

# EVERTON FAN ADVISORY BOARD

## Meeting Minutes

**Date:** Tuesday 14 February 2023  
**Time:** 6pm  
**Location:** Online (via Zoom)

<b>Attendees:</b>	<b>Position/Role:</b>
Jazz Bal (JB)	Chair – Fan elected
Julie Clarke (JC)	Secretary – Fan elected
Julie Makin (JM)	Member – Everton Women Supporters’ Club (EWSC)
Richie Gillham (RG)	Member – Everton Heritage Society (EHS)
Tony Sampson (TS)	Member – Everton Fans’ Forum (EFF)
Ken Sweeney (KS)	Member – Everton Supporters’ Club Committee (SCC)
Keith Done (KD)	Member – Everton Disabled Supporters’ Association (EDSA)
Helge Grunnevag (HG)	Member – International Supporters’ Club Network
Tony Whittaker (TW)	Member – Fan elected
Dave Kelly (DK)	Member – Fan Elected

**Apologies for absence:** None

Item:	Discussion:	Action
1	<p><b>Chair’s introduction</b></p> <p>JB welcomed the FAB and introduced KS, newly elected to represent the SCC. Tony Sandle remains the deputy representative for the SCC.</p>	
2	<p><b>Minutes of the last meeting</b></p> <p>A vote was held to accept the minutes as accurate. Proposed by RG, seconded by TW and voted as accepted.</p>	
3	<p><b>Declaration of AOB</b></p> <p>No items were put forward for discussion.</p>	
4	<p><b>Matters arising from minutes of the last meeting</b></p> <p><u>Directly-elected members visiting represented groups:</u></p> <ul style="list-style-type: none"> <li>• JC attended EDSA meeting on DD Mon. Closed</li> <li>• TW attended the EFC Shareholders’ Association meeting on 13 Feb. Closed</li> <li>• DK will attend EHS February meeting. Ongoing</li> <li>• JB will attend SCC meeting on 9 Mar. Ongoing</li> </ul> <p><u>Boundaries – FAB and Represented Groups &amp; ISCN Difficulties Holding Meetings::</u></p> <p>HG reported that ISCN had been unable to hold a meeting with any of the three geographical regions since the FAB formation and there is some concern over this. HG reported that he has still not been able to bring all the regions together in a single meeting, but reported that a meeting of the European region had taken place last autumn, although he was unsure of the date and was unable to give a</p>	<p>RG/DK KS/JB</p>

	<p>report. JC asked whether separate meetings could take place and JB confirmed that meetings did not have to include all regions at the same time, but emphasised the need to engage with the international fanbase. TS offered to assist in organising a meeting and invited HG to contact him. Ongoing</p> <p><u>Sponsorship Opportunities for Everton Women:</u> JB updated that the intended meeting had not taken place and due to this, Sponsorship Opportunities with Everton Women will be added to the agenda for the FAB/EFC meeting; CEO Everton Women (Alan McTavish) has confirmed that he will attend the joint FAB/EFC meeting. Ongoing</p> <p><u>EFC Mobile Application Not Including Everton Women Within Favourite Player Section:</u> JM confirmed that this had been escalated to EFC, via the Fan Engagement Team. Ongoing</p> <p><u>Away Travel to Everton Women Matches:</u> The FAB were concerned that there is no help for fans to get to women's matches and, in contrast to support laid on by LFC for their women's matches, there appears nothing that anybody at the Club can do to offer support. The FAB agreed that the matter should be added to the agenda of the FAB/Club meeting. Ongoing</p> <p><u>FSA membership:</u> An application to join the FSA as associate members was submitted on 25 January and was accepted on 1 February. The FAB is now an Associate Member and represented groups who are not members are encouraged to join. Closed</p> <p><u>FAB member elections:</u> JB confirmed that JC, KS, RG and TW had all volunteered to form the recruitment sub-committee (RSC). A separate meeting will be held to discuss the process and associated timeline. RG asked whether the FAB could look at increasing the membership. Ongoing</p> <p><u>Provision of a budget for FAB Activities:</u> The FAB agreed on a proposal to request a ring-fenced budget from the Club for FAB activities and costs. JB noted that the Club had previously agreed to consider a budget and then report back to the FAB, but this hadn't been done. The proposal was written by JC and TS said it would need to go hand-in-hand with a process for prioritising costs in accordance with FAB aims and objectives. Ongoing</p> <p><u>New Deal for Football:</u> JB updated the FAB that there was no update, as the article mentioned had referenced a meeting between the Premier League, Football League and Football Association. Closed</p>	<p>HG</p> <p>JB</p> <p>JM</p> <p>JM</p> <p>RSC</p> <p>JC</p>
5	<p><b>Chair's Update</b></p> <ul style="list-style-type: none"> <li>• Questions presented by fans at the January engagement sessions were submitted to the club on 18 Jan and published on 21 Jan. There were 66 questions for the club and 11 questions for the major shareholder. The questions to the major shareholder were put directly to him, in an interview with JB, which had been posted online. As well as the 66 questions for the Club, which were consolidated into categories, there were also five statements that did not require an answer. Once answers are provided, they will be posted on the FAB website and on Twitter. The FAB expects all questions to be answered prior to the next FAB/Club meeting on 28 February. The sessions took place before the end of the transfer window, so further fan questions</li> </ul>	<p>JB</p>

