



# **Spirit of Shankly**

**The recognised Supporters Trust  
of Liverpool FC**

**SOS AGM Part Two:  
AGM Motions 2021**

**November 2021**

# AGM Motions: Committee

## Motion 1 – Management Committee

- That the AGM ratify the appointment of the following to the SOS Management Committee, following the membership votes.
  - Joe Blott
  - Roy Bentham
  - Anna Burgess
  - Ian Byrne
  - Melissa Fallon
  - Peter Hooton
  - Mark Johnson
  - Steph Jones
  - Paul Khan
  - Stephen Monaghan
  - Chris Owen
  - Mohan Singh Randhawa
  - Lucy Rimmer
  - Phil Rowan
  - Graham Smith

## Motion 2 – Recording of Thanks

- That the AGM acknowledge the service and time given by the following on the SOS Management Committee and record a message of thanks from this meeting
  - Goronwy Brookes
  - Keith Culvin
  - John Nicolson
  - John Parry



# AGM Motions: Accounts & Auditing

## Motion 3 – Annual Accounts

- That the Annual Accounts placed before the AGM are approved.

## Motion 4 – Auditing

- That pursuant to Rule 60, and upon the Treasurer certifying that the Union falls below the statutory audit-exemption rules, no audit is required of the Union's accounts that have been placed before the AGM.



# AGM Motions: Engaging with LFC

## Government Fan Led Review - Summary of the final report's recommendations:

- **Governance:** An independent regulator for football (IREF) which has the necessary investigative and enforcement powers is needed to prevent the recurrence of such developments as the ESL.
- **Finance:** Football's model is unsustainable with too many clubs making losses. Pre-emptive action is needed and a regulator will impose stronger financial controls.
- **Engagement:** Proposals to embed democratic supporter organisations and engagement within the heart of domestic football.
- **Heritage:** Football stadiums, club badges, location, colours and competitions all deserve special protections. Fans to have a veto on these assets at every club via a "golden share" which is held by a democratic, legally-constituted fan group. These protections confer many benefits of ownership without supporter groups being required to raise capital.
- **Reform:** Half of the FA Board should be made up of independent non-executive directors, to reduce elite club influence. The FLR also recommends reform of the FA Council.
- **Distribution:** The removal of restrictions on FA spending meaning more money redirected towards grassroots, non-league and women's football.



