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
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%**

- **LFCTV**
  - **+28%**
    - Increase in LFCTV GO subscriber numbers vs. Dec 2017.

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

Source: Deloitte - Economic impact of Liverpool Football Club for season 2017/18 / Deloitte Football Money League / Liverpool FC
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.

*Source: Deloitte - Economic impact of Liverpool Football Club for season 2017/18 / Deloitte Football Money League / Liverpool FC*
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.

**Deloitte Sports Business Group**
The visitor economy is a regional priority. The Club’s domestic and international visitors contribute significantly.

<table>
<thead>
<tr>
<th>Spectators</th>
<th>Media</th>
<th>Visiting teams and officials</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.5m</td>
<td>2000+</td>
<td>1,400</td>
</tr>
<tr>
<td>Total spectators over the season.</td>
<td>Media people attended games – 60% from outside Liverpool City Region.</td>
<td>Away team personnel and officials.</td>
</tr>
<tr>
<td>750k</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fans from outside Liverpool City Region.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>140k</td>
<td></td>
<td></td>
</tr>
<tr>
<td>International spectators.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Source: Deloitte - Economic impact of Liverpool Football Club for season 2017/18 / Deloitte Football Money League / Liverpool FC
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

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

Source: Deloitte - Economic impact of Liverpool Football Club for season 2017/18 / Deloitte Football Money League / Liverpool FC
Liverpool FC’s overwhelmingly positive matchday experience supports repeat visits to the City. We come for the match. We come back for the city.

95%

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

Source: Deloitte - Economic impact of Liverpool Football Club for season 2017/18 / Deloitte Football Money League / Liverpool FC
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

<table>
<thead>
<tr>
<th>Likelihood to recommend others to visit Liverpool (%)</th>
<th>Opinion on Liverpool FC’s impact on the City of Liverpool and the local region (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>97%</td>
</tr>
<tr>
<td>100% International Visitors</td>
<td>97% of all fans travelling in from outside the region came solely for the match.</td>
</tr>
<tr>
<td>94</td>
<td>+25%</td>
</tr>
<tr>
<td>Fans travelling from outside the Liverpool City Region.</td>
<td>More than a quarter of these fans said they are likely to return. (25% for other UK fans.)</td>
</tr>
<tr>
<td>94</td>
<td>94%</td>
</tr>
<tr>
<td>Neutral or no opinion.</td>
<td>94% of these fans will recommend others to visit the City.</td>
</tr>
</tbody>
</table>

Source: Deloitte - Economic impact of Liverpool Football Club for season 2017/18 / Deloitte Football Money League / Liverpool FC
THE INDIRECT AND INDUCED IMPACT
The Club generates a significant level of economic activity for Liverpool City

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.

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

£108m

£88m

£20m

Supply-chain spend (indirect)

Consumer wage spend (induced)

4,564

Full-time Equivalent jobs supported

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.

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.

Source: Deloitte - Economic impact of Liverpool Football Club for season 2017/18 / Deloitte Football Money League / Liverpool FC
At regional level the impact is even greater with the Region benefitting from visitor spend and job creation.

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.

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

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.

- £171m
- £137m (Supply-chain spend (indirect))
- £34m (Consumer wage spend (induced))

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.

Full-time Equivalent jobs supported (including Liverpool City)

Source: Deloitte - Economic impact of Liverpool Football Club for season 2017/18 / Deloitte Football Money League / Liverpool FC
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.

Source: Deloitte - Economic impact of Liverpool Football Club for season 2017/18 / Deloitte Football Money League / Liverpool FC
SOCIAL AND COMMUNITY BENEFITS
The LFC Foundation is dedicated to improving the lives of young people locally

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

Source: Deloitte - Economic impact of Liverpool Football Club for season 2017/18 / Deloitte Football Money League / Liverpool FC
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

Source: Deloitte - Economic impact of Liverpool Football Club for season 2017/18 / Deloitte Football Money League / Liverpool FC
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

Source: Deloitte - Economic impact of Liverpool Football Club for season 2017/18 / Deloitte Football Money League / Liverpool FC
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

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

4,564 jobs

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 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

Source: Deloitte - Economic impact of Liverpool Football Club for season 2017/18 / Deloitte Football Money League / Liverpool FC