

EVERTON FAN ADVISORY BOARD

Board Meeting Minutes

Date: Tuesday 10 December 2024
Time: 6pm
Location: Online (via Teams)

Attendees:	Position/Role:
Dave Kelly (DK)	Chair – Fan elected
Tony Sampson (TS)	Vice-Chair – International Supporters’ Club Network (ISCN)
Julie Clarke (JC)	Secretary – Fan elected
Richie Gillham (RG)	Member – Everton Heritage Society (EHS)
Sarah Twigg (ST)	Member – Everton Fans’ Forum (EFF)
Julie Makin (JM)	Member – Everton Women Supporters’ Club (EWSC)
Amy Wilson (AW)	Member – Everton Disabled Supporters’ Association (EDSA)
Ken Sweeney (KS)	Member – Everton Supporters’ Club Committee (SCC)
Paul Rigby (PR)	Member – Fan elected
Mark McKeown (MM)	Member – Fan elected

Apologies for absence:
 Paul McMonnies (PM) Member – Fan elected

Item:	Discussion:	Action
1	Chair’s introduction and apologies for absence DK welcomed the group to the meeting and noted apologies from PM.	
2	Minutes of the last meeting A vote was held to accept the minutes as accurate. Proposed by MM, seconded by JM and voted as accepted. PM will post the minutes to the FAB website in due course.	PM
3	Declarations of AOB JC, RG and DK all declared one item.	
4	Matters arising from minutes of the last meeting <i>FAB members attending Shareholder Association meetings:</i> MM had proposed members of the FAB attend EFC SHA meeting, but this was rejected. He further proposed attendance virtually, but the SHA said they have no plans to hold virtual meetings. DK will ask for it to be discussed at the SHA committee meeting. Ongoing <i>African supporter groups to be affiliated :</i> TS has not had an opportunity to raise the <i>matter</i> with the Club, but will do so and report back at the next meeting. Ongoing.	DK TS
5	Chair’s update DK reported on the recent Premier League (PL) meeting for English PL FABs and Trusts that he attended in London, with JC. He said the PL had shared their plans for encouraging PL clubs’ fan engagement and highlighted changes to their structure, in terms of new engagement teams and they also introduced the latest PL Handbook.	

<p>6</p>	<p>Vice-Chair's review of key priorities</p> <p>TS said he had spoken to all Priority Leads and the process of drawing up proposals and strategy for the remainder of the season had started. A format for regular updates during the FAB monthly meetings would be determined. An important part of the priorities work will concentrate on preparation for the upcoming new ownership by the Friedkin Group (TFG). He confirmed that a briefing document had been prepared, introducing TFG to the FAB and explaining its activities and structure, particularly with reference to its Business and Technology Subcommittee, who have set out their expectations around consultation on strategic decision-making in the early days of the transition into the new stadium and meaningful engagement with fans. He confirmed that the Club had acknowledged receipt and had passed the document to TFG. The working group which was set up to monitor the Football Governance Bill (FG Bill) has been busy preparing requests for amendments and liaising with parliamentarians, as the Bill passes through to become an Act of Parliament and TS and JC have an upcoming meeting with an MP who has many Everton supporters in their constituency. The working group on ticketing continues, including working alongside other clubs' fan groups to support their campaigns for fair ticketing structures and against the loss of concessions. He said DK and KS attended a meeting with the Club prior to the release of the new season ticket prices for Bramley-Moore Dock (BMD), enabling FAB members to be better informed to answer questions from fans. KS confirmed that ST also attended, representing the EFF and he reported that they had received representation about the importance of concessions for seniors, and them being rewarded for their long-term loyalty.</p>	
<p>7</p>	<p>Reserved group updates</p> <p>EDSA: AW reported that the proposed EDSA Christmas Market, in association with the EHS, had unfortunately had to be postponed due to damage incurred on the ground floor of St Luke's following damage to the aged boiler and some leaking. She reported that there are efforts in place to try to raise funds to help the Church pay for repairs. The event is now scheduled to take place at the Everton Hub in Spellow Lane prior to the Chelsea game on 22 December. The venue was offered by the Club and has full wheelchair access. She said there would also be an opportunity for some of the sellers to set up stalls at the Met Quarter next weekend, as some space had also been offered free of charge and was gratefully accepted. EDSA reports that its biggest concern by far recently has been the ongoing (reported) problems with the new traffic management contractor, commissioned by the Club to attend to traffic cordoning around the ground before and after the match. There are many reports of disabled fans being unable to access their allocated spaces at and around the ground, particularly if they are a few minutes beyond the 1-hour cut off for access. The problems appear to centre around the Goodison Road barriers. AW said the previous company had shown understanding and flexibility, but that the new company are not showing the same courtesy or understanding and there are also complaints about the new rules and barriers being difficult to understand and to physically navigate. EDSA has spoken to the Club and a list of names of disabled fans who have allocated spaces is issued to the company, but they do not appear to be distributing these instructions and lists to their operators. There have also been anecdotal reports of a general unfriendliness and abrasiveness towards some fans who are questioning the new arrangements. The Club has undertaken to speak to the company and EDSA will monitor this. On the transition to the new ground, talks are ongoing to ensure ticketing arrangements, other than digital, are inclusive to all disabled users.</p> <p>EFF: ST reported that the EFF held their last meeting on 28 November. Included were discussions about the re-introduction of category-A games and ticket prices therefore being put up without prior consultation or notification. When queried with the Club, the reason given was an increase in demand. The EFF and the Club has spoken about having an engagement event specifically for fans who are less digitally engaged, and this may be on a match day. There are currently no planned events under the Goodison Legacy project, but there are likely to be some after the end of the season. RG asked whether the Club had</p>	

