proposal from the OLSCs re: how they would like to create some structure and feed in from the international network.

Both Tony and Jo said absolutely, OLSC contribution can only help. Drew added we have taken all of the OLSCs points on board. We will take the right amount of time over the consultation process to ensure we structure and set it up properly. Open to OLSCs providing their thoughts and views.

Representative: Amy Kate Sokoll – OLSC Carlsbad

Question: Drew, Tony, Jo – Can you just give everyone a reminder of what your role is and how that works with the OLSCs?

Answer: Drew – Accountable Exec for the digital part of our business. Works and reports to Billy Hogan. Jane falls into Drew's remit. He is responsible for ensuring that we engage as we should with the OLSCs and that we support and work together with the OLSCs. He is responsible for making sure we have the right agreements, relationships and engagements with the OLSCs.

Jo – VP for Fan Experience – In part providing frontline service for everything except ticketing. Jo's team look after general Fan Experience enquiries, Retail, Museum & Tour enquiries etc. The Supporter Liaison Officer reports into Jo. Fan Experience handle all complaint management for Club. Jo has a broader remit to look at end to end fan experience across the club and how the other departments come together for the individual fan. One of the reasons working with Tony on the Supporters board to establish how to engage with fans at the right time and place.

Tony - Head of Engagement – work with supporters at various levels on various key issues. Not necessarily a match day role. Work with the players to help their engagement with supporters whether it be in person or virtually. Work with local and national politicians. Main point of the job to ensure that the Club speak with as many people as possible, as often as possible and as effectively as possible.

Drew added that what the OLSCs have as in terms of people on this call is access to all the right people for all of the avenues that they as the OLSCs talk to us as the Club. Jane and Sophie will continue to be their points of contact on a day-to-day basis.

Representative: Matt Selby - OLSC Adelaide

Question: Can we have more working groups between us and OLSC admin, regarding things like digital membership cards? I am looking to do them for my branch, but if the club are looking to do them, can we collaborate?

Answer: Absolutely, yes. We are looking to evolve the existing Membership model, LFC Membership and scheme into a far richer digital rewards model so that we can start to engage more fans on a global basis and give back to more fans. A key part of that is making sure that fans have a digital membership. We would love to talk to you about what that would look like. We are building this right now and will be looking for input and feedback. The more input and feedback and engagement we get the better.

Representative: Nabs Al Busaidi – OLSC Oman

Question: We have about 600 Members and have been creating plastic Membership Cards every year getting photos and names and sticking them on as well as the OLSC Logo. That gives everyone a sense of belonging even if they don't purchase LFC Membership. We were looking at creating a digital Membership Card so that we didn't have to produce plastic ones each season. We were initially going to do something that the member would have on their smart phone i.e. QR code and LFC could access the information even if the Members did not have LFC Membership. They were going to do this on their own but if there was a way to work with LFC so that all OLSCs could do this.

Answer: Drew advised that the rewards model that is being built will show what OLSC the Member is from and as it evolves will hopefully have features where you can share location, activities etc and provide a more interactive and immediate means to communicate. Drew advised not to go ahead and build their own model, wait until the LFC model is shared and then provide feedback.

Representative: Amy Kate Sokoll - OLSC Carlsbad

Question: How far along are we on creating the supporters board?

Answer: Jo Advised that we are working with the supporters trust. We are aiming to do a workshop every other week between now and the end of August which will go through all of the things we need to resolve line by line and within that there will be some work to be done internally and externally. We are committed to getting this right. Ideally we wanted to have this in place by the beginning of the season however it may need to go a few weeks beyond this to make sure that it is done properly. As we move through the process informal updates will be provided. Once agreed we then have to go through the Legals. The principles and structure will be in place by the start of the season or a little after that.

Representative: Benny Dew – OLSC Brighton & Sussex

Question: If the collective group want to contact other OLSCs – is there a group list available for OLSCs to contact other OLSCs.

Answer: Jane advised that we could send an alert on behalf of the collective group to the OLSCs. If you want to contact just one OLSC this option is available on the Extranet.

Question: Are you able to tell us who currently sits on the Executive Committee and the Business of Football Committee?

Answer: Drew and Tony advised – There are shareholder meetings in the sense of broader FSG and with all of the entities that sit under the FSG umbrella. Our directors sit on that board and that is Billy Hogan, Andy Hughes and Kenny Dalglish. There are also 4 from FSG. Exec Committee – Looks after the Club operationally – Billy Hogan, Andy Hughes, Drew Crisp, Susan Black, Matt Scammall, Mike Cox, Lynne Stockton Howard and Jonathan Bamber. Business of Football is the business – John W Henry, Tom Werner, Mike Egan and Mike Gordon.

