

# EVERTON FAN ADVISORY BOARD

## Meeting Minutes

<b>Date:</b>	10 January 2023
<b>Time:</b>	6pm
<b>Location:</b>	Online (via Zoom)

<b>Attendees:</b>	<b>Position/Role:</b>
Jazz Bal (JB)	Chair – Fan elected
Julie Clarke (JC)	Secretary – Fan elected
Tony Sandle (TSA)	Deputising member – Everton Supporters' Club Committee (SCC)
Richie Gillham (RG)	Member – Everton Heritage Society (EHS)
Tony Sampson (TS)	Member – Everton Fans' Forum (EFF)
Tony Whittaker (TW)	Member – Fan elected
Keith Done (KD)	Member – Everton Disabled Supporters' Association (EDSA)
Helge Grunnevag (HG)	Member – International Supporters' Club Network (ISCN)
Dave Kelly (DK)	Member – Fan Elected ( <i>joined after start - IT connection issues</i> )
<b>Apologies for absence:</b>	
Hana Roks (SCC) (Deputised by TSA)	

<b>Item:</b>	<b>Discussion:</b>	<b>Action</b>
<b>1</b>	<b>Chair's introduction</b> JB welcomed the FAB and introduced Tony Sandal (TSA), representing SCC.	
<b>2</b>	<b>Minutes of the last meeting</b> A vote was held to accept the minutes as accurate. Proposed by TS, seconded by TW and voted as accepted.	
<b>3</b>	<b>Declaration of AOB</b> RG to discuss the New Deal for Football	
<b>4</b>	<b>Matters arising from minutes of the last meeting</b> <u>Away Ticket Allocations and Take-up:</u> HR has now provided the spreadsheet, collated by a member of SCC, showing away ticket allocation and usage since the 2021-22 season. Closed	
	<u>Directly-Elected FAB Members Attending Represented Groups' Meetings:</u> <ul style="list-style-type: none"> <li>• DK will attend the EHS meeting on 21 Feb.</li> <li>• TW will attend the EFC Shareholders' Association meeting on 13 Feb.</li> <li>• JB will attend the SCC meeting once the date is confirmed. Ongoing</li> </ul>	RG/DK DK/TW TSA/JB
	<u>Boundaries – FAB and Represented Groups &amp; ISCN Difficulties Holding Meetings:</u> HG is in the process of liaising with Justin Bradstreet, who will take over from Yolanda Zhou as lead for the Asia Pacific fan group, before he can report on a	

	comprehensive agreement. JC said we had waited a long time to resolve the issue and asked whether this could go on for a further month, or whether, in the absence of hearing from other geographical groups, we could accept a majority vote by those who had responded internationally. HG and TS will arrange a meeting to move an agreement forward. Ongoing	HG/TS
	<u>Sponsorship Opportunities for Everton Women:</u> JB and JM are awaiting confirmation of a requested meeting with CEO Everton Women and have asked that this takes place before the FAB/Club meeting in February. If no prior confirmation is received the matter will be escalated to the Club, with a request for it to be added to that meeting. Ongoing	JB/JM
	<u>Away Travel to Everton Women Matches:</u> JM was not in attendance so could not provide an update. Ongoing	JM
	<u>Response to Tracey Crouch MP re FLR: One Year On</u> JB updated that the letter was drafted and shared among FAB for comment; prior to sending to Trace Crouch MP. Response was received on 2 Jan 23. Closed	
	<u>Additional Meeting to Discuss Engaging With Fans/Fan Groups:</u> JB confirmed that the Communications sub-committee had met on Saturday 7 January and agreed to calling four meetings, for fans and fan groups to meet the FAB and put questions to them on their concerns and issues with the Club's current predicament.  <ul style="list-style-type: none"> <li>• Face-to-face meetings will take place on 11/15 Jan 23 and online meetings will take place on 12/16 Jan 23.</li> <li>• Each meeting will include an Introduction (to explain FAB, intent of meetings and what happens next), Open Discussion and a Summary (so all present are aware of what will be taken to EFC.</li> <li>• Following all meetings, a consolidated summary will be published and shared with EFC. Closed</li> </ul> TS said that the EFF has been in communication with the NSNOW campaign, about their desire for any protests to be safe and cordial.	
	<u>EFC Mobile Application Not Including Everton Women Within Favourite Player Section:</u> JM to discuss with Club, but not present at meeting. Ongoing.	JM
	<u>New Deal for Football Survey:</u> JB confirmed that the draft survey had been shared among the FAB, following the previous meeting. Closed	
	<u>FAB Representation at Club Board Meetings:</u> JB had asked FAB members to make their contributions to the negotiations by 18 December, before drafting a proposal. Closed	
	<u>FA Cup Away Ticket Pricing:</u> JB updated the FAB that he had raised potential reimbursements with EFC. This was not achievable as if this was to happen, it should have been ahead of tickets going on sale, as this may have influenced who applied to buy tickets. Additionally, EFC had reimbursed all ticket prices for the Bournemouth EFL Cup match on 8 Nov. Closed	