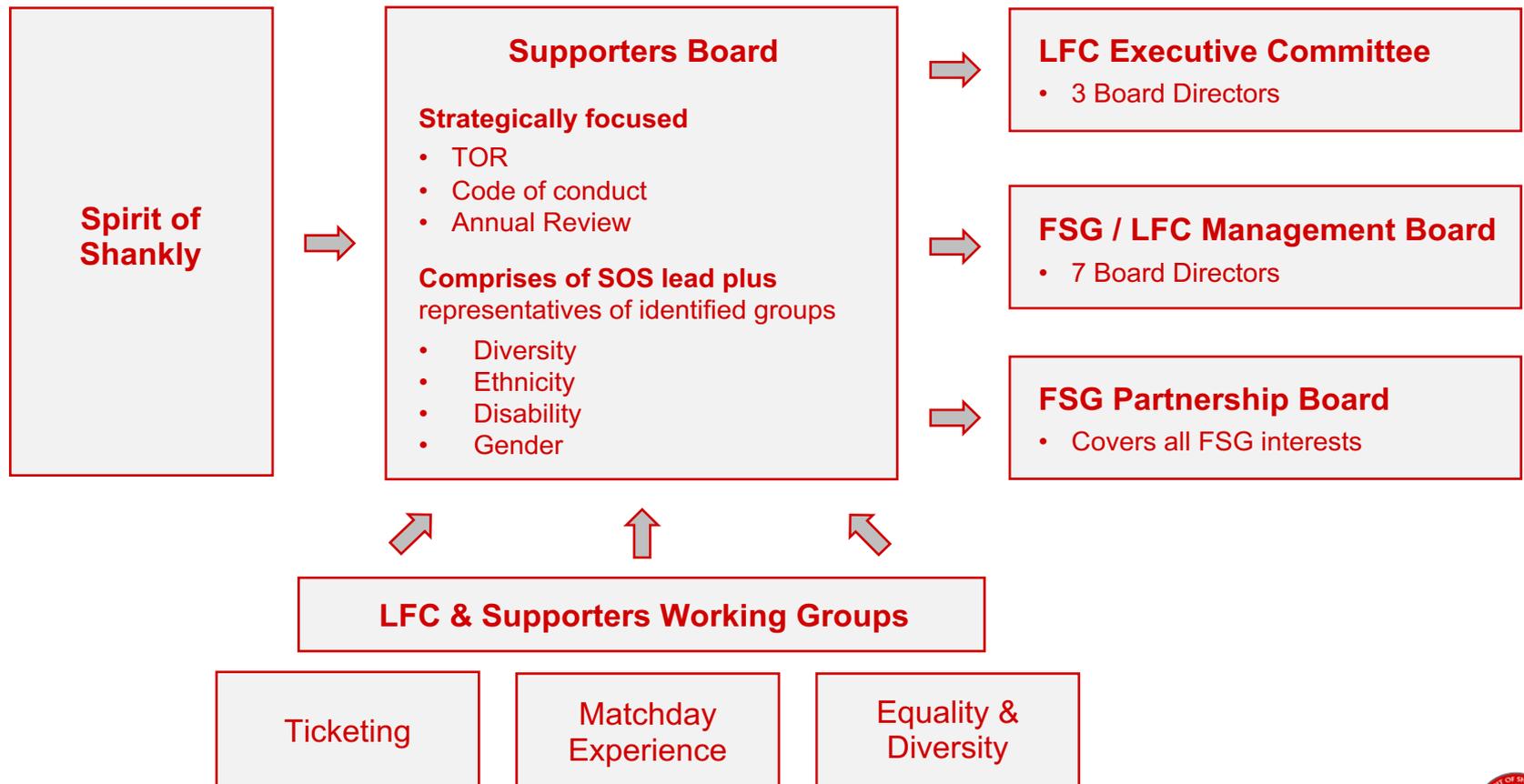
# AGM Motions: Engaging with LFC

## Motion 5 – New Engagement Process with LFC

- Since the collapse of the European Super League proposals in April 2021, SOS have been in negotiations with LFC about creating a new model for fan engagement.
- The model has been set out in this meeting, and trailed in part one of this AGM.
- The Management Committee recommend the agreement of this new model.



# AGM Motions: Engaging with LFC



# AGM Motions: Engaging with LFC

Liverpool Football Club & Athletic Grounds Limited (“**LFC**”) and The Liverpool Supporters Union Limited (trading as “Spirit of Shankly” or “SOS”) (“**SOS**”) have agreed to enter into a formal contract in order to formalise:

- a) How LFC will interact with SOS
  - b) Certain matters in relation to a newly constituted Supporters Board (“**SB**”)
- SOS will create a newly constituted SB which will include a maximum of 16 members, 10 of which will be SOS representatives. Members to be agreed between SOS and LFC.
  - It has been agreed that the members must reflect a true representation of the full spectrum of the LFC fan base and reflect the diversity of the LFC fan base (for example, including members who can provide an informed view on issues relating to LGBT+, gender, disability and ethnicity, local, national and international supporters, faith and culture).
  - The SB will have a Chairman and a Vice Chairman elected by all members of the SB.



# AGM Motions: Engaging with LFC

- The SB will adopt a Terms of Reference and a Code of Conduct in a form approved by SOS and LFC. Each SB member will, as a condition of being an SB member, be required to sign and accept the Terms of Reference and Code of Conduct.
- The purpose and objective of the SB is to represent the strategic interests of LFC supporters by acting as the appropriate forum through which LFC supporters may make and direct representations to LFC in relation to various supporter related issues. It is agreed that SB shall have no power to direct LFC and/or its officers to do, or refrain from doing, any act and may not bind LFC in any way.
- In relation to an agreed list of topics/issues (set out below) the way in which LFC will work with SB will fall into three parts consisting of:
  - a) Consent
  - b) Consult
  - c) Inform and engage.



# AGM Motions: Engaging with LFC

## Fan Consent

- 'Fan Consent' shall be a poll vote of LFC fans conducted and verified by a jointly appointed independent third party with the requisite experience and expertise. The identity of the independent third party and the exact make-up of the constituency of LFC fans that shall be entitled to vote will be determined by an agreement between LFC and SOS at the time the vote is required, taking into consideration the nature of the topic that shall be voted upon. Items which will require fan consent are:
  - A permanent move away from Anfield stadium as home venue for LFC's representative first team home fixtures or a permanent proposed groundshare at Anfield.
  - LFC men's and women's first team permanently participating in an alternative breakaway domestic league or European football competition **provided that** fan consent shall not be required for and should not inhibit or restrict any revision(s) to existing competitions of which LFC is currently participating member.



# AGM Motions: Engaging with LFC

## Consult

- LFC will consult with the SB on the issues set out below. ‘Consult’ means that LFC will have a meaningful discussion with the SB in relation to these issues, debate and consider SB’s views but they are not subject to consent and LFC retains absolute and final discretion over the determination of any of these issues:
  - Significant change to LFC crest.
  - Significant change to matchday arrangements (minor changes to be discussed at fan forums).
  - Significant change to ticketing/memberships.
  - Premier League fixture being played away from Anfield (unless dictated by factors outside LFC’s control, for example COVID requirements).
  - Stadium issues/plans that would have a significant impact on supporters, for example, rail seating and stand redevelopment.
  - Significant changes to LFC’s women’s team.



# AGM Motions: Legal wording

## Engage

- LFC will engage with SB on the issues set out below. 'Engage' means that LFC will inform SB of these issues at such time as LFC deems appropriate but they are not subject to debate and LFC's only obligation is to inform SB of these issues prior to their implementation.
  - Annual accounts and other relevant financial background discussion.
  - Update on financial situation if material issue occurs.
  - Kit design.
  - Sponsorship principles/core values (i.e. levels of DD LFC undertakes when choosing sponsors).
  - Routine fan facing ticketing and membership issues.

