



Irish  
Supporters  
Network

# The Supporters Liaison Officer

Cork City FC

# Introduction



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- Dinny Deady and Alan Coughlan
  - Cork City FC SLOs
  - Active SLOs since January 2016.





# Background – Dinny Deady

- Joined the SLO program from a supervisory security position
- Saw first-hand how the SLO role benefits the League of Ireland



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# Background - Alan Coughlan

- Put himself forward as SLO to help the match day experience
- Wanted to help City to be safer and family friendly



# Germany

- First country to implement the SLO program in the early 90's
- A compulsory SLO for every club improved the German match day experience
  - Bigger crowds
  - Better atmosphere
  - Less incidents



# Sweden

- How has it improved all aspects of the Swedish domestic league?
  - Reduction in hooliganism
  - Less anti-social behaviour around match day
  - Enhanced communications between fans and football bodies



# The Irish SLO Model

- SLO communications between clubs can aid the event planner
- On the lead up to a game accurate information is essential
  - Advice to traveling supporters of where to park and eat
  - Helps safe travel into and out of the stadium
  - Paints an accurate picture of anything to watch for
  - Reduction in threat level
  - Reduction in security / Gardaí presence
  - Less fines for clubs



# European Adventure

- Linfield v Cork City, June 30 & Cork City v Linfield, July 7 2016
  - Linfield are a supporters owned club & have a similar model to City
  - Met with Stephen Shaw in Belfast pre-match
  - Exchanged ideas
  - Both sets of fans benefit by having a direct line of communication between the fans, the board of management, and other stakeholders





# European Adventure

- Post-match, a bus of City fans met a group of Linfield fans by chance when they pulled in at a petrol station
  - Good humoured and friendly
  - Both sets of fans chatted and spoke about the game
  - Great publicity
- Our good relationship continued for the return leg in Turner's Cross
- Large number of travelling supporters
- No major incidents
- Excellent publicity for a family friendly environment

# European Adventure



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# Match Day Work

- Make ourselves visible and available inside the stadium
  - Pop up banner
  - SLO clearly visible on our jackets
  - Program information
  - Chat to supporters as they arrive





# Day-to-Day SLO Work

- Check emails & forums
  - Dedicated email account : [slo@corkcityfc.ie](mailto:slo@corkcityfc.ie)
  - Official members forum
  - Unofficial forum
- Contact the opposition SLO
  - How many people travelling
  - Any special needs
  - Any advance warning of possible trouble
- Liaise with our security team



# Next Steps

- Develop the role at all League of Ireland clubs
  - The Irish SLO handbook – in development
  - Not just a focus on the negatives, but positives too
  - SLO training events
  - Improved communications between all clubs to enhance match day
  - Improved communications between all clubs and the FAI



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# Any Questions

- Contact us: [slo@corkcityfc.ie](mailto:slo@corkcityfc.ie)
- Thank you!