

# FAN ADVISORY BOARD

## Meeting Summary

### Attendees:

**Everton Football Club:** Scott McLeod (Director of Engagement and Communications), Mo Maghazachi (Senior Liaison and Engagement Manager), Colin Chong (Chief Stadium Development Officer), Vicky Jaycock (Head of Premium Sales), Michael Gittens (Senior Manager, Data Science and Insight), Daniel Kelly (Legal Advisor & Data Protection Officer), Adam Clark (Senior Lead – Corporate PR), Jennifer O'Brien (Corporate Governance Coordinator).

**Fan Advisory Board:** Jazz Bal (JB), Dave Kelly (DK), Julie Clarke (JC), Keith Done (KD), Tony Sampson (TS), Julie Makin (JM), Tony Whittaker (TW), Helge Grunnevag (HG), Richard Gillham (RG), Ken Sweeney (KS).

**Apologies:** Denise Barrett-Baxendale (Chief Executive), Graeme Sharp (Non-Executive Director), Catherine Wright (Director of Governance), Geoff May (Senior Legal Advisor).

### Welcome and Introductions

- Jazz Bal welcomed FAB members to the meeting and introduced Colin, Vicky and Mike as contributors on behalf of the Club for this evening's meeting.
- The Chair reminded FAB members that certain parts of the discussions and presentations would need to remain confidential due to the sensitive nature of the material.
- The Chair referenced the lack of a Board member in attendance and reiterated his and FAB members' disappointment. This was acknowledged and noted by the Club.

### New Stadium Construction Update

- Colin Chong provided an update on the construction of the Club's new stadium at Bramley-Moore Dock.
- Colin played the latest update video which showed works taking place internally within the west stand.
- It was highlighted how a year ago, the site consisted of steel frames of stands. Since then, milestones have included: arrival and departure of tower cranes, concrete terracing installed, brick panels lifted into place, roof truss for both north and south stands completed, concrete pours completed, barrel roof works on west stand completed, internal works starting to focus on making the building watertight, and the mechanical, engineering and plumbing fitout commencing.
- Colin confirmed that the stadium remained on track for completion in the 2024/25 season.
- The next few months will see further visual changes as the barrel roof takes shape. Works will also continue to ramp up internally in the west stand as rooms, concourses, bars and restaurants start to form from the open spaces currently there.
- Colin confirmed that test events would take place in 2024, however they are yet to be determined as events in date, content, size, scale or attendances.
- In response to a query raised about potential risks to the project, Colin confirmed that now all the appropriate climate testing allocations had been carried out and the project has come through a full winter period, he would be confident the target completion date would be achieved.
- The FAB heard that, as part of the planning conditions, the Club was restoring the hydraulic tower. This was being supported by Liverpool City Region Combined Authority. No final decision has been made on what the building will be used for as the input of local authorities would be required. The desire from initial discussion with local authority partners is for it to become a cultural asset.
- KD confirmed that Everton Disabled Supporters' Association (EDSA) has been consulted on the project throughout and post-planning and was pleased with the communication his group has received from the Club. Colin confirmed any test events would be accessible and inclusive.

- Asked about safe standing, Colin confirmed this would be in place, subject to licensing. Initial figures are estimated to cover 6,000 fans standing in the lower south stand, with possibly up to 1,500 in the away section.
- A query was raised about what would happen to the current statues, Goodison Granites and war memorial / gates at Goodison Park. Colin confirmed the plan is that they will remain in place as a permanent reminder of Everton, the players who represented the Club and the fans that support(ed) the Blues. These features will be retained as part of the Goodison Legacy development.
- Colin confirmed that the Club will be looking at public art at the new stadium but this will not be in place until at least after the first year, ensuring the flow of movement had been established.
- RG raised a question about reusing parts of Goodison Park. Colin explained this would be difficult due to the deconstruction of Goodison not taking place until after the new stadium has opened. Everything at Goodison has been categorised so there may be an opportunity to reuse elements within décor in the future.
- Colin provided some background and FAB members took part in discussions, as well as giving their opinions on potential completion and move-in dates.
- Mike Gittens confirmed the Club recognise the importance of consultation and would be consulting with the wider fanbase on this matter through surveys on migration the digital journey into the new stadium.
- Colin Chong left the meeting.