Representative: Mitesh Chavda – OLSC Kenya

Question: Not sure this question is relevant here, but in previous seasons, for members of OLSC to get ticket allocation, will the club look into giving any sort of discount on Full/LIGHT

Membership, simply because of the pandemic and the uncertainty of when Anfield will allow full capacity of fans?

Answer: Drew advised that Membership is now on sale for the 21/22 season and Full Membership has been discounted. We still do not know due to COVID when we will be at full capacity for fans attending Anfield. Cannot provide any more information at present.

Representative: Andrew McGoff – OLSC Wellington

Question: Will the minimum requirements of official members for OLSCs be relaxed this season? Some members reluctant to renew as won't be able to travel to Anfield in the near future and don't see the benefit of renewing.

Answer: Jane said no change at present OLSCs still need have at least 50 registered members, 15 of which needs to be LFC Members. We will be pulling some reporting on this. In light of the pandemic, we won't take a harsh line on this but ticketing is not the only benefit of Membership, we can run a session on this to advise on other benefits. That is the key message to pass on to OLSC members.

Q&As – PM Session

Representative: Roy Yates – OLSC Florida

Question: Is there still a Committee for Women, Disabled, LGBTQ etc

Answer: Tony advised that it was disbanded in 2017. There were a lot of parts of it not as effective as it needed to be. There were some important issues that were unable to be discussed because of the structure. The Club got consultants in who advocated for a new structure to be built around forums rather than a committee. The forums would allow the focus to be on those issues. The Forums were effective in some ways and probably less effective in others. Now they are looking towards a board structure with the board being enshrined into the articles of association with forums to continue underneath that. The idea will be that it'll be a hybrid which will hopefully lead to the best of both worlds. Tony explained how his role fits in to this and how it's important for the club to listen to many voices. There will be strategic involvement at board level where strategic issues will be discussed with the more day to day issues belonging in the forums. One of the ideas of the committee was that there would be representation and that it was representative and there will be that similarity with the supporters board that is being set up now. Tony and Drew then reiterated the same information given in the morning call regarding roles of guests and structure of board.

Question: Can you just give everyone a reminder of what your role is day to day?

Answer: Same Answer as to Amy Kate in AM call.

Representative: Jackie Willcox – OLSC Madrid

Question: Appreciate there was a conversation this am about creation of an operational committee with the OLSCs - could you give a summary of your feedback?

Answer: Drew advised that the nature of the conversation during the AM call was how do we help and how do we look at the OLSCs engagement into the formal supporters board. The question was asked would we be open to a suggestion/recommendation from the OLSCs in terms of how you feel all of the OLSCs could be represented as a forum, as a group through a number of individuals that would be a part of that supporters board. The answer to that was yes we would be delighted to have that proposal that we can then take into all other conversations around the supporters board and what it looks like. The other critical part of the conversation this morning was to stress the purpose of the supporters board is to have a representation of the global fan community and there is an opportunity for OLSCs in different forms and guises to come and sit on that board. Exactly what the board is going to look like and what its terms are and membership is, the details are all still being worked on and that is what Tony and Jo are working on and spearheading on behalf of the Club. Jo recognised the established dialogue with the OLSC team and how OLSCs can connect more with each other and the team will look to enhance. They will draw from proposals, suggestions etc when working on what the model for the supporters board will look like. Drew advised that the way the OLSC network communicate with the Club on a daily basis will continue the way it is, we will continue to have hangouts etc as it is a great place for us to have this dialogue. In addition to that and in the formal way it will be constructed is the supporters board. The details are being worked on as to what that will look like and who sits on it and proposals that the OLSCs want a formal representation on it will be taken on board. Drew reiterated that the supporters board will be in addition to the OLSC network which is hugely important to the Club.

Lee from Glasgow joined the conversation asking in terms of structure, what model should the OLSC Network be following? Should we be liaising with Drew/Jo/Tony... Jane/Sophie... straight to SoS... Do it ourselves? They don't want the OLSCs to be left behind and want to make sure that the OLSCs have a voice on the supporters board and on future decisions that are made.

Tony said it was a very important question and that at present what we have is an agreement in principle that the Club will set up a supporters board. The details of this is being working on as to what it will look like, what the consultation process will look like and who will take part etc. It is what we are working towards. Drew advised for now for the OLSCs to go through Jane.