	<ul style="list-style-type: none"> <li>• JB reported that the publicity surrounding the FAB's condemnation of the ticketing policy, on 16 Dec 22, had gained traction and was supported by other groups.</li> <li>• JB also confirmed that he had written to the FA CEO, Mark Bullingham on 24 December about the matter, resulting in a meeting with Andrew Ambler (FA Director of Professional Game Relations). JB and TS met with Mr Ambler on 4 Jan 23; summary below.</li> <li>• Not having a price cap provides a financial boost for non-PL teams; some League 1/2 teams prefer higher prices.</li> <li>• Acknowledgement that Manchester United set away ticket prices out of kilter with other teams' pricing for the 3<sup>rd</sup> round, having compared with other Premier League teams.</li> <li>• The FA had met with the Football Supporters' Association, who had not requested a price cap.</li> <li>• Since fans had returned post-Covid, the financial breakdown is 50% per team, after matchday operating expenses have been deducted (i.e. no longer 45% each with 10% to the FA).</li> <li>• The FA is keen to retain the 15%/9k allocation for away fans to attend FA Cup fixtures.</li> <li>• TS said that, since The FAB has started the conversation about disparity between league and FA Cup tickets, we need to consider how to pursue the matter.</li> </ul>	
5	<p><b>Chair's Update</b></p> <ul style="list-style-type: none"> <li>• JB updated the FAB on membership of the FSA. They currently have two tiers of membership, Associate and Affiliate, and have no current plans to change this.</li> </ul> <p><i>(NOTE: Dave Kelly Joined the meeting at this point, after internet connectivity issues)</i></p> <p>A discussion ensued about whether to join, as Associate members and this was agreed. JB to submit the associated paperwork.</p> <ul style="list-style-type: none"> <li>• JB reminded all that the FAB Terms of Reference are agreed and, as soon as the website goes live, all documents, including minutes, will be available for public viewing. He reminded all that FAB members representing organisations with reserved positions are required to ensure regular dialogue is maintained with their organisation's membership so that any issues, successes or areas for improvement can be raised in advance of FAB meetings. Furthermore, representatives are required to disseminate information from the FAB's monthly meetings.</li> <li>• JB proposed that a Recruitment sub-committee should be established, to look at the process, engage with EFC Governance, FAB communications sub-committee and reserved organisation representatives. FAB members wishing to be on a sub-committee should notify JB as soon as possible. KD asked what that would involve. JB confirmed that this year there would be a staggered membership and JC/TW have only one year memberships, so there will be two places to be sought from the fanbase.</li> <li>• JB confirmed that he attended a police meeting, in place of the Vice-Chair, to discuss the upcoming Southampton fixture. In line with the police risk assessment, the game had been assessed as 'High', due to increased tensions among the fanbase. A coach welcome was planned that would follow Walton Lane, Spellow Lane and Goodison Road. The police also stressed that they do not advocate the use of pyro/smoke bombs in surrounding streets (or within the stadium) due to it being a criminal offence and associated health and safety concern such as smoke inhalation. A peaceful protest was also expected to take place at full time.</li> </ul>	<p>JB</p> <p>All</p>

<b>6</b>	<p><b>Reserved group updates</b>  <i>(To be read out, where provided, in the absence of a FAB member or deputy)</i></p> <p>EDSA: KD reported EDSA had a meeting on 20 December, at which the appointments of new committee members were ratified. Mark Dyer is now the Chair and Amy Wilson will take over the role of Secretary. They are arranging bi-monthly meetings with Club officials, commencing in February and will be approaching the Club with a view to improving EDSA content on the website. They are looking at ways to increase Junior membership and links with EITC. They will facilitate Liverpool City Council (LCC) consultation on Bramley-Moore Dock access, including issues with blue badge parking. EDSA's next committee meeting will be on Thursday 19 January 2023. JB asked whether EDSA needed any support from the FAB on any issue and KD said he would come back if help was needed with LCC.</p>	
	<p>EFF: TS reported that Everton would be considered a Premier League Fan Engagement Standard pilot for and confirmed that the Club is in conversation about that. He will share more information when available. The Club has shared information about the new stadium experience survey and further information will be shared on focus groups, match-day experience, transport and the process of selecting seats. The format has not yet been finalised, but TS has asked that the FAB be included and will also ask the wider fan-base. The EFF has been working on the campaign against online abuse. A draft is almost ready and will be presented to the FAB, including support for each organisation. He pointed out that the EFF has a similar role to the FAB, in that it represents a range of fans' views and does not support any single view. Given the current strength of feeling by the fan-base, the EFF drafted an open letter to the owner of the Club and asked for an acknowledgement around concerns, globally, from the owner. He will keep the FAB updated on any follow-up, or reaction.</p>	
	<p>ESCC: TSA reported that the group had not had a committee meeting since the previous FAB meeting, but they will be meeting shortly and give feedback. He reported that there had been a lot of discussion about the upcoming FAB/Fan meetings, and they are considered to be a good idea. He believes many of the participants will be from supporters' clubs.</p>	
	<p>EHS: RG reported that DK has been invited to the next EHS meeting on 21 February and that they would welcome members of the FAB visiting St Luke's on matchdays, which opens around 3.5 hours before all home games. He said that the group's aims for the coming year include the search for a new space, after the move to Bramley-Moore Dock and the re-dedications of gravestones of former Everton players and others associated with Everton, such as historian Thomas Keates. With regard to the planned protests, the EHS remains neutral, in an effort to support all fan views. The group welcomes the donation of shirts, which are donated to the Kitaid charity. The group has also invited the EWSC to occupy a stall table at St Luke's, for the purpose of promoting the women's game.</p>	
	<p>ISCN: HG Reported that there had been a lot of positive feedback for virtual meetings and that overseas fans were keen to take part. TS said he'd shared details of meetings with American Toffees. RG noted that the email address for the Swedish Toffees was incorrect on their website and urged all groups to update information on their websites, which is included on the Club website.</p>	