The above is a high-level overview of the principles which SOS and LFC have agreed upon and shall be contingent on and subject to both SOS and LFC entering into a formal legal contract.



# AGM Motions: Inclusivity (1)

## Motion 6 – Inclusivity (1)

- Rainbow Laces Day is Wednesday 8 December 2021, but today marks the LFC matchday closest to it.
- The Union stands against homophobia, biphobia and transphobia at all times, in football and outside football.
- As Liverpool fans, but more importantly citizens, we are proud of the response from the people of Liverpool – to be open and welcoming, not ignorant and insular.
- We have seen the positive work done with all in our community. This should be the message from football: bringing together all, regardless of gender, race or religion.
- We must stand against anyone who wishes to divide fans on race, religion, gender, sexuality or any other reason.
- We acknowledge the great work done by individuals and organisations in and out of football such as Stonewall, the FSA, our own club captain Jordan Henderson, Kop Outs and other football club-based LGBT+ groups.
- We stand in solidarity with these groups and will work with them to educate and support, and ensure football is a sport for everyone.



# AGM Motions: Inclusivity (2)

## Motion 7 – Inclusivity (2)

- Around a third of disabled supporters say they have been put off going to the match according to a new national survey of disabled fans and the results show a large number still feel excluded from live football.
- The survey found that 30% of supporters felt unable to attend sporting venues due to poor access for disabled supporters. Additionally, 25% of respondents said that 'anxiety or lack of confidence' was a barrier when attending live sport.
- We as a Union are committed to working with the LDSA and our disabled fans to ensure access to Anfield (physical as well as ticketing) is central to the Club's policies, especially with the development of the new Anfield Road stand.
- We will also work with the club and the LDSA to ensure our disabled away fans are treated fairly and free from discrimination.



# AGM Motions: Human rights

## Motion 8 – Human Rights

- As the recent takeover of Newcastle United has shown, there are no bounds when it comes to who owns Premier League football clubs.
- Sportswashing, or building a country's image through association with sport, is becoming the norm, even when those countries have dubious human-rights records and practices.
- When LFC played in Qatar for the World Club Championship, we educated ourselves, worked with Amnesty International, international TUC, Unison and Fair/Square. We collectively won improvement in workers conditions and a show of strength for the LGBT+ community. The kafala system was stopped and we even got LFC to change hotels as there had been a number of worker deaths at the one they were originally allocated.
- SOS also directly challenged the country's rulers on their human-rights record, their treatment of the LGBT+ community and women, and the dreadful number of deaths of migrant workers.
- As a Union we will strive to ensure, within football, appropriate governance arrangements are in place so that the human-rights record of future club owners are taken into account fully when approving takeovers.



# AGM Motions: Liverpool FC Women

## Motion 9 – Liverpool FC Women

- With almost three million registered players, football is now the top participation sport for women and girls in England.
- One of the eight founding teams of the Women's Super League, Liverpool Ladies (as they were called) won the title two years running, yet within six years they have dropped from the top division.
- LFC have seen their 'desire' to support their women's side questioned in a report in The Athletic that highlighted the gulf between the women's and men's first teams.
- LFC Women play their home games at Prenton Park and train at the Campus, also on the Wirral. All the men and boys' teams train at Kirkby, and for many of the age groups play matches at Anfield.
- As a Union, we believe the women's game should be more closely aligned to the men's and supporting Liverpool means supporting all of our teams.
- We will work with the Liverpool Women's Football Supporters Committee and LFC to align and encourage more fans, men and women, to follow and support our team.



# AGM Motions: Affordable tickets for younger fans

## Motion 10 – Affordable Tickets for Young Fans

- In their 'Price of Football' survey in 2017, BBC Sport interviewed 1,000 supporters aged 18 to 24. Over 80% quoted the price of tickets as a barrier to them attending matches.
- For fans living within the Liverpool City Region it is even harder, with average earnings £20 per week less than the rest of the UK.
- The younger generation are scolded for their tendency to absorb football via TV or video games, but they are given little choice by football clubs through their ticket pricing structures and greed.
- If you want to attract young fans on a local or regional level, the methods of granting free tickets or selling affordable packages to junior members of the community have often proven successful.
- LFC do have schemes to assist young and local fans access tickets: £9 tickets for 1000 (?) and junior season tickets, available at less than £200. But young-adult (17-21 year-olds) prices are 50% of full price, for some a week's wage.
- We believe there are opportunities, especially with the extension of Anfield Road, to encourage more young local fans into the ground through affordable pricing.
- Kop Kids are the future and we will work with the club to develop and create greater opportunities for young fans to support our team.
- The Union believes that as well as £30 cap on away tickets, there should be a cap of £20 maximum for those aged 21 and under, we will seek support from other supporter trusts and take this to the premier league.





# Spirit of Shankly

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[www.spiritofshankly.com](http://www.spiritofshankly.com)