

# EVERTON FAN ADVISORY BOARD

## Meeting Minutes

**Date:** Tuesday 3 October 2023  
**Time:** 6pm  
**Location:** Online (via Teams)

<b>Attendees:</b>	<b>Position/Role:</b>
Dave Kelly (DK)	Chair – Fan elected
Tony Sampson (TS)	Vice-Chair – International Supporters’ Club Network
Julie Clarke (JC)	Secretary – Fan elected
Richie Gillham (RG)	Member – Everton Heritage Society (EHS)
Julie Makin (JM)	Member – Everton Women Supporters’ Club (EWSC)
Keith Done (KD)	Member – Everton Disabled Supporters’ Association (EDSA)
Ken Sweeney (KS)	Member – Everton Supporters’ Club Committee (SCC)
Paul McMonnies (PM)	Member – Football Supporters’ Association (FSA)
Andy Vernon (AV)	Member – Everton Fans’ Forum (EFF)
Paul Rigby (PR)	Member – Fan elected
Scott McAllister (SM)	Member – Fan elected

Item:	Discussion:	Action
1	<p><b>Chair’s introduction</b>            DK thanked the FAB for attending his first meeting as Chair and welcomed its newest member, SM.</p>	
2	<p><b>Minutes of the last meeting</b>            A vote was held to accept the minutes as accurate.            Proposed by PM, seconded by JM and voted as accepted. PM will post the minutes to the FAB website.</p>	
3	<p><b>Declaration of AOB</b>            TS and PM declared items. Both to be included in item 9.</p>	
4	<p><b>Matters arising from minutes of the last meeting</b>  <u><i>Favourite player app did not include nominations for women’s game players:</i></u>            JM reported that the App has now been updated. Closed</p> <p><u><i>FAB Members attending Ground Safety Advisory Group (GSAG):</i></u>            The Vice-Chair will be the designated attendee. When he is unable to attend, another member of the FAB will attend in place. The Constitution will be amended to reflect that. The SCC FAB rep also attends the meetings. Closed</p> <p><u><i>Review of Constitution for the Current Session:</i></u>            Amendments agreed at FAB meetings are to be included by the Secretary, reviewed by the Chair and Vice-Chair before being distributed to the FAB for ratification at the next full meeting.</p>	<p>JC</p> <p>DK/TS/JC</p>

	<p><u>Closure of St Luke's Café on Matchday:</u> The space is now being used by Homebaked Community Bakery and DK will address the matter in his Chair's update. Closed</p>	
5	<p><b>Chair's Update</b></p> <ul style="list-style-type: none"> <li>• DK confirm that he had been invited to meet a representative from proposed new investors, 777, Mr Don Dransfield (DD), and had asked that either the Vice-Chair, or Secretary (TS or JC) accompany him. He had been assured that this was simply an initial 'meet and greet' meeting, on a strict one-to-one basis and that it would not replace a meeting 777 had confirmed they would hold, through the Club. He said that the meeting had been an honest discussion, albeit that it had been made clear that DD could not discuss ongoing negotiations with the Club, or due diligence processes with other agencies, on legal advice. One thing they were able to confirm was that the agreement for the sale by Farhad Moshiri had been signed off 10 days earlier and that the process to finalise should take about 12 weeks. DK confirmed that DD was a British national and a supporter of British football and that early signs of engagement (this meeting) and their assurance that they were committed to ongoing fan engagement were positive. DK said that he had informed DD that he FAB was due to hold a fan engagement session the next day and that a summary of the issues raised at that meeting would be published. JC said that she had been sceptical about whether a single FAB member should attend the meeting, as it may have been considered to be in place of a full FAB meeting, which the FAB have been told will take place. DK confirmed that he had been assured this would not be the case. AV said that he was concerned 777 had spoken to individuals only, at this stage, and wanted to seek assurance through the Club that communications would be through elected member groups. KS endorsed that concern. It was agreed that the matter should be further discussed at the next FAB/Club meeting.</li> <li>• DK said he was pleased that an agreement had been reached, with the intervention of the EHS, whereby Homebaked Community Bakery would pilot the provision of a café at St Luke's for three home games. Two have already taken place and Homebaked confirmed that attendance had been high and that all produce had been sold. The FAB agreed tat the scheme should be promoted to continue. KS said that St Luke's graveyard is important to fans, especially those who have family interred there and that it should be open for all fans to visit on match days.</li> <li>• DK thanked PM for his work in producing videos and other media to promote the FAB's activities and said feedback had been positive.</li> <li>• TS asked for an update on the possibility of St Luke's being used for FAB drop-in sessions before home games. DK confirmed that, once the café is in full-time matchday use again, the facility should be used to its fullest potential.</li> </ul>	ALL
6	<p><b>Reserved group updates</b></p> <p><b>EDSA:</b> KD Reported that EDSA had recently held their monthly meeting, where they discussed membership. He confirmed that current membership is around 600, but he did not believe the majority of fans who are eligible to join are aware of the benefits of membership. He mentioned that some EDSA car parking permit holders are failing to inform EDSA when they cannot attend a game. This leaves a much-needed space unused and so is unfair to members who are on a waiting list. He said that the Club lead on disabled parking, Melissa Wylie, would be writing to permit holders, reminding them of their conditions of use, which includes an obligation to inform the Club and/or EDSA when they cannot get to a match. She will be confirming that members can lose their permit for not doing so. KS said that the SCC has some disabled members, who regularly attend and asked how they can join EDSA. KD confirmed that they can do so through a link on the Club website. EDSA also has its own X/Twitter account and can be contacted that way. KD brought up the subject of the dangerous practice of balls being kicked towards the fans, in the park end, by Arsenal players, in their warm-up before the</p>	

