



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), Tobias Woodhouse (Senior Corporate Governance Manager), Mo Maghazachi (Senior Liaison and Engagement Manager), Andy Scott (Senior Legal Advisor), Mike Gittens (Senior Manager – Data Science & Insights), Adam Clark (Senior Lead – Corporate PR), Jennifer O'Brien (Corporate Governance Coordinator).

Fan Advisory Board: 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), Richard Gillham (RG), Scott McAllister (SMac).

Apologies: None.

Welcome and Introductions

- DK opened the meeting and welcomed all members.
- FAB members requested a short period of silence to pay respect to Chairman Bill Kenwright CBE following his passing.
- DK thanked the Club for working with the FAB and acknowledged the challenges in finalising an agenda for the meeting due to ongoing circumstances.
- DK 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.

Premier League Commission Ruling

- CC talked FAB members through the Premier League Commission ruling and confirmed the Club's appeal was being submitted within the next couple of days [1 December].
- CC reiterated the importance of respecting the integrity of the process during the appeal and the requirement for the Club to not make public comment during the period.
- FAB members asked questions around different aspects of the Club's initial case, as well as possible legal challenges against the Club. CC responded to the questions and provided clarification to points around the Club's mitigating arguments.
- CC explained to the FAB that while he could not discuss specific details about the appeal, he wanted to reassure members the Club was robustly building its case.
- DK provided an update on fan meetings held by the FAB and shared the information, views and feelings from the Everton fanbase.
- Club staff reminded the FAB that any actions they take are being done independently from the Club itself. This point was acknowledged by all FAB members, who outlined their desire to ensure the voice of supporters is publicly heard following such a disproportionate punishment – a point understood by the Club.



- DK thanked CC for his explanation of the process, his honesty, and for answering the questions.

Season Tickets / Stadium Migration

- Prior to leaving the meeting, CC confirmed that the new stadium development was on track, as initially scheduled, to be completed in the final weeks of 2024.
- MG provided a detailed presentation on the results of the migration survey.
- The Club thanked FAB Members for helping test the survey and for their feedback.
- The presentation outlined preferences of Season Ticket Members on which stands they would like to be in at the new stadium, what their thoughts were on a fair sales process and some of the key considerations of supporters around their propensity to purchase.
- FAB members had a discussion around the different and fairest methods of prioritising Season Ticket purchases at the new stadium.
- MG explained that the survey will also help the Club understand how to prioritise, preserve and harness the unique atmosphere of Goodison Park as it transitions into the new stadium.
- MG confirmed that focus groups will be held with supporters and supporter groups to test the outcomes and further explore some of the outcomes.
- SMc and RK confirmed that following results from the survey and taking into account a combination of commercial insight, a comprehensive review of the logistics required, an analysis of the potential impact upon our football operations, the first competitive football fixtures for the senior men's side will take place at the new stadium at the start of the 2025/26 season [August 2025].
- FAB members asked a question that had been put to them by a number of supporters, namely would every current Season Ticket Member be guaranteed a Season Ticket at the new stadium? The Club confirmed that every 2024/25 Season Ticket Member will have the opportunity to purchase a Season Ticket at Everton Stadium.
- FAB members thanked the Club for the presentations, confirmation of a formal 'move-in' date and then had a discussion on Season Ticket pricing both at the new stadium and next season – the final full season at Goodison Park.
- FAB members asked the Club to carefully consider price as an important factor for supporters in both cases – a point acknowledged by the Club alongside the commitment and loyalty of Evertonians over the years.
- FAB members asked about test events and whether there would be an opportunity for fan involvement. SMc confirmed that would be the case and this would also include disabled supporters.
- FAB members were also informed that sales for 'ALL' – bars, restaurants and experiences at the Club's new stadium were selling really well and the Club had sold through the first three phases ahead of the schedule. The next phase of 'ALL' - focusing on bars and pubs – will be formally launched in the coming weeks and that, too, is expected to sellout.

AOB



- FAB members asked about the status of the potential takeover by 777 Partners and would that have been affected by the ruling of the Premier League Commission.
- The Club confirmed that the commission ruling had not affected the intentions of 777 Partners and the takeover was still progressing with the relevant regulatory bodies.
- Results of the FAB's survey about the Club's Fan Engagement Plan would be discussed separately.
- The Club and FAB has also agreed to separate discussion about the Club's International Strategy.
- DK closed the meeting commenting on how productive it had been by focusing the agenda on just a couple of key items and thanked all EFC staff for their attendance.

Next Meeting

- The next meeting is scheduled for 7 February 2024.