

# SPIRIT OF SHANKLY

NEWSLETTER TO MEMBERS

ISSUE 25



## A message from SOS Chair Paul Khan...

Hi All

I hope you are well, and all the very best for the new year.

**We are still in a great position on all four fronts and now need to come together and drive the team on to success. We have had some great atmospheres this season at Anfield and need the same in every game now. Let's see what rewards we achieve.**

We had a Supporters Board meeting on 20th January and the main agenda items were ticket pricing for next season and meaningful engagement with the club.

Last year when we asked, 92.1% of you gave us a firm directive to campaign for lower general admission and season ticket prices, which we have articulated to the club and, as you are aware, took to the FSA, and the Stop Exploiting Loyalty Campaign was born.

I was ironing today and thinking about the key message for this newsletter. One of my T-shirts has this quote from the great man: *"The socialism I believe in is everyone working for each other, everyone having a share of the rewards. It's the way I see football; the way I see life."*

**What would Shanks think of all the additional revenues that come the club's way from the extra Champions League games, 11,000 corporate seats, increased TV and UCL revenues? He loved the supporters and we loved him, and I am sure he would agree with us that the club share these rewards with their lifeblood: the ordinary fans who scrimp and save to go the game. I don't think it's too much to ask and I hope the club see it that way too.**

We have expressed clearly the reasons why we are asking for a ticket price reduction in a letter to Andy Hughes, the club's CEO, and are pleased that other supporters' groups, notably Spion Kop 1906, the Official Liverpool Supporters Group, Liverpool Women Supporters Club, cultureRed - an independent organisation representing and uniting Faith, Culture and Ethnicity - and Kop Outs have added their signatures. Unity is strength.

**You can read the letter [here](#).**

**Let us see if meaningful engagement with the club is real and we will feedback in the next newsletter.**

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## Party Time

Spirit of Shankly's annual Christmas party took place at The Church in Anfield in December.

The idea behind the event is to give back to the community, and more than 150 local people enjoyed a three-course meal and live music.

**Our patron Karen Gill talks about it [here](#).**



## Our Day Out

In December, just before Christmas, Tom Cassidy, Head of Tourism at LFC, contacted us to offer a tour of Anfield and the club museum to local youngsters involved in our community schemes.

**More than 40 children and their guardians spent a great day behind the scenes at Anfield.**

**Take a look at our video [here](#).**

# Football Governance Bill and Independent Regulator

*An update from Joe Blott, SOS committee and FSA Board member*

The Government launched its strengthened Bill in October 2024. It includes:

- New powers to deliver manifesto commitments and include consulting fans on ticket pricing, home stadium relocations and fan representation at clubs.
- Parachute payments included in regulator's remit so it will have full oversight to tackle financial sustainability across the football pyramid.
- Requirement to consider government foreign policy being dropped to cement regulator's full independence.

The FSA has lobbied for reform in football governance for many years and the Football Governance Bill will now implement many of their ideas - including the introduction of an Independent Football Regulator (IFR) and enhanced supporter engagement plans.

The Bill has completed its "progress" through the House of Lords with just the report stage and voting that accompanies it to come, before it passes back to the House of Commons. Highlights of the Lords' discussions have involved some Conservative peers tying themselves in knots trying to find reasons why an idea their party supported earlier in the year had now become a threat to the game.

**Given that all three major parties gave a manifesto commitment to the Bill in one form or another, it's unbelievable there were more than 375 amendments, a clear indication of the power of PL lobbying among its Peer supporters.**

The Government appears committed to pressing ahead and FSA's regular engagement with both ministers and DCMS officials on our behalf has resumed. It will become increasingly important in coming weeks, in light of the Premier League-driven lobbying campaign against it (despite their public commitment exactly a year ago today that they would do no such thing).

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# Football Governance Bill & Independent Regulator

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Proof of this was demonstrated by Minister for Sport Stephanie Peacock, who took a swipe at a “loud minority seeking to derail the debate, promote untruths and preserve the status quo” as the Bill makes its way through parliament.

This was in response to Arsenal vice chair Tim Lewis, West Ham vice chair Baroness Karren Brady and Brighton chief executive Paul Barber raising a series of “concerns”. Brady claimed more stringent tests on owners could “deter responsible investment and create litigation”, while Barber warned that costs required for the regulator could see Premier League clubs cut funding for academies and women’s and girls’ football.

It’s ridiculous that they would seek to shift costs and scaremonger purely to keep their own self-governance (self-preservation), when we know football cannot govern itself. Does anyone believe that owners’ fit and proper tests, and profit and sustainability tests are robust? No? Neither do we. That's why we need independent regulation to protect OUR game.

**We will keep you updated as the Bill progresses.**

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**SECRETARY  
NEEDED!**

## Get Involved!

**We have a vacancy for a Secretary on the Spirit of Shankly management committee (MC).**

We’re looking for a passionate volunteer, who is happy to campaign and stand up for football supporters everywhere.

You’ll need to be committed - alongside regular MC meetings, there is constant work involved, which, depending on the time of year/season, will change, but averages out around three to four hours a week.

The role includes managing the SOS diary and calendar, scheduling MC meetings and taking minutes to circulate, attending or arranging attendees for safety and police meetings and general union admin. **You can find more details [here](#).**

If you’d like to get involved, have your voice heard and help make a difference, get in touch.

**Send a short description of why you want to join and would be a good addition to the MC by 10 February to [chair@spiritofshankly.com](mailto:chair@spiritofshankly.com).**

# Campaign for Fairer Ticket Prices

We are at a crucial point in our fight both at Anfield and across the Premier League. Locally, we reiterated our stance to the club ahead of discussions on next season's pricing structures. After two years of consecutive price rises at Anfield we believe, supported by the views of our members, that football is already too expensive.

The club have promised "meaningful engagement" with the Supporters' Board before any decisions are made and we will, as our chair Paul said, provide updates once the process concludes.

**Nationally, our support for the FSA's Stop Exploiting Loyalty campaign continues. Earlier this month, we met with Manchester United fan group FC58 at The Church pub before Liverpool's match against United. The meeting focused on shared concerns about rising costs and how rival supporters can unite to push for change.**

The Guardian's Andy Hunter joined us and has published an excellent article exploring the broader issues of ticket pricing. **If you haven't read it yet, you can find it [here](#).**

The growing solidarity between rival fan groups received coverage in The Telegraph and **MC member Gareth Roberts contributed to the discussion in a special edition of The Overlap that you can watch [here](#).**

Before kick-off, we stood alongside FC58 outside Anfield displaying the Stop Exploiting Loyalty banner. The Premier League is facing mounting pressure to push clubs toward more affordable pricing and we are determined to ensure this issue stays on the agenda.

**Further plans and protests are being discussed, including the possibility of a public meeting in the coming months. Keep an eye on our social media channels for updates as we continue the fight to make football fairer for all.**