Arsenal match. This includes an area designated for wheelchair users and is beyond the reach of the safety net erected by the club before the game. One of the kicks involved a carer being injured, requiring treatment from a paramedic. The issue was complicated by fans gathering at the tunnel entrance to take photographs, thereby blocking the entrance to the Bullens/Park End Tunnel, used by paramedics. He said an EDSA representative would be speaking to the Club about the incident. Claire Graham has now taken on the role of EDSA's Her Game Too (HGT) representative and will be contacting JM in due course. EDSA have also started receiving payment from Amazon generated by purchases through the 'Give as You Live' initiative.

**EFF:** AV reported that at the last meeting, the EFF discussed the season ticket waiting list, which continues to rise by around 900 applicants per month. The Club are obliged to make a certain number of tickets available for sale for all home games from the Club via their ticket office, by telephone or online and this limits the number of season tickets that can be offered. This will continue to be the case when the Club moves to its new stadium, at Bramley-Moore Dock and the EFF believes that the number of new season tickets issued will not be as high as expected. He said that LFC had announced they were reducing the number of available tickets to EFC fans, as a result of the ongoing works on the Anfield Road stand. EFC and the EFF are liaising with LFC, in an effort to increase the number of tickets available for away supporters. KS said the SCC had noted that LFC had allocated less than the expected 10% of capacity for away fans for the past three seasons. There had also been a discussion about current season tickets holders being ineligible to buy tickets on the re-sale platform, which some considered unfair, as season ticket holders wanted, in many cases, to take their children with them. KS pointed out that there was a duty of care by the Club, whereby children should be seated alongside their parent or responsible adult and purchasing tickets on the re-sale platform would risk this not being the case. There was a general discussion about the ages by which older children should be able to sit apart from their parents or guardians. AV queried when the expected survey would take place, where the Club seek the input of fans about the new stadium migration.

**SCC:** KS reported that Phil O'Rourke had stepped down as Chair of the SCC and that he had now been elected Chair. He said that the SCC had met with the Club on 13 September and the Club had undertaken to liaise with all representative fan groups about the new stadium transition, via the upcoming survey. He urged all groups to push for the publication of the survey. He confirmed that SCC members have to go through the same ticket process as all other fans, when purchasing matchday tickets and asked whether the Club could provide a suitable platform to allow fans in different age groups to sit together. He said the SCC had discussed the long queues at turnstiles, as a result of digital ticketing and said they feared it would become worse at the new stadium, if all turnstiles only work with digital tickets. SM said that one in every four fans enter via a digital pass and this suggests most fans want to carry on using cards and printed tickets. There has been a suggestion that fans could request personalised season tickets and they would like the Club to embrace this idea as a commercial opportunity. KS said that there had been a lot of complaints at the Aston Villa away game, about stewards being quite heavy-handed in dealing with well-behaved fans.

**EWSC:** JM reported that there had been major problems at the first home game of the season. Seats are not numbered and appear to be allocated, when tickets are sold, so there is lots of confusion. New season ticket holders are told they will receive an e-mail three days before each game and so also need to order a ticket, even though they may believe they can turn up and be admitted. Many missed obtaining a ticket for the Manchester United game, under the new system. The EWSC was happy that the Club had initiated its pilot scheme to provide free coach transport for fans travelling to away games, but that there were teething issues with the first game, to Leicester. The Club had duplicated the names of travellers, passed on by the EWSC, and there were,

