



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), Kevin Thelwell (Director of Football), Katie Charles (Chief Legal Counsel and Company Secretary), Scott McLeod (Director of Engagement and Communications), 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), Paul Rigby (PR), Paul McMonnies (PMcM), Ken Sweeney (KS), Andy Vernon (AV), Richard Gillham (RG), Scott McAllister (SMac).

Apologies: Julie Makin (JM)

Welcome and Introductions

- DK opened the meeting and welcomed all members and Club representatives.
- CC apologised to the FAB for not being able to attend in person and explained he was currently in London to attend meetings.
- CC explained that Katie Charles (KC) will answer FAB questions on PSR and issues relating to Club ownership. Kevin Thelwell (KT) will talk members through the Club's wider football position.
- CC acknowledged the continued passion, response and support of the fanbase and thanked the FAB for their submission as part of the Club's appeal against the 10-point sanction.
- CC reaffirmed that 777 Partners takeover of the Club is still progressing and as soon as there is anything further to update the Club will.
- DK and KD thanked the Club staff for their work during the past 12 months in difficult circumstances.
- DK reminded members that certain parts of the discussions and presentations would need to remain confidential due to the sensitive nature of the material and information.
- CC left the meeting.

Impact of PSR

- KC explained that she would not be able to talk about what took place specifically at the appeal hearing, in order to ensure that the integrity of the process is maintained. KC Confirmed that the Club would not be able to make any comments publicly.
- KC outlined there is no fixed timescale for when Club expect to hear a verdict on the appeal.



- FAB members asked questions around some of the different impacts of PSR on the Club and next steps. KC responded to the questions and provided clarification to points around the Club's mitigating arguments.
- KC did confirm that that FAB submission was shared with the Appeal Commission, following approval from the Club and Premier League but was not able to confirm whether it had been considered formally by the Appeal Board. KC did confirm that the Club's view was that it should have been given due consideration as part of the process.
- FAB members and the club discussed the potential implications of PSR on the Club. This included options about whether there was any further route for appeal and the implications of the appeal outcome for the second PSR charge. KC responded to the questions and provided clarification to points around the Club's mitigating arguments. JC asked whether the Club would consider allowing the FAB to represent the fanbase, by being allowed to put representations forward for the second referral. KC confirmed that she would discuss this with the Club and revert.
- DK thanked KC for her explanation of the process and for answering the questions while also acknowledging how supporters are understanding that the Club cannot publicly comment on this matter.

Ownership

- Following CC's comments about the ongoing process for the proposed 777 takeover, the FAB asked a number of questions about the delay in the Premier League's approvals process, whether 777 had submitted the relevant and necessary information to the regulatory authorities, the exclusivity period with 777 and if there are other potential investors should, the 777 deal not proceed.
- KC confirmed that this is a matter between 777 and the Premier League. As far as KC was aware 777 had responded to all of the requests for information from the regulatory authorities and that the process for the change of ownership to 777 was progressing.

Reflection on January Transfer Window

- KT discussed and answered questions around Everton's football operations and wider football strategy with the FAB.
- Reflecting on the transfer window, KT outlined the low levels of trading activity, provided comparative data and analysis across the league over the past decade while also [outlining Everton's transfer window position](#).
- KT also presented data highlighting the Club's net spend and the importance of not negatively impacting the Club's PSR position.
- The FAB and KT discussed the improvements made at the Club in terms of squad balance and depth in key areas which is reflected by an increased points total (not including points deduction) and more goals scored.
- KT answered questions about how he has worked within a multi-club model structure before and the opportunities it provides the Club.
- KT explained that a considerable amount of work continues to be done on the Club's footballing strategy and how they have been distilled into clear themes. Built around four core pillars focused on setting an identity ('Who we are'), developing a clear way of playing across



all teams (*'How we play'*), benchmarking all football departments against best practice (*'How we support'*) and continually enhancing the knowledge and expertise within Finch Farm (*'Staff development'*).

- In response to a question KT confirmed that this strategy also includes the Women's team.
- FAB members thanked KT for his presentation, praised his recent communication with supporters and recommended that he should continue to communicate with the broader fanbase regularly.
- KT left the meeting.

Season Tickets / Stadium Migration

- FAB Members visited the stadium site earlier in the day to fully understand the layout of the site ahead of conversations with the Club on the migration of supporters.
- MG provided the FAB with a presentation on the migration considerations the Club is undertaking ahead of moving to the new stadium.
- The update provided some early insight into the outcomes of the focus groups and how some of the initial migration modelling would soon be converted into recommendations and proposals.
- MG answered questions about how any future migration process could work. FAB members asked about Season Ticket migration, including how any process could accommodate fans who want to sit with family and friends. Members also discussed the importance of tenure as part of any future migration criteria.
- MG reaffirmed that no migration process has been confirmed yet and there is no timeline for notification or purchase dates.
- FAB members were keen to work with the Club further on the migration process as it develops.
- DK thanked MG for this presentation.

AOB

- MM confirmed that under the terms of the Premier League's Fan Engagement Standard a report will be produced providing an overview of the year. MM is awaiting further information and guidance from the Premier League on this.
- MM also confirmed that the Premier League is seeking to host a meeting with FAB representatives from all clubs. Premier League's Fan Engagement team suggested they will be in touch directly to arrange time and date.
- RG confirmed that the Heritage Society were keen to be further involved in the Goodison Legacy Project and the final year at Goodison Park. SMcL agreed to set up a meeting away from the Society's monthly meeting with the Club.
- The FAB were assured that the history of Everton Football Club had been considered through all stages of the new stadium project and remained at the heart of all decisions.
- RG asked about the possibility of Everton Under-21s or Under-18s playing pre-season friendlies in Ireland. KT invited RG to provide details of the clubs he had been speaking to and said he would engage with the appropriate leads on any proposal.



- In response to a question from PMcM about exact timings of when Season Ticket prices for the new stadium would be revealed the Club confirmed that various pricing models were being considered and a pricing structure has yet to be finalised, but the aim is not to alter the traditional timings of when Season Tickets are sold to ensure fans can take advantage of Direct Debits options.
- RG explained to the group that Season Ticket Members were informed that the 10-month Direct Debit scheme on offer this season has been facilitated to ensure that supporters can complete payments before the end of the calendar year and, prior to migration of supporters, any Direct Debits for 25/26 Season Tickets can begin for the new stadium.
- RG closed the meeting by thanking the Club for its response to the devastating wildfires in Viña del Mar, home of Everton's Chilean namesake Everton de Viña del Mar.

Next Meeting

- The next meeting is scheduled for 22 May 2024.