



THE ECONOMIC IMPACT OF LFC

Key data from the Deloitte Report – Season 2017/18



INTRODUCTION AND OVERVIEW

Introduction

Liverpool FC is one of the most iconic clubs in English and world football. The profile of the Club, sell-out matches at Anfield and their day-to-day activities all generate a very significant economic impact for Liverpool, the Liverpool City Region and the UK.

Deloitte Sports Business Group



The economic benefits of LFC – an independent report

Liverpool FC commissioned **Deloitte's Sports Business Group** to independently assess the impact of Liverpool FC over the 2017/18 season at a local (Liverpool City), regional (Liverpool City Region) and national level.

The report outlines the impact that **Liverpool FC** and the **LFC Foundation** have on the local area and community.





Recent LFC performance on social and digital channels demonstrates the size and strength of the Club

In December 2018 LFC achieved...



A total digital audience of 68m, the **highest ever recorded** and **3.4m** more than the previous record in September 2018.



The **most Twitter interactions in European Football** and the best interaction rate in the Premier League. LFC is also the 2nd fastest growing football club on Twitter.



The **most Facebook interactions and video views** in the Premier League and the 2nd fastest growing football club on the platform.



The **best Instagram interaction rate** compared with any other Premier League club. Since March 2018, LFC also consistently attracted the most new Instagram followers.



The **highest viewing figures in European football**. LFC also has the most followed YouTube channel in the Premier League and is third in world football behind Real Madrid and FC Barcelona.



The plethora of owned channels showcases LFC as a major media platform

In December 2018 LFC achieved...



1.7m sessions

On the mobile app, the best-ever month since re-launch with 250k users.



+67%

Increase in website users vs. Dec 2017. Best web traffic performance since 2013.



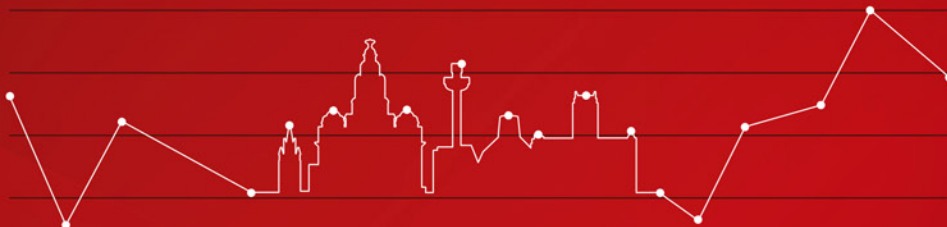
LFCTV

+28%

Increase in LFCTV GO subscriber numbers vs. Dec 2017.



The highest **CTR** engagement for email marketing since May 2018.



THE HEADLINE NUMBERS



Liverpool FC delivers immense economic impact at City, Regional and National level

Gross Value Added (GVA) is a measure comparable to GDP. In GVA terms, LFC's impact for season 2017/18 was:



£454m

to Liverpool



£497m

to the Liverpool
City Region



£575m

to the UK



LFC's local impact incorporates multiple pillars of benefit to the local community

Economic



4,564

FTE jobs supported in the City of Liverpool by the Club's Total Economic Impact.



4%

Of GVA in the City of Liverpool created by the Club.

Social



7,000kg

Of food collected for local food banks.



10,800

Individuals engaged via Red Neighbours Programme.

Perception



94%

Of non-local match attendees would recommend others to visit Liverpool.



95%

Approval rating for LFC's matchday experience.



BOOSTING THE VISITOR ECONOMY

The Club contributes significantly to the current and future visitor economy



The visitor economy is **strategically important** to the City and Region. The Club's commitment to delivering a positive matchday experience will help ensure repeat visits as well as boosting future tourism through word-of-mouth recommendations.

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The visitor economy is a regional priority. The Club's domestic and international visitors contribute significantly

Spectators

1.5m

Total spectators over the season.

750k

Fans from outside Liverpool City Region.

140k

International spectators.