considered holding a youth game and ST hadn't heard, but will take this back to the Club. PR said he was extremely disappointed to see the level of vandalism, by some fans apparently wanting to obtain 'souvenirs' from parts of the infrastructure. RG said that this is a safety issue and that such occurrences should be reported to the Club, so that they can make repairs, if necessary. MM asked whether there were any plans to charge for so-called premium games and, if so, when will they be announced. ST said they had not be told of such games

ESCC: KS reported that there had been issues at the away game to Ipswich, where some fans were unable to gain access with their digital tickets and that supporters' clubs were unhappy at being given incorrect reasons for the problem. The SCC had recently met with the Club, who have confirmed that there will be three test events at BMD, of varying capacity, which are necessary to obtain a licence to operate. During these events, emergency evacuation, accessibility services and peripheral facilities, such as bars, catering and washroom facilities will also be tested. SCC has requested that they can be involved in the organisation of these events, to test coach parking. They also discussed the last game at Goodison Park, which is the penultimate game of the season against Southampton. There is some concern about the dates getting switched, due to the FA Cup final being played the day before this game is scheduled and the SCC has asked for as much notice as possible if there is to be a change. They also discussed the possibility of damage to the safety of the stadium due to seats being dislodged, was being addressed and the Club is taking measures to monitor this risk. The Club will again ask fans not to encroach onto the pitch at the last game, so as not to pose a risk to safety, nor to spoil the enjoyment of their fellow fans for this momentous game. The Clubs has confirmed that they are still considering legacy events aft the end of the season. Members of official supporters' clubs will be able to enjoy a series of visits, which the Club's fan services will arrange. The SCC will also support fundraising efforts by the 1878s to purchase flags and banners for the last game. They Club has given notice of the games which will be considered category A games for the remainder of the season.

