



April 19th 2013

Ian Ayre
Managing Director
Liverpool Football Club
Anfield Road
Liverpool
L4 0TH

Dear Ian

An Open Letter From Liverpool Supporters' Union

As the minutes of our recent meeting showed, following a full and frank discussion, for which we are grateful to Phil Dutton and yourself for engaging with us in, we failed to find common ground on the issue of home Premier League ticket prices for the 2013/14 season. Liverpool Supporters' Union remains of the view that the price rises will bring unnecessary hardship to supporters and are unwarranted in terms of the additional income that will be generated by the club. We also stand by our opinion that Anfield, as it is currently configured, is not suited to the tiered pricing structure that is being introduced.

However, and we believe that the minutes did not truly reflect this, we did find areas of agreement when discussing the bigger picture of rising prices across the Premier League. As you know, the Union is supportive of your opinion that the issue of high ticket prices is one that can best be dealt with by the Premier League, and its member clubs, as a whole. While we are very disappointed that you are unable to accept our offer of working in co-operation with the Union, bringing together your work with other clubs and our association with national supporters' organisations and fans' groups from other clubs, we are hopeful that you will fully inform and involve supporters through the Supporters' Committee.

As you know, Supporters Direct submitted a letter to the last meeting of the Premier League clubs on April 11th. The Union was a signatory to that letter and forwarded a copy to yourself prior to the meeting. The letter brought together supporters' trusts, of which the Union is one, from many Premier League clubs and this is something we intend to build upon. Supporters' organisations from across the country will be uniting to demand change at Premier League level.

Since it supports your view that the issue of ticket prices is best dealt with at Premier League level, we hope that Liverpool Football Club will support the national supporters' campaign, building upon the common ground that our meeting did reveal. We look forward to hearing the outcome of the next Supporters' Committee meeting, including proposals for how you think that Liverpool supporters' concerns over high ticket prices can be most effectively raised at Premier League level.

As always, we remain available to talk and, when you feel it is appropriate, assist.

Best Wishes

James McKenna
Chair
Liverpool Supporters' Union