## **ALL**

- FAB members were given a tour of the ALL sales suite at the Royal Liver Building.
- Led by Vicky Jaycock, FAB members were talked through the Club's sales strategy, the context behind ALL, the importance of the sales suite and the fan journey.
- Vicky Jaycock left the meeting.

## **New Stadium Digital Journey**

- Scott McLeod shared an insight into what the digital experience at the new stadium could include.
- Members were informed that the Club is commissioning a new app that would be used to continually enhance and personalise matchdays for supporters.
- Scott explained how this will be powered by cutting edge wi-fi and mobile network infrastructure that will be active across the entire stadium footprint.
- The app would also enable best practice emergency protocols and procedures.
- Mike Gittens confirmed that a survey on the Club's digital journey will be released in the coming weeks, giving supporters the chance to inform the Club of their preferences.

## **Season Ticket Renewals & Migration Discussion**

- Mike Gittens provided an explanation on how the Club will use data from a series of fan surveys to inform decision-making.
- One of the areas the survey will cover is the migration of Season Ticket Members.
- FAB members had a discussion around the migration process, feeding in on the various parameters and metrics the Club can use when looking at priority and process.
- FAB members also discussed the Season Ticket waiting list, with the Club explaining the process and tiering. The Club took on board the FAB members' feedback.
- Mike confirmed the digital journey survey would be released in the coming weeks, with the migration survey due for release later this summer / early autumn.
- Mike also thanked supporters who took part in the matchday experience survey, with the data received from that piece of research helping the Club in the decision-making around the food and beverage contract and entertainment considerations.
- KD left the meeting.

## **Strategic Vision and Objectives**

- The FAB reiterated their disappointment at the lack of a Club Board representative at this or the previous meeting.

- The Club acknowledged a lack of Board presence and highlighted the scope and importance of the discussions held at this evening's meeting. The Club staff confirmed they would relay the disappointment back to senior colleagues.
- In a response to a query relating to Everton Women, the Club confirmed they would be looking at facilitating supporter travel to an away fixture early next season.
- In response to a query, the Club confirmed that North America remained a key territory in the Club's international strategy.
- RG confirmed he had been supporting the Club's International team on projects targeting Central America and Western Europe.
- The FAB asked if there was any update on potential investment. The Club reaffirmed the words of the Majority Shareholder in his interview with the FAB that talks were ongoing. Once the Club is in a position to do so an update will be provided.

### **Broader Supporter Engagement**

- This summer sees the FAB complete its first year in existence. JB provided details on some of the work undertaken by the FAB in the past 12 months which included:
  - 11 FAB only meetings, four with the Club;
  - Five meetings ahead of fixtures with Merseyside Police;
  - Meetings with FABs and Supporters' Boards;
  - Supported the Premier League with their gender equality workshop;
  - Held meetings with football authorities;
  - Established FAB email addresses and website;
  - Established the FAB's corporate identity;
  - Created social media channels;
  - Finalised all binding and non-binding paperwork with the Club;
  - Produced a complaints procedure and codes of conduct;
  - Established five sub committees;
  - Facilitated two Q&A sessions, including one with the Club's owner;
  - Conducted surveys and focus groups, as well as taking part in work nationally, and;
  - Embarking on the FAB's first election process.
- Future objectives included:
  - Fan Led Review lobbying, and;
  - Further support to Everton Women and Everton Women supporters.
- It was highlighted that the Everton FAB was only one of seven newly established Fan Advisory Boards this season.
- The FAB highlighted once again the improvement needed in Club Board attendance, although the attendance of Richard Kenyon, Chief Commercial & Communications Officer, at three FAB meetings, was acknowledged.

### **Governance, Regulation and Compliance**

- In response to a query raised, the Club confirmed that it cannot comment on when an Independent Commission would deliver its ruling or any media speculation around the matter.
- The Club reaffirmed the key points of the Club statement and explained that no further comment can be provided.

### **External Investment**

- The FAB asked if there was any update on potential investment.
- The Club reaffirmed the words of the Majority Shareholder in his interview with the FAB. Once the Club is in a position to do so an update will be provided.

### **Next Meeting**

- The meeting dates for the 2023/24 season would be arranged, with an optimum schedule of August (before the 12<sup>th</sup>), November, February, and May.