Media

2000+

Media people attended games – 60% from outside Liverpool City Region.

Visiting teams and officials

1,400

Away team personnel and officials.

Creating high 'off-site' expenditure in the host economies as visitors spend on accommodation, restaurants/cafes/bars, travel, retail, etc.

LIVERPOOL
CITY
£85m

LIVERPOOL
CITY REGION
£102m

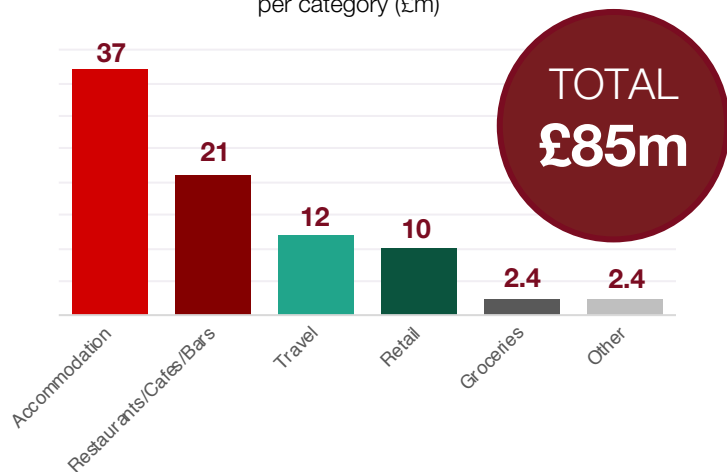
UK
£53m



The Club generates a huge amount of economic activity for Liverpool City

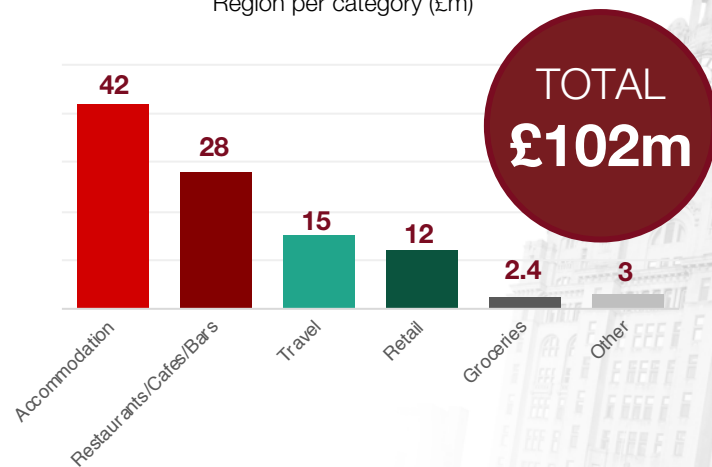
LFC created £85m of Off-site Direct Economic Impact for Liverpool City in season 2017/18

Offsite Direct Economic Impact to Liverpool City per category (£m)



LFC created £102m of Off-site Direct Economic Impact for Liverpool City Region in season 2017/18

Offsite Direct Economic Impact to Liverpool City Region per category (£m)



LFC's overwhelmingly positive matchday experience supports repeat visits to the City

95%

Liverpool FC's matchday experience survey showed a **95%** approval rating.

**We come for the match.
We come back for the city.**



For three consecutive seasons, LFC has won Club of the Year in the Premier League's VisitFootball QA Stadium Assessment Scheme

- The Reds were named **first across a number of categories** including Visiting Supporter, Hospitality and in both of their Home Visits, coming out on top across all **five VisitFootball assessments** of the 2017/18 campaign.
- It is the **third time the club has claimed top spot** for its overall fan experience, with Anfield also once again recognised as providing the warmest welcome to visitors.

Anfield is famous all over the world for its unrivalled atmosphere and unique matchday experience. We're incredibly proud to mark the end of another successful season by once again achieving first place in the VisitFootball rankings. As a club, we always aim to deliver the **best possible experience** and provide **unforgettable memories** for all fans visiting our stadium.