Representative: Mitesh Chavda - OLSC Kenya

Question: Once the supporters board is set up, what's the plan to work more with OLSCs and ensure both parties benefit to the max?

Answer: Drew said that in terms of the way we currently engage with OLSCs, he doesn't see this changing unless there was a reason for it to. The supporters board is an additive element of engagement with the fanbase. We want to continue to work with the OLSCs as we already do and engage more across a number of topics with OLSCs involvement and feedback as the OLSCs are a pivotal voice of the fans. The supporters board will be an

additive and formal means through which fans are consulted but our engagement with OLSCs in the current format should continue and continue to flourish.

Representative: Amy Kate Sokoll - OLSC Carlsbad

Question: I would like to know how our members can get more fan engagement with you. Any examples?

Answer: Tony advised that it's done via structured dialogue. All PL clubs have similar setups in keeping with the league's own guidance. In our case we use a forum structure but there are changes on the way. There will be opportunities for anyone to get involved if they wish to.

Drew said that we have numerous fan forums that we use from a research perspective where we will ask fans opinions on a particular topic or subject and that has informed our rewards programme a lot. This work is typically done by a network of people who work in the research area. Drew will ask Brian Denny who runs our research team to share with everybody and the OLSCs how that fan forum network works and how people can become a part of it. Drew will work with Jane to see how we can engage our OLSCs and the broader fan base from our rewards programme.

Amy mentioned that the 'Your Voice' form of providing feedback was not accessible recently. Tony and Drew advised this will be looked at and Tony said that this method of providing feedback provides him with a lot of very useful information. They also apologised that Amy and other Members had experienced this issue.

Representative: Camelia Abdennbi - OLSC France

Question: I would like to understand what we are allowed to communicate to our members? Camelia said that there is a level of fear with her members regarding what they can post on social media or not.

Answer: Drew said it is a difficult balance. Social Media on one hand is amazing as it enables us to connect in ways that previously we couldn't have imagined. Equally there is a danger as there are people out there who abuse it and therefore the guard rails have gone up. Camelia used the promotion of George Sephton's book as an example where there was some confusion.

Sophie advised that when we advise on anything like this, we will have checked with Legal regarding it. On that occasion we advised that it was fine to retweet the information as this was more a show of support rather than a direct promotion by using some of George's assets. It is the same with LFCs content. We would never ask OLSCs to post something unless we had provided them with the assets. Sophie advised that the policy is rigid but it is rigid for a reason because we need to have the rules in place. Sometimes things have to be looked at on an individual basis. It is always possible to review things and if unsure of anything just drop us a message on the Extranet. We don't want anyone to be in fear of the Club, if unsure of anything please just ask.

Drew said that he will look at this with Jane, Sophie and the Social Media Team to see what they can take out of what's legally in the wording and see how we can put that in to the

operational context. Camelia mentioned that there is a huge demand for a French Social Media page. Drew said again this is something that can be looked at.

Representative: Roy Yates - OLSC Florida

Question: From a Clubs perspective we understand why it is important to grow the number of OLSC's globally, however it is a concern within the existing OLSC's that the number of tickets in the pot will be reduced, is this a realistic concern?

Answer: Drew said it is a fair question he will need to take it away to look in to as he does not know the answer at present.

Representative: Jackie Willcox - OLSC Madrid

Question: If there is time....based on this feedback, and also the feedback you get from the annual survey - what would be the one thing you think is a priority for change?

Answer: Drew said that if he looks at what we are trying to do as a Club from a digital perspective, he thinks the biggest thing is how do we connect more with our OLSCs with our Digital Product development and how do we get their input. How do we also use those products as the channels for OLSCs to communicate amongst themselves and also share the great things that they are doing. There is a huge amount of things that the OLSCs do that is phenomenal and our opportunity to engage on that on a regular basis and that dialogue is one of the most important things we should do with the OLSCs moving forward.

Representative: Camelia Abdennbi – OLSC France

Question: On the digital part, we would like to have an app developed for the OLSC. Is it something the club could support with?

Answer: Drew said that this is fundamentally one element of the rewards programme that we are trying to do. What we said on the call in the morning was that we would share our plans with the OSLCs in the coming weeks and get their feedback and input on how it would work for them.

Jane/Sophie thanked everyone for joining at the end of each call and reminded everyone about the charity walk and encouraged as many as possible to join Jane and Sophie for a mile. Drew also encouraged everyone to join the charity walk for a mile to help the COVID Crisis in Mumbai. It is so important and such a great cause.