



FAN ADVISORY BOARD

Meeting Summary

Attendees:

Everton Football Club: Colin Chong (Interim CEO and Chief Stadium Development Officer), Richard Kenyon (Chief Commercial and Communications Officer), Scott McLeod (Director of Engagement and Communications), Catherine Wright (Director of Governance) Mo Maghazachi (Senior Liaison and Engagement Manager), Geoff May (Senior Legal Advisor), Ben Osu (Senior Lead – Equity and Inclusion) Adam Clark (Senior Lead – Corporate PR).

Fan Advisory Board: Jazz Bal (JB), Dave Kelly (DK), Julie Clarke (JC), Keith Done (KD), Tony Sampson (TS), Julie Makin (JM), Paul Rigby (PR), Paul McMonnies (PMcM), Ken Sweeney (KS), Andy Vernon (AV), Paul McParlan (PMcP)

Apologies: Jennifer O'Brien (Corporate Governance Coordinator), Richard Gillham (Heritage Society).

Welcome and Introductions

- JB opened the meeting and formally welcomed new FAB members.
- 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 and information.
- The Chair welcomed CC to the meeting as the Club's Board level representative and interim CEO.

Club Update

- CC and RK provided a brief update on the progress of investment into the Club.
- CC reaffirmed that due to the confidential nature of the discussions, Everton can make no public comment at this stage.
- RK outlined that as soon as the Club is in a position to do so, it will undertake the formal communications process required for such investment and will update supporters accordingly. TS highlighted the importance of any investors/Board proactively engaging with the wider fanbase.
- CC explained the broad responsibilities he has undertaken in his role as interim CEO, which includes ensuring the day-to-day running of the business, while also maintaining his stadium development role.
- CC praised the support of colleagues across the Club and responded to questions on whether any interim positions meant certain projects or initiatives could not be started, implemented or completed. Colin informed the group it was business as usual across the Club, highlighting progress made on stadium development, commercial partnerships, and football operations.
- Responding to questions, CC informed the FAB that stadium development remains on track for completion in the final months of 2024. Club will consult supporters through a migration survey this autumn. Club continues to analyse whether to move mid-season or for the start of the 2025/26 season. Any decision will not be based on sentiment but will be business-led and driven by insight and commercial data.
- CC informed group that Club will be seeking to maximise commercial opportunities that the new stadium offers, as well as during the remaining time at Goodison Park.



- In response to the Club update, PR enquired as to whether the Club would benefit from organisational change management or transformation expertise. The Club acknowledged the question and explained this is something that is happening internally – more specifically around recent stadium and partnerships announcements.

Equity and Inclusion

- BO presented Everton's EDI plans and activities and informed the group of the Club's desire to retain the Advanced Level of the Premier League Equality, Diversity and Inclusion Standard.
- BO explained the Club's long-term commitment to continually review and develop its EDI strategy and framework to improve not only matchday experiences but also employment initiatives.
- BO outlined that the overarching mission he is working towards is to ensure that anyone visiting or engaging with the Club feels respected, celebrated and empowered.
- Covering some of the 30 initiatives undertaken in the last calendar year that reached more than 200,000 people, BO highlighted the examples of Seamus Coleman and Gabby George becoming the Premier League and WSL's first Her Game Too player advocates while also explaining the Club's relationship and dialogue with Everton Disabled Supporters' Association and Level Playing Field.
- BO also explained that the Club is piloting plans for an autism friendly stadium tour which, if successful, could be rolled out widely as part of Club's tour offering for Goodison Park later this season.
- FAB members learned more about how the Club was one of the first in the Premier League to implement the real Living Wage and has now become part of the Living Wage Foundation's Steering Group. BO also informed the FAB that the Club will be aiming to reaffirm its status as a Disability Confident employer.
- FAB members praised the accessibility works that were undertaken at Goodison Park and DK recounted his own positive personal experience.
- JC praised the matchday offering at the Blue Base for supporters and enquired if the Club would be seeking to replicate such an offering at Everton Stadium in the future. CC confirmed that all relevant areas of the new stadium would be accessible, unlike Goodison Park. JC asked if the Club could consider looking at a space for disabled fans, for extended period use, before games, as currently offered by the Blue Base.
- FAB members asked if the Club could engage with home teams when Everton travel away over the impact of strobe / flash lighting of floodlights and pyrotechnics. Recent instances have impacted Evertonians. AV suggested that prior warning would help prepare supporters or their parents or guardians. SMC agreed that this would be picked up and included in any matchday guides for away supporters this season.
- PMcP made a suggestion that the Club look at opportunities to combat social isolation for older Evertonians. RK confirmed the Club will look at this in conjunction with Everton in the Community, who already have programmes running for local people.

