

EVERTON FAN ADVISORY BOARD

Board Meeting Minutes

Date: Tuesday 8 August 2023
Time: 6pm
Location: Online (via Teams)

Attendees:	Position/Role:
Jazz Bal (JB)	Chair – Fan elected
Dave Kelly (DK)	Vice-Chair – Fan elected
Julie Clarke (JC)	Secretary – Fan elected
Ken Sweeney (KS)	Member – Everton Supporters’ Club Committee (SCC)
Julie Makin (JM)	Member – Everton Women Supporters’ Club (EWSC)
Tony Sampson (TS)	Member – International Supporters’ Club Network (ISCN)
Keith Done (KD)	Member – Everton Disabled Supporters’ Association (EDSA)
Paul McMonnies (PMM)	Member – Football Supporters’ Association (FSA)
Andy Vernon (AV)	Member – Everton Fans’ Forum (EFF)
Paul Rigby (PR)	Member – Fan elected
Paul McParlan (PMP)	Deputising Member – Everton Heritage Society (EHS)

Apologies for absence:
 Richie Gillham (RG) Member – Everton Heritage Society

Item:	Discussion:	Action
1	Chair’s introduction JB welcomed the FAB and introduced PMP, deputising for RG on behalf of EHS.	
2	Minutes of the last meeting A vote was held to accept the minutes as accurate. Proposed by KD, seconded by KS and voted as accepted. JB to post to FAB website.	JB
3	Declaration of AOB There were no declarations.	
4	Matters arising from minutes of the last meeting <u>EFC Mobile App (not including Everton Women players within ‘Favourite Player’ section):</u> It was noted that the expected update to the app has still not happened and the matter will be discussed at the upcoming FAB/Club meeting. Ongoing <u>Away Travel to Everton Women’s Matches:</u> JM had discussed the ‘trial travel’ game with EFC, following the release of Women’s Super League fixtures on 18 Jul 23. The Club proposed the trial to be for the first away game of the season (Leicester City), but want to be sure that there is no conflict with the Men’s team. This will be discussed further once the October TV fixture changes for the Premier League have been announced. Ongoing	

	<p><u><i>Amendment of the FAB Constitution:</i></u> Agreed amendments have not been made yet, since the Constitution operates alongside the Memorandum of Understanding (MoU), which may require amendment once the 'interim' period is over. Ongoing.</p> <p><u><i>Advertising of EHS Presence at St. Luke's Church:</i></u> There is an urgent need for the facilities at St Lukes, for use by the EHS and fans in general, who make use of the ground floor café. FAB members confirmed that they have promoted its location and availability. Closed.</p> <p><u><i>Subcommittee Membership:</i></u> The Communications group has been established. Closed. The Women's Game group has asked for members to volunteer. JM, JC, KS have confirmed they will carry on and others should confirm their interest with JM. Ongoing.</p> <p><u><i>Agenda Items for FAB/Club Meeting:</i></u> All items have now been submitted. Closed.</p> <p><u><i>Confidentiality Agreements for New Members and Deputies:</i></u> All agreements have now been signed and submitted. Closed.</p> <p><u><i>Time of FAB/Club Meeting:</i></u> JB has spoken to the Club and agreed that future meeting should start at 6pm, in order to take account of members' working patterns. Closed.</p>	
5	<p>Chair's Update</p> <ul style="list-style-type: none"> • JB had written to the Club's Interim CEO, Colin Chong, to inform him of the FAB membership/officers for the 2023/24 season; and re-iterating the commitment of Board member attendance at FAB/EFC meetings. • Still waiting for photographs and short biographies from new members, for FAB website and social media. • A request was received from an Australian (Aussie rules) football supporters' group, requesting information and possible help in setting up a body similar to a FAB. JB has arranged an online meeting and will report back at the next meeting. • Whilst attending pre-season friendly games it has become clear that there is a lot of support for the FAB, which is not always clear, from social media. 	PR, AV, PMM
6	<p>Reserved group updates</p> <p>EDSA: KD reported The EDSA car parking authorisations for the coming season have been agreed and permits have been issued. A new facebook page has been created to improve functionality over the existing facebook group, which will run in parallel, until all users have joined the new page. EDSA feels that having a page rather than a group will suit their needs better, as it gives more functionality to help share news, updates and events and allows them to be contacted more easily. EDSA are considering partnering with 'Her Game Too' for the coming season.</p> <p>EFF: AV reported that the EFF had met the new stadium architect, Dan Meis. Dan Meis had explained how fans will be as close to the pitch as regulations allow, stands are as steep as possible and all parts of the stadium will be fully accessible. Other matters arising from the last EFF meeting include that the EFF has raised the issue of broadcasting companies influencing fixture changes with little thought to fans. They have suggested that efforts are made to arrange midweek and evening fixtures (as much as possible) between clubs that are relatively local to each other. The EFF had also discussed digital ticketing, release timeframe for the third 2023/24 kit (during the</p>	