	<p>about the lack of transfer activity had not been included. TW asked whether the issue of lack of movement would be addressed and JB confirmed that Kevin Thelwell would be attending the next FAB/EFC joint meeting, so should cover the matter.</p> <ul style="list-style-type: none"> <li>• JB informed the FAB that he and TS had attended an informal meeting with FSA member organisations that had established FABs (Arsenal, Brighton, Leeds, Liverpool, Man Utd, the FSA and the FSA’s Premier League Network Reps) to discuss work carried out so far. The meeting covered an introduction, training for FAB members, equality/diversity/inclusion and non-disclosure agreements. JB Said that we are ahead of most supporter groups, in terms of strategic meetings with the Club.</li> <li>• JB, TS and Mark Dyer (EDSA) had a meeting with the Club’s Senior Liaison and Engagement Manager and Fan Engagement Manager about the Premier League’s Fan Engagement Standard. The Premier League had requested an ‘at a glance’ document to summarise engagement activities carried out or planned to take place in the future. EFC were keen to highlight the activities they currently carry out, so their submission will be more comprehensive than a short ‘at a glance’ document. The FAB, EFF and EDSA will be given the opportunity to comment on parts relating to their individual organisations.</li> <li>• JB and KS had attended two police meetings on 1 Feb (Arsenal) and 8 Feb (Liverpool); KS shared details with the FAB. TS mentioned the problems of fans getting into Anfield for the derby game, caused by delays in the entry system, which had already been raised with Lee Lomax and Rob Newsham, LFC and EFC Police Officers. KS said the SCC had also raised the matter, as well as concerns over the use of pepper spray.</li> <li>• JB said that the “Cap the Cup” banner, made for the Man Utd FA Cup game had been loaned out to Reading supporters, who raised the same concerns about costs in their FA Cup game at Old Trafford. TS said that the only requirement for a club to liaise with an opposing club on ticket pricing is if they are planning to charge more for cup games than they do for league games. JB added that all the information we had was passed to Reading Supporters’ Trust, who would join in the campaign for a reduction in cup game ticket costs. DK said that West Ham are also experiencing the same problem for their fixture against Man Utd on 1 March.</li> </ul>	
6	<p><b>Reserved group updates</b></p> <p>EDSA: KD reported that the EDSA are currently compiling a ‘mission statement’, to be printed out, letting fans know what services are available for them. He said they are encouraged by fans returning to the association, who had previously left. EDSA also believes that the Club will take over administration of all disabled parking spaces (including EDSA's) upon the move to the new stadium.</p>	
	<p>EFF: TS reported that the EFF are currently mainly concerned with the current predicament of the Club. Since the FAB’s last meeting, they published an open letter to the major shareholder on 6 Jan and received a response on 11 Jan, which they published. Their last meeting was 26 Jan and TS reiterated concerns amongst large parts of the fanbase. He cited communications emanating from the club, such as the late report of the injury to the CEO and asked how the Club was going to attempt to mend the disconnect with the fanbase. He said that no response was forthcoming from the Club. The EFF are planning to facilitate a series of focus groups, to ask about the new stadium and will be done on the back of the Club</p>	

	survey, carried out at the beginning of the year. They hope this can take place in March and have invited the SCC to be involved.	
	SCC: KS reported that their recent engagement with the EFF and feedback following the Arsenal game, about respect during protests, went very well. The next meeting is planned for 9 March, which JB will join. He said that the Leeds game would also be 'Mascot day' and that the SCC have been told that they are not allowed to fly flags around the pitch on that day. Members of the SCC are concerned about the transition to Bramley-Moore Dock (BMD) and are concerned about where they will sit and whether they will be able to sit near family and friends, as they currently do. He also asked whether we could push for information on the Brighton away game, which is meant to happen on the same day as the King's coronation. JB informed all that the FSA had raised this point and are hoping to get an update as early as possible .	
	EHS: RG reported that the EHS had held their first meeting in three months, as holidays and ill health had caused the cancellation of two earlier meetings. They have been awarded the Alan Ball "Ball of Fire" trophy, awarded by Ronnie Goodlass, of the Health Through Sport charity, with a particular mention of Paul Kelly, who organises the remembrance event. EHS are planning to celebrate their 25 <sup>th</sup> Anniversary and are planning an event, around the theme of 'Everton Giants' which will hopefully include Kevin Sheedy and Mo Marley. Recent events have included the shipment of 5,000 items, including 1,600 training tops (provided by Fanatics) to disadvantaged children in Ghana. They have also marked their first official re-dedication of a gravestone of people important to Everton's historical past. In this case, Thomas Keates, who chronicled Everton's history from the start of St Domingo's football club. He reminded the FAB that the EHS is available at St Luke's Church each match day until half hour before kick-off.	
	EWSC: JM reported that she is still awaiting a response from the Club on sponsorship for the Women's team (referred to in item 4). She said the EWSC would be happy to hold a joint event with the EHS, as they celebrate their 25 <sup>th</sup> year. She invited RG to make contact.  JC asked about catering facilities at Walton Hall Park and JM said there were none, currently, with the exception of mobile matchday facilities. There is, however, some space now free, since the regional FA have moved out of the building at the ground and there might be a possibility of using some of that space to provide a catering service. KS asked what the FAB could do to support the Women's game and JM said she was happy to have further discussions. JC suggested setting up a sub-committee to help support and promote the Women's team. JM, JC, RG and KS offered to help on that group.	RG/JM  JM/JC/RG/KS
	ISCN: HG said he had nothing to report.	
<b>7</b>	<b>Elected member updates</b> JC reported that since the last meeting she had attended the online FAB/Fan engagement meetings and had taken down questions to be forwarded to the Club. She continues to monitor the movement of the fan-led review white paper through parliament and will continue to post updates. In efforts, combined with other fan groups, to keep up support for the role of Independent Regulator (IREF) and for it not to be watered down, she has written to one of the Lords in Parliament, who offered his support at the APPG meeting last November. She is also helping to populate and maintain the FAB website, along with TS and JB.	