Ticketmaster

- RK provided FAB members with some background and information on the partnership with Ticketmaster.



- RK explained how working with such a globally renowned provider will benefit not only the football club and fans now but also the new stadium development for non-football events.
- FAB members enquired about other digital solutions at the new stadium and SMC updated members on how the Club is currently working on making sure the digital transition is mapped out, including DAS and other infrastructure, to make it as user friendly as possible.
- In response, PR suggested that given the level of investment the complexity inherent in any digital transformation, the engagement of a professional technology integration firm could improve return on investment, reduce risk and enable a better customer experience for fans. The club explained that it works with a number of third-party organisations and this was under consideration.

Premier League Fan Engagement Standard

- SMC outlined the requirements of Premier League clubs to respond to a Fan Engagement Standard.
- SMC explained how Everton, like all clubs, will produce a Fan Engagement Plan to highlight the various levels of fan engagement and structured dialogue undertaken by the Club.
- SMC explained that the Club is ahead of schedule in the delivery of the plan, which will be released later this month.
- FAB members were encouraged to put forward ideas that could be explored in 2023/24 to improve experiences for Evertonians and wider football supporters.
- FAB members discussed the role of the FAB across the game and the thought leadership opportunities available of working alongside the Football Supporters' Association (FSA).

Strategic Vision and Objectives

- TS asked the Club for an update on its international strategy.
- RK reaffirmed that nothing has changed in the Club's overarching strategy. RK explained the key points of the strategy and the continued growth of supporter numbers, the affiliate club programme and soccer camps internationally. The soccer camp programme is being delivered in more than 20 US states this summer, as well as other locations in Europe and the Far East.
- RK highlighted how the strategy is supporting long-term commercial objectives and how it will continue to play a significant role in the future; and agreed to have a follow-up discussion.

Broader Supporter Engagement

- In response to queries raised by FAB members, SMC confirmed that Everton Women's players are being added to the favourite players section on the official Everton app. An update would be rolled out shortly.
- MM confirmed that the Club is looking to pilot away travel for Everton Women's supporters early in the WSL season and that more details will be shared nearer the time.

Revenue Generation



- RK outlined how the Club benchmarks against competitors and referenced numbers and facts that appeared in the recent commercial update.
- RK outlined the Club's desire to continue to sustain, consolidate and improve on the current commercial position, which has historically seen Everton benchmark commercially as the best outside of those clubs regularly competing in Europe.
- RK provided some insight into the commercial strategy to do this, which included: maximising the Club's Principal Partner assets and increasing global level deals, and leveraging the opportunities presented by the new stadium.
- In response PR asked what closed loop client and customer satisfaction tools or experience management platforms were used to ensure the Club and fans were getting full value out of partners and that fan's concerns particularly in respect of retail contractors were being addressed. The Club explained there were formal mechanisms and tools in place and would advise the group of how this works, more specifically in relation to retail ahead of the next meeting. The Fans' Forum meets with the Partnerships team with a specific focus on retail and together have resolved a number of queries.

Governance, Regulation and Compliance

- JB asked if any update could be provided on the Club's referral to an independent commission. The Club confirmed that it cannot legally comment on the matter and reaffirmed the key points of the Club's statement from February.

AOB

- No items were submitted for AOB.

Next Meeting

- The next meeting is scheduled for 8 November 2023.