school summer holidays), the introduction of a quiet hour at EFC retail stores. An interview with Kevin Thelwell and the Club Communications team has taken place, after the EFF requested it and they have pressed for its release. The EFF also raised the potential of independent designers working alongside the Club's merchandising partners; and informed the FAB that the FA were investigating the pitch incursion from the Bournemouth fixture.

The final update from the EFF was about the 'Her Game Too' initiative for escorting to and from grounds and for a process to be put in place for fans in distress.

SCC: KS informed the FAB that the SCC would be meeting later in August and would be raising an opposition to digital ticketing, membership benefits and matchday pricing for 'walk-up' fans.

EWSC: JM reported that EWSC had renewed its membership with Her Game Too. Membership numbers of EWSC continue to go up and there has been a sizeable increase this season. Fans who have never been to Goodison park are now attending the Women's game. This is mainly as a result of the raise in popularity of the women's game but is also partly due to the cost of tickets to attend the men's game. It is widely believed that fans of the women's game are better provided for on match days and there are incentives, with a very friendly, family atmosphere. Tickets for the games currently cost £8 and the games attract up to 1,000 fans. PR said that TS worked hard to promote the women's game in the USA.

ISCN: TS gave a slide presentation, demonstrating the efforts the ISCN are making to coordinate communications and activities globally. He met with Justin Bradstreet (JPAC region) and Helge Grunnervag (Europe region) to discuss strategic objectives and aims. He is aware that there is no data currently available to show how many fans are being reached and that there is a low awareness of FAB representation. One of the ISCN's main objectives this season, is to build awareness of the FAB internationally.

FSA: PMM reported that he had joined the FSA's Premier League Network and drew the FAB's attention to available training, offered by the FSA and urged members to use it. His attendance at network meetings with the FSA have demonstrated that Everton FAB appears to be largely ahead of other PL Clubs and that some hadn't yet started the process of setting up a FAB. The FSA have made clear that they are available to help any Club's fanbase in setting up a FAB and invites enquiries. PMM discussed concerns of fans raised by other clubs; notably those who are raising the price of their tickets and raising the age for fans to apply for senior tickets. The FSA note new rules brought in this season on abuse of officials and fan behaviour, including pitch incursions. PMM informed all that clubs were due to release their Fan Engagement Plans in August and JB added that the PL have yet to confirm penalties for infringements. PR said that clubs must recognise that fans are customers, as well as supporters. In response to a network query, PMM asked whether any FAB members had experienced aggressive/inappropriate stewarding so that he could report back.