	<p>TW reported that he had attended a Shareholders' Association (EFCSA) meeting at the Bramley-Moore Pub. He explained the work of the FAB, its members and their roles. He answered questions about: the independence of the FAB; the website; provision of a budget; the interview between JB and the Club's major shareholder; directors attending face-to-face meetings; the presence/role of Board members at meetings.</p> <p>DK thanked TW for attending the SHA meeting and said that the group had many concerns about the direction of the Club. They were particularly disappointed that the CEO was able to attend Anfield for the recent derby game but had felt unable to attend the last home game. However, he noted the tone of debate on social media is extremely aggressive at the moment and feels it has no place in football. He said he was encouraged by the FAB/Fan engagement meeting at the Blue Base, which showed fans were frustrated and angry, but were articulate and put across some very good questions. He urged the need for a dialogue between the club and supporter groups, such as those represented in the FAB, saying that the EFCSA had been trying to engage with the Board since July 2022, but have had no response to their calls, e-mails and letters. He said they had been invited by Farhad Moshiri to a meeting seven months ago, which had not happened, despite being assured twice that it would happen. There has been no word from the Club since. The EFCSA used to meet with the Club four times a year, but the last meeting was held in Sep 22. The group has asked for a further meeting but has received no response. He called this 'wholly unacceptable' and said that the club must make conciliatory moves as soon as possible. DK also mentioned the upcoming meeting of gathered protest groups and it confirmed that he and JM would attend to represent the FAB, while KS would be attending to represent Mid Cheshire SC.</p>	
8	<p><b>Sub Committee Updates</b>  <u>FAB Communications:</u>  TS reported that the website is now fully up and running, but that we should expect some issues early on. He said it is good news that we can now get stories and documents out and available to fans much sooner than we were previously able to. He cited the publication of the fans' Q&amp;A sessions in January and links to media engagement by FAB members. He also reported a newly-launched survey of fans, around the re-emergence of the European Super League (ESL) and New Deal for Football, which captured parachute payments, fixture congestion and salary caps. The survey runs from 9-22 Feb and collated answers will be presented at a meeting after that time. He also noted that he expected the FLR white paper to be published around the 22 Feb and that his focus was on what this will mean for fan engagement.</p> <p><u>FAB Representation at Club Board Meetings:</u>  JB informed all that there was one area still to be agreed between the FAB and EFC for a member to attend EFC's Executive Leadership Team meetings, for areas that impact supporters. This will be discussed with EFC at the upcoming joint FAB/EFC meeting.</p>	
9	<p><b>Vote for Appointment of FAB Vice-Chair</b>  There were no self-nominations for the role of Vice-Chair on the night, so JB invited members to nominate their chosen candidate, with a view to holding a vote the following week.</p>	All
10	<p><b>Agenda items to be raised for the next Fab/Club meeting</b>  JB reminded the FAB of the current agenda and opened the discussion about proposed additional agenda items. The FAB agreed to request:</p> <ul style="list-style-type: none"> <li>• EFC's Strategic Vision and Objectives (New Investment)</li> </ul>	

	<ul style="list-style-type: none"> <li>• Broader Supporter Engagement (What the FAB can offer EFC, fan representation at EFC ELT meetings, Premier League fan engagement standard, new deal for football survey feedback).</li> <li>• Finance and Revenue Generation (2021/22 annual accounts, FAB operating budget).</li> </ul> <p>TW asked who was confirmed to attend. JB said that the only confirmed attending Director so far is Graeme Sharp, along with several members of the Leadership team.</p> <p>JB reminded all that any additional items for AOB, must be raised with the club by 23 Feb and asked members to send items to him before 23 Feb.</p>	All
11	<p><b>AOB</b> No other business.</p>	
12	<p><b>Date/location of next meeting</b> The next FAB/Club meeting will be Tuesday 28 February 5pm – 7pm The next FAB virtual meeting will be Wednesday 15 March 6pm – 8pm</p>	