

Supporter Group Network

Terms of Engagement and Benefits Policy

1. Purpose

This policy establishes the framework for the recognition, engagement, and governance of officially registered Supporter Groups within the Supporter Group Network (the “**Network**”).

The objectives of this policy are to:

- Support structured, meaningful consultation with a diverse range of supporter groups, giving groups the opportunity to engage with the Club in a consistent and transparent way.
- Better understand the Club’s supporter base and find additional opportunities to enhance the supporter experience.
- Promote the Club’s values and uphold the integrity of the game.
- Ensure consistent standards of conduct, governance, and accountability across all recognised Supporter Groups.

2. Scope

This policy applies to all domestic and international Supporter Groups formally recognised by the Club and registered within the Supporter Group Network.

3. Benefits for Registered Supporter Groups

3.1 Official Recognition and Branding

Recognised Supporter Groups shall:

- Be formally acknowledged by the Club as part of the Supporter Group Network
- Be listed on official Club communication platforms, including LCFC.com and the LCFC App
- Be granted a revocable licence to use an official registered Supporter Group logo subject to guidelines and Club approval

3.2 Engagement, Events, and Experiences

- Access to relevant club staff to help support the development of the supporter group’s profile and drive increased engagement. Opportunities for interaction with Club Legends or players, in line with safeguarding and media policies
- Access to designated matchday engagement areas (e.g. Fanzone) to enhance Supporter Group visibility and support the promotion of charitable initiatives or other causes. Provision of invitations to supporter engagement events organised by the Club, enabling attendance by Supporter Group members. Subject to availability, safeguarding requirements, Club instructions and operational considerations

3.3 Promotional Support

The Club will provide limited promotional support from time to time, including:

- Recognition in the official matchday programme
- Opportunities to be considered for features across Club digital and social media platforms
- Support for Supporter Group initiatives that align with Club values and objectives. This may include, but is not limited to, charity fundraising activities, community engagement

projects, and initiatives that promote inclusion, wellbeing, and positive supporter behaviour. Opportunities to access signed merchandise for approved charitable or fundraising purposes

- Upon registration, Supporter Groups will be issued with a digital welcome pack, which will include a certificate, and an official recognition logo. All promotional activity is at the Club's discretion

3.4 Consultation and Supporter Representation

- Supporter Groups may be invited to participate in structured consultation processes facilitated by the Club as part of the Fan Engagement Framework

4. Terms of Engagement

4.1 Conduct and Club Values

- Supporter Groups must operate in accordance with the Club's values and applicable policies notified to them by the Club
- Groups must promote inclusive, respectful, and non-discriminatory behaviour
- Any form of discriminatory, abusive or harassing conduct in any form will not be tolerated, and may result in immediate suspension from the Network or termination of recognition and expulsion from the Network

4.2 Annual Review and Compliance

- All registered Supporter Groups will be subject to an annual review by the Club, which will assess membership activity and structure, continued alignment with Club values and compliance with the Terms of Engagement
- Failure to complete the review may result in suspension from the Network until such time as the review has been completed and/or termination of recognition and expulsion from the Network

4.3 Governance and Lead Contact

- Each Supporter Group must appoint a Lead Contact
- The Lead Contact will act as the formal liaison with the Club and is responsible for the compliance of their Supporter Group with the Terms of Engagement
- The Lead Contact's details must be maintained accurately and updated as required
- All participants engaging through the Network (including each Supporter Group's Lead Contact and members) are expected to treat fellow supporters and Club representatives with respect, courtesy, and professionalism at all times. Constructive feedback is welcomed, but it must be shared in a manner that is respectful to other supporters' views and in line with the Club's values of integrity, inclusion, and mutual respect. Abuse, discrimination or harassment will not be tolerated and may result in exclusion from future engagement opportunities or the Network entirely

4.5 Community and Charitable Activity

- Supporter Groups are encouraged to support charitable and community initiatives
- Fundraising activity must not misuse Club branding or intellectual property

4.6 Levels of Engagement

- The Club may apply differentiated levels of engagement to ensure proportionality and fairness across the Network based on:
 - Supporter Group size and organisational structure
 - Activity level and conduct history
 - Strategic relevance to supporter engagement objectives

5. Compliance

- The Club reserves the right to suspend or revoke recognition where a Supporter Group:
 - Breaches the Terms of Engagement or any other Club terms, conditions and regulations
 - Misuses tickets, branding or Club assets
 - Engages in conduct that risks damaging the reputation of the Club

6. Governance and Review of Terms of Engagement and Benefits Policy

- The Club reserves the right to amend or revoke the Terms of Engagement and Benefits Policy at any time without notice
- The Terms of Engagement and Benefits Policy will be reviewed and updated periodically to reflect any changes which the Club deems appropriate
- Any amendments will be communicated to all registered Supporter Groups via their Lead Contacts
- Ongoing dialogue with supporter representatives will inform the future development of the Terms of Engagement and Benefits Policy

7. Effective Date

The Terms of Engagement and Benefits Policy comes into effect upon formal approval and publication by the Club and applies to all recognised Supporter Groups within the Supporter Group Network.