



Spirit of Shankly

**The recognised Supporters Trust
of Liverpool FC**

**Presentation to
SOS Members**

May 2021

1. Spirit of Shankly: Established 2008

Established in 2008, Spirit of Shankly exist to represent the views of our members and by extension all supporters of LFC

- We have proved, and continue to do so, that if we as supporters stand together and speak with one voice we can make a genuine difference to our football club, the city of Liverpool and the wider footballing world.
- Our reputation is strong and our voice is listened to and heard.

Spirit of Shankly are the recognised Supporters Trust for LFC

- A supporters trust is a formal, democratic and not-for-profit organisation of fans that attempts to strengthen the influence of supporters over the running of the football club they support. As the recognised supporters trust of LFC, our primary purpose is to strengthen the influence of supporters (1) in the running of LFC and (2) be actively involved in the wider community.
- We are recognised by LFC, the DCMS (Department for Digital, Culture, Media & Sport), and the FSA (Football Supporters Association) for these purposes.



2. Our Aims

Spirit of Shankly are an organisation that have the best interests of the fans at heart

We want it recognised that there are a number of rules or behaviours that should be observed by ourselves and LFC as a whole. We also believe there are issues that we, as a group, want to see resolved or at least improved for the benefit of us all.

Constant Aims

- To represent the best interests of our members and by extension the best interests of the supporters of LFC on both a local and international level.
- To hold whoever owns the football club to account.



2. Our Aims

Short-Term Aims

- To institute a functioning structure for Spirit Of Shankly.
- To create long lasting relationships with all aspects of LFC's supporting community.
- To improve the quality of service for LFC supporters.
- To improve the standard and value of travel arrangements for LFC supporters.

Medium-Term Aims

- To work with any relevant agencies to improve the area of Anfield.
- To build links with grassroots supporter groups both home and abroad.

Long-Term Aim

- To bring about supporter representation at boardroom level.

Ultimate Aim

- Supporter ownership of Liverpool Football Club.



3. Communication

Spirit of Shankly communicate with members, the wider LFC fan base and other interested parties via our website, through social media and email

All communications are the responsibility of our comms sub-committee after input and counsel from the Management Committee and, as and when required, other interested parties. This ensures a consistent and measured approach.

We currently have 157,200 twitter followers, 124,500 Facebook likes and 5,995 Instagram followers. Our followers and web visitors are from a broad cross section of LFC's worldwide fan base.

Whenever possible we reproduce statements direct to social media ensuring the wider fan base can provide input and feedback on our position. We do not click bait or attempt to drive traffic to our website.

Members receive regular email communications including the opportunity to vote on issues.



3. Communication

Following the European Super League announcement and Spirit of Shankly's subsequent discussions with LFC, we have updated our members and followers in a number of ways

Between Sunday 18 April and Thursday 20 May we released 18 key messages covering the issue and developments.

Social Media

- Twitter: 11.626m impressions and 887k total engagements.
- Facebook: 549k reach with 46.7k engagements.
- A total 12.175m impressions and 934,240 engagements.

Website

- 64k web visits from 50.5k unique users.
- 85.8% of the unique users were first-time visitors to the site meaning we are hitting new audiences all of the time.
- The visits spanned 160 countries and 4,153 different cities and towns worldwide.

Emails to Membership

- We have sent six emails to members, including a members survey on the next steps, with an average open rate of 74%.



4. Our Affiliates

Spirit of Shankly work regularly with other LFC representative groups

- Our affiliates are currently but not limited to:
- Liverpool Disabled Supporters Association, Spion Kop 1906, Kop Outs, Liverpool Women Supporters Club and the Merseyside Branch of the Official Liverpool Supporters Club. They too have thousands of worldwide associates and followers.
- Together we have active engagement with C500,000 supporters worldwide.



Disabled
Supporters
Association



5. LFC Accountability

Our constant aim is to hold the owners of LFC to account and best represent the views of our members and LFC supporters

- Over the past two years, we have successfully reversed decisions by LFC that would have damaged the reputation of our club with their supporters, partners, staff, investors and the city.
 - Trademarking the name of Liverpool, the city.
 - Furloughing their staff.
 - Joining the ESL.
- Our approach is always measured and balanced against the issues that arise.



6. Community Initiatives

Spirit of Shankly are actively involved in a wide range of initiatives relating to LFC and our wider community including supporting former players, supporters and residents of the city

Former Players

- We have funds set aside for former players (especially but not exclusively those from the Shankly era) to assist during times of hardship or illness. Examples include contributing to residential care costs, house refurbishment and medical bills.

Mental health

- We work to raise issues of mental ill health and suicide among our fan base. We have collaborated with LFCTV and the LFC Foundation, and have co-hosted events to assist more than 300 people.
- We actively partner with James' Place and Paul's Place to ensure people get the social, psychological and clinical support they need. We have also partnered with Notre Dame High School and part-funded a sensory room to help their pupils, but also to make it accessible for the local community and supporters on matchdays.