	EWSC: There was no representation from the EWSC at the meeting, but TS reported that he had raised the issue of away travel help, which was raised at the last FAB meeting, with the club, who have requested further details about numbers and demand. Ongoing	
<b>7</b>	<p><b>Elected member updates</b></p> <p>JC: Reported that she had deposited hard copies of the Fan-Led Review (FLR) “One Year On” report with DK at the foodbank kiosk in the Fan Zone at the last home game, so that members of the FAB could collect a copy. She said that she had given an interview to the “Across the Park” podcast and had explained the role, constraints and remit of the FAB. The host had made clear that he wasn’t sure all fans were aware of how the FAB differs from a regular fan supporter group, so she had explained the FAB’s strategic role, the frequency of the FAB meetings and its meetings with the Club. She had also made clear the details of the upcoming meetings, explaining that two were planned to be online and two would be face-to-face, at venues around Goodison Park. She said that all questions raised would be collated and taken back to the club. Feedback received by the FAB would then be fed back by way of the FAB website and social media.</p>	
	DK: Reported on activities of the foodbank at the Blue Base and said that it is now the biggest fan-based foodbank outside London, which he said was a startling figure, with double-edged connotations. JB said that he and the whole FAB congratulated him on his important work.	
	TW: Reported that he had been asked about the age ranges of FAB members and asked that this should be considered during the upcoming recruitment process. JB confirmed that the Everton Stakeholder Steering Group (ESSG) had provided age ranges to be included in the selection process but confirmed that we have one member under thirty. DK said that we had no information about the ages of applicants, so need to consider this during the next process. JC confirmed that the FAB’s membership includes almost all protected characteristics contained within the Equalities Act and is therefore a good broad spectrum, but it would be helpful for the age range to be wider.	
<b>8</b>	<p><b>Sub Committee Updates</b></p> <p><i>FAB Communications:</i></p> <p>TS reported that the website would shortly be published, but that the content, made available at sign-off, needed to be re-visited to ensure it was still up to date. The group agreed that the website should now be published.</p>	
	<p><i>FAB Representation at Club Board Meetings:</i></p> <p>JB confirmed that the Club had offered the FAB one position on the Executive Leadership Team (ELT) board meetings, twice yearly, to be reviewed after the first two meetings. There was currently no better offer on the table and the group discussed the prospect of accepting this. It was agreed, after a show of hands, that the offer of two meetings should be accepted, on the understanding that there would be a possibility of further attendance, dependant on the success of the first two. JC said that she had asked the Club who would gauge the success and had been told that it would be a joint process. JB to inform EFC.</p>	JB
<b>9</b>	<p><b>Provision of a budget for FAB Activities</b></p> <p>JC asked whether the Club would consider agreeing to ringfencing a budget for FAB activities, such as venue hire for meetings, communications costs etc. JB said that the Club had, in the past, asked for costs to be detailed, then made the payment directly. JC said this could lead to a delay in members being reimbursed and has agreed to draft a proposal to be sent to the Club.</p>	JC

<b>10</b>	<b>AOB</b> RG asked whether there had been any feedback from the Club on the 'New Deal for Football', as the Premier League (PL) has an obligation to help the lower league clubs who feed up to the PL and the English Football League (EFL). JB said he would ask EFC if they had a further update and also reminded members that the FAB will be releasing a survey to canvas Evertonians' thoughts regarding some of the New Deal for Football proposals.	JB
<b>11</b>	<b>Date/location of next meeting</b> The next virtual meeting was agreed to be Tuesday 14 February 2023, 6pm – 8pm	