EHS: RG reported that the EHS has launched a fundraiser to collect funds for urgent repairs at St Luke's church, following damage caused by a boiler breakage and leaks. The ground floor cannot currently be used, and it was regrettable that the EDSA Christmas market had been unable to take place in the space, as it is wheelchair accessible. The amount so far collected stands at £750. The EHS has launched a video, about the history of St Luke's, which can be accessed through their website and social media. The books collected by the EHS, following the damage to Spellow Hub Library, during public unrest in the summer, will be delivered to the library, as it re-opens next week, following a refurbishment. KS asked whether any decision had been made on the possibility of a commemorative kit being used and issued at the end of the season. RG said that the Club were still considering this, but that it was disappointing that the world-renowned EHS heritage collection had still not found a home at the new stadium, provided by the Club. Another small local business has now offered some space, but it ideally should be housed within the new stadium. He said the EHS had been asking for several years for space to be made available, given the opportunity of a move to the new stadium, but none has been offered. Much of the collection had been purchased over twenty years ago and it is extremely important it is cherished and maintained within the Club infrastructure, for all fans to enjoy. JC said that in her experience of working with American companies, she had found them to be very supportive of the heritage of their established organisations and she hoped that the new owners, TFG, might reconsider the EHS request, for a heritage space at BMD. She asked whether it might be possible for the Shareholders' Association to take up the matter before the Club leaves Goodison Park.

EFSA: PR reported that his experience of living and working in the USA concurred with JC's experience and it was his fervent hope that TFG would embrace the Club's rich history and encourage a greater respect for the custodianship of the heritage collection. He reported that he has attended his first FSA structured dialogue meeting with the PL in London last

	<p>month. The FG Bill was discussed, as well as ticket pricing, the re-scheduling of fixtures and recent fan activism around the ongoing FSA’s ‘Stop Exploiting Loyalty’ campaign. A summary of that meeting will be provided by the PL.</p> <p>ISCN: TS said he continues to engage with fans throughout the Americas, but had spent a good deal of time this month on drafting priorities and speaking to leads around fan engagement at home and abroad. His report is within item 6.</p> <p>EFSA: PR said his report would be included in item 8.</p> <p>EWSC: JM reported there had been no EWSC meeting since the FAB last met. So an update will be provided next month. She confirmed that the group was still an active member of the FSA, although they do not appear on its list of affiliated and associated groups. She will take up the matter with the FAB FSA representative, PR.</p>	
8	<p>Elected Member Updates</p> <p>JC said she had attended the PL meeting with FABs and Trusts in London in late November, with DK and had provided a written report on that meeting to the FAB on 1 December. She continues to monitor the passage of the FG Bill as it goes through its parliamentary stages and has worked with legal advisors to draft amendments to the Bill. She confirmed that she and TS will attend a meeting with a Northwest MP in January to discuss the Bill. She is speaking to other FAB groups to encourage support in campaigning for the meaningful inclusion of fan engagement and fan advisory boards in the Bill.</p> <p>PR said that he had attended his first structured dialogue meeting between the FSA, as a FAB Council member, and the PL and had spoken about the FG Bill. He disagreed with the PL’s assertion that further regulation may discourage investment in English Clubs, for instance, from the USA. He pointed out that there were already ten PL clubs either run by, or including American investors.</p> <p>MM said he had primarily been working with the Biz Tech subcommittee to prepare the briefing document, introducing the FAB to TFG. He is happy with the document and that the FAB has reached out to the new owners, to meet with them.</p>	
9	<p>Subcommittee and Working Group Updates</p> <p>Communications: PM had sent apologies, but had provided a short written report, which was read out by JC. He wanted to thank those FAB members who had manned the drop-in sessions at St Luke’s church prior to home games. He is working with some members of the group who were experiencing some technical difficulties on their devices and ask that those members bring their devices to the FAB’s next in-person meeting, so that the issues could be resolved.</p> <p>Business & Technology: PR reported that the group had held a meeting in November and it was agreed that its strategy and objectives should be conveyed to the new owners and that this had concluded with the briefing document referred to in item 8, formally introducing the FAB and detailing its record on fan engagement, which is now with TFG.</p> <p>Women’s Game: JC reported that she had written to the Club, reminding them that they undertook at the November meeting, to call a separate meeting, with the women’s game subcommittee (WGS), and to answer the questions in our October report. She assumes they plan to answer the questions at that meeting. She will let the FAB know when she hears back with suggested dates. She has let the Club know that the WGS expects Alan McTavish to be in attendance but has yet to hear back. On the future of Everton Women; she said that there are positive reports about the model for women’s football at TFG’s other European club, AS Roma, so she is encouraged by that. PR told the group that the EWSC is not included</p>	JC