	<p>unfortunately, seats left empty, which would have been filled, since the offer was over-subscribed. JM will liaise on the issue of future coaches, since there is clearly a need for the service. She said the EWSC would like a meeting with the Club to discuss the demise of the academy provision and reports of women’s team players being reduced to all but senior team members. This leaves no pathway for women to progress at the club into the senior team. DK has undertaken to contact the Club to request an urgent meeting on the matter.</p> <p><b>ISCN:</b> TS reported that he had hoped to have made more progress on setting up meetings with the three regional groups, but the difficulty of arranging a suitable time when all regions could be represented in a single meeting had been an issue. He is, however, holding conversations with them and there is an appetite for those meetings to take place, even separately, so he will be working to arrange this and will report arrangements to the FAB at its next meeting.</p> <p><b>EHS:</b> RG reported that, as well as continuing their campaign to have the ground floor of St Luke’s used on matchdays, through their liaison with Homebaked community bakery it had been a busy month for the EHS, which included the release of a video on ‘The Birth of Everton Football Club’, a BBC radio interview and a podcast about the Everton Heritage Society, which was released by the Club. The EHS association with KitAid continues and RG wanted to draw attention to the fact the KitAid have recently celebrated their 25<sup>th</sup> anniversary and have reached a landmark one million items donated to some of the poorest nations, as well as refugee camps, throughout the world. All details can be found on the EHS website.</p> <p><b>FSA:</b> PM Reported that there is serious opposition to the proposed Sunday 6.30pm kick-offs in the Premier League. He also said the FSA were supporting an initiative by an independent group of Fulham women’s supporters, who are campaigning for provision of young children being taken to matches by their parents. PM has provided a document, giving further information, for the FAB to access.</p> <p>A general discussion followed, about the 6.30pm kick-off proposal, including the difficulty for fans being unable to return home using public transport; concerns about fans’ family dynamics around work and school times and a consensus that the Premier League and broadcasters appear to be giving very little consideration to the difficulties for visiting fans when agreeing match times.</p>	<p>DK/JM</p> <p>TS</p>
<p><b>7</b></p>	<p><b>Elected member updates</b></p> <p>JC said that she had received a response from the Club to her e-mail, enquiring what, if any, influence the Club had in the very late change to the Arsenal home fixture in September, from Saturday to Sunday. She had copied the response to the FAB on 11 September. The Club said that the change had been made due to both Arsenal and Newcastle’s European fixtures and the broadcaster’s commitment to televise both. It had been complicated by the draw only having taken place two weeks before the match. She also said she had attended the Aston Villa Carabao Cup game and agreed with KS about the heavy-handedness of some of the stewards at the game. She said she had made a complaint on the night and had received an apology from the Head Steward.</p> <p><b>PR</b> said that, following his work on the fan engagement sessions, he had taken some time away from FAB work, in readiness for his trip back to the UK and so had nothing further to report.</p> <p><b>SM</b> said he was very happy to be on the FAB and was looking forward to working with the rest of the group and that he will have more to contribute once he has been a little more involved.</p>	

<p><b>8</b></p>	<p><b>Sub Committee and Working Groups Updates</b>  <u>FAB Communications Subcommittee:</u>  PM reported that the most recent fan engagement session, held on 28 September, had been quite well received and the Comms group were in the process of collating fans' questions to be passed on to the Club. He said he is in the process of setting up a FAB YouTube Channel, which will be publicised shortly, after it has been populated. He announced plans to film new short videos, including Q&amp;A sessions with FAB members on match days. He has recorded two short films at St Luke's: one about the re-introduction of a café, being piloted by Homebaked community bakers and another featuring DK talking about his meeting with 777. Both will be published after editing.</p> <p><u>FAB Women's Game Working Group:</u>  JC reported that the women's group had held a meeting to discuss initiatives to put forward to the Club in accordance with the Premier League Fans' Fund. Areas discussed ad been diversity and matchday experience in the women's game. The group are in the process of gathering more information and will report back at the next meeting.</p> <p><u>FAB Business &amp; Technology Working Group:</u>  PR reported that group members are currently collating the questions raised at the recent fan engagement session, which was a single-issue meeting about the proposed new investors, 777. Once collated and duplicate questions are summarised, they will be passed on to the Club and will be published on the FAB X account and website. He said, following recent media speculation about the Club's potential change in retail partnerships at the end of the 2023/24 season, one issue that needed consideration was merchandising pricing and differences in the price of merchandise purchased from different outlets.</p>	<p>Comms</p> <p>WG Group</p> <p>B&amp;T Group</p>
<p><b>9</b></p>	<p><b>AOB</b>  TS asked about items for the agenda at our next FAB/Club meeting and asked whether we had time to collect more questions from fans, other than those already collected at the engagement session, prior to the meeting. He also asked when the questions from the fan engagement session would be ready to send to the Club, as we would need to have them published as soon as possible, so that they were available to fans who had not attended the session. TS also said that he was working on a draft supporter survey, to get feedback on the Club's Fan Engagement Plan, published in August.</p> <p>DK said that agenda items for the Club meeting should be agreed as soon as possible and TS said that future meetings needed to be more focussed, around fewer key strategic items.</p> <p>PM said that a lot of time was taken up at the last FAB/Club meeting by the Club's presentation and, whilst it was important to hear the Club's proposals, there needed to be a better balance, to enable both to get their messages across.</p>	<p>TS</p> <p>ALL</p>
<p><b>10</b></p>	<p><b>Date/location of next meeting</b>  The next virtual meeting of the FAB will be on Monday 6 November, 6pm – 8pm  The next in-person meeting with the Club to take place on Wednesday 8 November 6pm – 8pm  <i>[Post meeting note: This meeting has been posted, until later in November, following the passing of Chairman, Bill Kenwright]</i></p>	