Peter Moore





Domestic and international visitors alike recognise the Club's value to the local region

Likelihood to recommend others to visit Liverpool (%)



Fans travelling from outside the Liverpool City Region.

Neutral or no opinion.

Opinion on Liverpool FC's impact on the City of Liverpool and the local region (%)

97%

97% of all fans travelling in from outside the region came solely for the match.

+25%

More than a quarter of these fans said they are likely to return. (25% for other UK fans.)

94%

94% of these fans will recommend others to visit the City.





THE INDIRECT AND INDUCED IMPACT



The Club generates a significant level of economic activity for Liverpool City



The indirect and induced-ripple effect throughout the City economy.

Includes economic activity generated by LFC supply-chains or other businesses that share in the Club's success.

The knock-on effects of the on-site and off-site activity generated by the Club created a £108m indirect and induced economic impact in the City.



£88m

**Supply-chain spend
(indirect)**

Additional spend and investment by LFC suppliers when dealing with their own supply-chain.

£20m

**Consumer wage
spend (induced)**

Additional consumer spend generated by a mixture of job creation/LFC employees/supply-chain workers all spending salary.

This economic activity supports 4,564 FTE jobs in Liverpool.



**Full-time Equivalent
jobs supported**



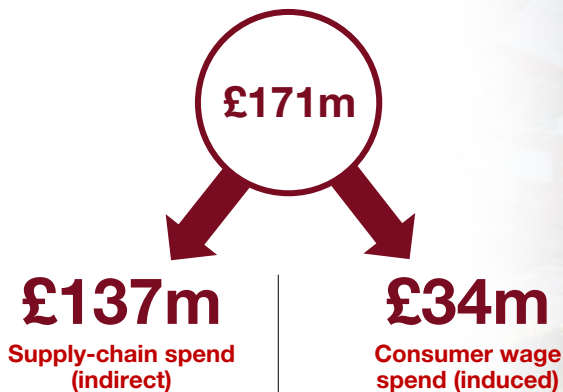
At regional level the impact is even greater with the Region benefitting from visitor spend and job creation



The indirect and induced-ripple effect throughout the City Region economy.

Includes economic activity generated by LFC supply-chains or other businesses that share in the Club's success.

The knock-on effects of the on-site and off-site activity generated by the Club created £171m indirect and induced economic impact in Liverpool City Region.



Additional spend and investment by LFC suppliers when dealing with their own supply-chain.

Additional consumer spend generated by a mixture of job creation/LFC employees/supply-chain workers all spending salary.

This economic activity supports 5,706 FTE jobs in Liverpool City Region.



Full-time Equivalent jobs supported (including Liverpool City)



CONCERTS

Concerts at Anfield are estimated to contribute up to £4.1m economic impact to the Region per event