6. Community Initiatives

Fans Supporting Foodbanks

- For the wider community, SOS are actively involved with Fans Supporting Foodbanks that has now spread across the country.

Food Pantry in Toxteth

- We have recently launched and will fully fund for at least the following three years a food pantry in Liverpool 8. This will help more than 150 families (approximately 450 - 600 individuals) every week put food on their tables at an affordable price and in a dignified way.

PPV Campaign

- Our leadership in the PPV campaign resulted in raising more than £250,000 locally and over £500,000 nationwide to help those in need.

Help Is Here: Covid-19 response

- In addition, since the start of the COVID-19 crisis, we have funded and provided more than 5,000 bags of food and essentials to vulnerable people across the city, and continue to help on a weekly basis.



6. Community Initiatives

Merseyside Hub PPE

- We played a major part in the production of PPE, contributing funds and assistance. In partnership with the Merseyside PPE hub we were able to distribute
 - 48,000+ visors
 - 37,000+ masks
 - 30,000+ pairs of gloves
 - 23,000+ aprons
 - 4,000+ ear savers

More Than A Stadium

- We are strategic partners in the More Than a Stadium campaign and are actively involved in Anfield Regeneration projects both close to the ground and the wider L4 community. Our next projects will be focused on the L4 area.



6. Community Initiatives

Spirit of Shankly support people and initiatives outside of the Liverpool area

Sean Cox

- Following the shocking unprovoked attack against Sean Cox before the Champions League semi-final against Roma in 2018, we were instrumental in setting up the collection at Anfield to raise funds to help his rehabilitation.
- As fellow supporters, we wanted to show the Cox family they were not alone as Sean faced a long, expensive road to recovery. Sean's brothers Martin and Peter visited the city and SOS remain in regular contact with Sean and his family.

Glenbuck restoration village and Spirit of Shankly Cup

- To commemorate this event and the 60th anniversary of Shankly joining LFC, SOS and East Ayrshire Council were thrilled to announce the launch of the Spirit of Shankly Cup.
- The Shankly Cup is a juniors tournament that will bring together eight teams, four from Liverpool, four from East Ayrshire, where Shankly was born in the mining village Glenbuck in 1913.
- The inaugural event is likely to be played in 2022.



7. We asked for ...

1. Two SOS representatives at Board level.
 - Not tokenism
 - With a golden share or veto
2. A recognition agreement for SOS with LFC.
3. Collaboration between FSG / LFC and SOS to lead the reform agenda as part of the national fan-led review, to work collectively and collaboratively where possible and develop working models etc.
4. Commitment from FSG to fund all costs associated with the ESL.



8. We got ...

1. A new engagement structure including access to the board of FSG and LFC.
2. The right of consultation enshrined in the club's articles of association. LFC will formally and contractually recognise SOS as the body responsible for supporter consultation.
3. Confirmation that LFC and SOS will work collaboratively on the national fan-led review.
4. Confirmation that FSG will meet all costs, including fines, associated with joining and withdrawing from the ESL.



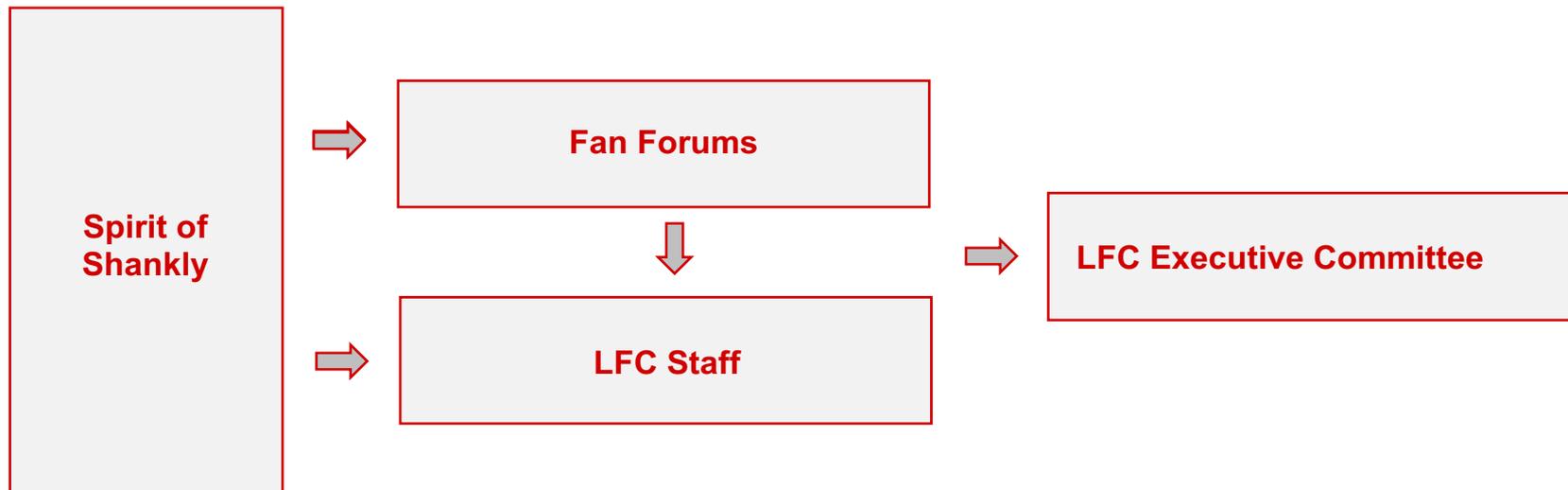
9. Is this better than our requests?