EHS: PMP reported that their Vice-Chair announced at their last meeting that he would be standing down, so they will begin the process of electing a replacement. Their next meeting is the AGM and will be on 15th August, with Dave Prentice giving a presentation about BMD. The EHS had commissioned a book, by David France and David Prentice, "Everton Treasures" which will be available for sale at St Luke's. Despite repeated requests, there has been no commitment on a base for the EHS to work out of, on match days, after the move to BMD. This is a function that cannot be outsourced. The EHS has been told that the ground floor café has been closed permanently, due to under-usage. DK asked who had made the decision and whether it was irreversible. JC said that RG reported they get up to 500 fans using the café

	<p>every home game and that it is wheelchair accessible, so the case for it being under-used doesn't make sense. AV reiterated the message that the EFF had received when they raised 'Teas at St Luke's'. DK asked whether the club were attempting to move fans on in order to promote the use of the Blue Base, but JC said she uses the Blue Base before home games and that it is fully utilised. A further 500 fans would not get into it on match days. Furthermore, less mobile fans, who travel to the ground in the direction of Goodison Road, would be unlikely to carry on past the ground to get to the Blue Base. KS said that more people would use St Luke's if it was promoted by the Club. A discussion followed about whether the EHS could use the ground floor space, if the Club were determined to end its use as a café. If so, they would see more visitors to their stalls and exhibitions, since their current (first floor) position was not accessible to those with mobility issues. EHS will raise this with EFC.</p>	EHS
7	<p>Elected member updates</p> <p>DK said that he has met other fan groups, in his work with Fans for Foodbanks and found that some of them are not aware of what their own clubs are doing to set up a FAB. He attended a meeting last week and says other club's fans are looking at what the EFC FAB are doing, so suggests we should reach out to other FABs, in order to share some of the issues all FABs are facing. DK also informed the FAB that a Ground Safety Advisory Group meeting will be taking place on 10 Aug 23 and he will report back at the next meeting.</p> <p>JC said that she has been producing content for the website and social media, centred around clarifying the Fan Led Review (FLR) and bringing the fan base up to date on its progression. She asked that we maintain our efforts to support the legislation, which is in danger of stalling and believes that MPs should be reminded of the importance of the Bill to fans. She asked that we re-write to MPs and Peers, asking for support and said that she was extremely disappointed at the apathy of MPs (particularly those based in and around Liverpool) who did not attend the APPG at the House of Lords, despite being signed up to the Group. DK suggested we make efforts to speak to MPs at the upcoming Labour Party Conference in Liverpool, when face-to-face meetings might be possible. AV said that we should canvass support by regional Mayors.</p> <p>PR said that when we challenge the club on its strategic direction, we must include the apparent lack of enthusiasm to embrace homegrown technological talent. He cited other clubs promoting technical solutions by using and partnering with local providers and thereby including the local workforce, who may be the club's own fanbase, while Everton looks to partner with overseas betting firms. He suggested that the new CEO will have some reputational damage to repair and this might be one way of helping that.</p>	DK
8	<p>Sub Committee Updates</p> <p><u>FAB Communications:</u></p> <p>PMM said that he had hosted the first meeting of the new Communications Subcommittee and had highlighted tasks and responsibilities. He would like to make more use of MS Teams to arrange the workflow and has offered help to any members who are not confident using it. The most important task to begin with is to make sure fans know how they can get in touch with the FAB.</p> <p><u>FAB Women's Game Working Group:</u></p> <p>JM said that she is waiting to hear from members who want to be on the group. JC and KS confirmed that they wished to remain for this season.</p>	
9	<p>FAB/Club Meeting</p> <p>The agenda for the meeting with the Club on 9 August was discussed and ownership allocated to FAB members for different agenda items.</p>	

	The Club's response to the proposed FAB budget, which had been distributed prior to the meeting, was discussed and JC asked the FAB whether, in light of the Club's broadly negative response, the FAB still wished to proceed with the proposal. It was agreed that the proposal should still be supported and that JC and DK would make representation at the FAB/Club meeting.	
10	AOB There was no further business.	
11	Date/location of next meeting The next virtual meeting was agreed to be Tuesday 5 September, 6pm – 8pm	