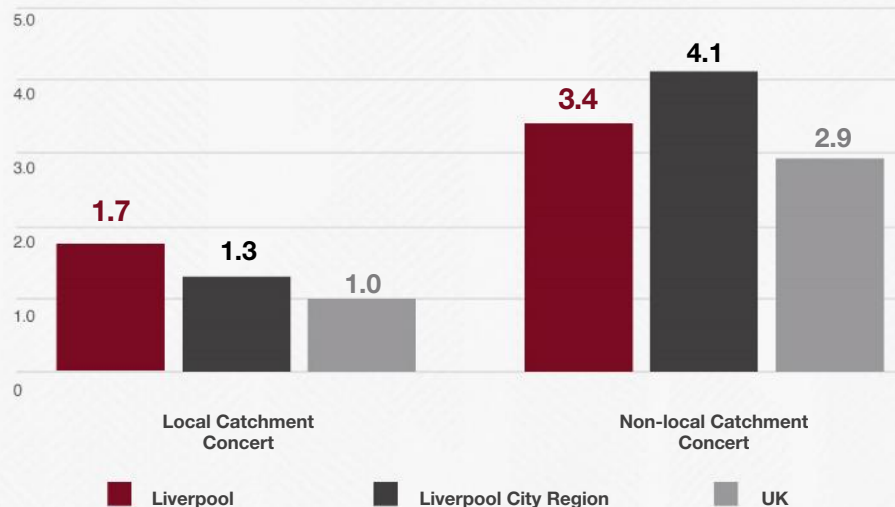


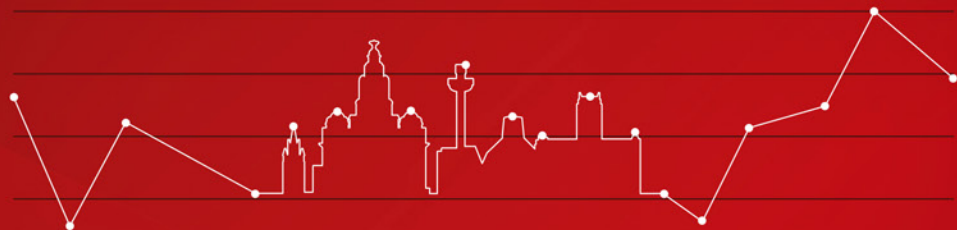
Local catchment area concerts held at Anfield are estimated to bring a direct economic impact to Liverpool of **£1.7m per concert**.

Concerts with a larger catchment area and featuring acts whose only North West tour date is the Anfield performance (eg **Bon Jovi**), are estimated to generate an even greater impact – contributing **£3.4m** to Liverpool City and **£4.1m** to the Liverpool City Region per concert.



Off-site direct economic impact of local and non-local catchment concerts in each host economy (£m)





SOCIAL AND COMMUNITY BENEFITS

The LFC Foundation is dedicated to improving the lives of young people locally

LFC Foundation programmes:

Category	Programme	Outcome
Communities 	Open Goals	A physical activity project supporting family fitness.
Communities 	Premier League Kicks Football+	Supported by Merseyside Fire and Rescue, helping young people address key social issues.
Skills 	Premier League Primary Stars	Encouraging up-skilling and career ambitions amongst 5 to 11 year-olds.
Skills 	IntoUniversity North Liverpool	A new education project run in partnership with the University of Liverpool.
Wellbeing 	Respect 4 All – Premier League & BT Disability	A cutting-edge football programme for people with additional and complex needs.
Wellbeing 	MOVE	A physical activity initiative supporting Cystic Fibrosis patients.



The Club creates positive social impact through its Red Neighbours activities

After considerable consultation with local people in the L4 postcode area, LFC's Red Neighbours programme was launched in 2017 to address four key areas:

- 1 Food poverty and education
- 2 Support for the elderly community
- 3 Encouraging a physically active community
- 4 Creating memorable experiences for young people

It is clear that the **Red Neighbours** initiatives delivered by the Club have a profound and practical impact for people living in the local L4 area around Anfield stadium.

Deloitte Sports Business Group





Positive social impact...

152k

local kids in
community programmes
2017/18 season

450

Christmas lunches
served for local
pensioners

1,100

Free
match tickets
for local kids



KEY TAKEAWAYS



Key takeaways...

The GVA of the Club last season was **£454m** to Liverpool, **£497m** to the City Region and **£575m** to the UK.

£575m

94% of UK and international visitors to Anfield would recommend others to visit Liverpool, with LFC's matchday experience receiving a **95%** approval rating, thereby contributing to the visitor economy.

95%

The FTE jobs this supports (**4,564**) are **2.3%** of total jobs in Liverpool.

4,564 jobs

The FTE jobs that Club activity supports at Liverpool City Region level rises to **5,706**.

5,706 jobs

The Club has a profound social impact on Liverpool via the Liverpool Foundation and Red Neighbours – with **10,800** local people engaged in the 2017/18 season by Red Neighbours activity alone.

10,800

Deloitte estimate a single concert at Anfield could have a direct economic impact of up to **£4.1m** on the City Region.

£4.1m



THANK YOU

Peter Moore
CEO, Liverpool Football Club