What does this mean and is it better than our requests? The short answer is yes

- We believe board representation is better than board membership as it:
 - Reduces risk to individuals
 - Increases our influence while maintaining our independence
- Supporter consultation being written into the Articles of Association means:
 - Legal duty to consult with us
 - Early notice of decisions being considered and the potential to stop them
 - Future proofing of SOS status should there be a change of ownership
- Engagement with SOS is contractual and not simply an agreement.
- The two other requests were met in full.

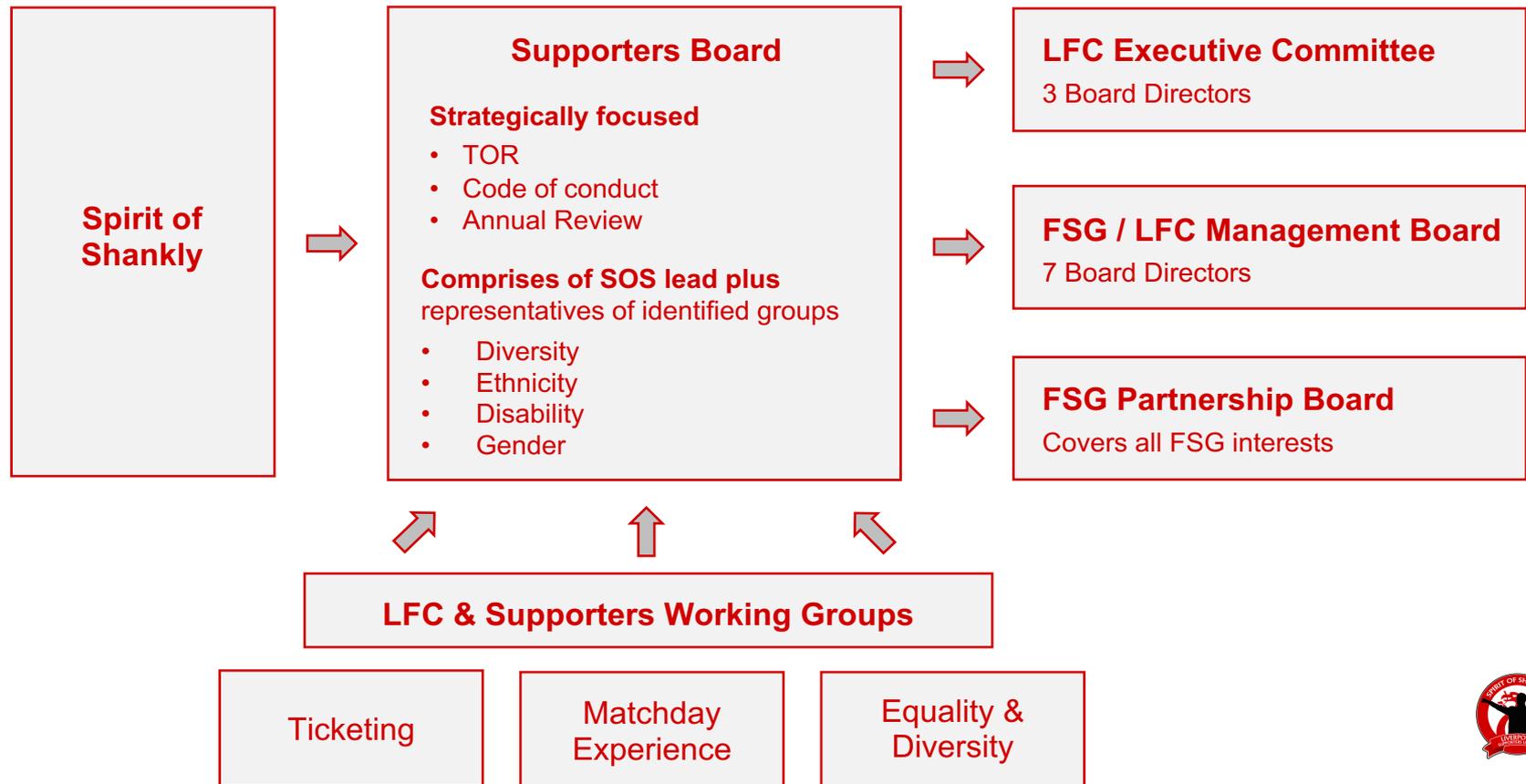


10. Current engagement model



10. Proposed model

Greater influence, strong independence



11. What is our recommendation?

- To agree the principles of agreement with LFC as described, and to work with them on details necessary to meet those principles ahead of the start of the 2021/22 Season.





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