



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), Andy Scott (Head of Legal Services), Adam Clark (Senior Lead – Corporate PR), Jennifer O'Brien (Corporate Governance Coordinator).

Fan Advisory Board: Dave Kelly (DK), Julie Clarke (JC), Amy Wilson (AW), Tony Sampson (TS), Paul Rigby (PR), Paul McMonnies (PMc), Ken Sweeney (KS), Sarah Twigg (ST), Richard Gillham (RG), Mark McKeown (MMc), Julie Makin (JM)

Apologies: None

Welcome and Introductions

- DK opened the meeting and welcomed all members and Club representatives.

Club / FAB Relations

- FAB Members were reminded of the importance and need to maintain the confidentiality protocols agreed by both parties.
- CC also discussed the reasoning behind the wider communications protocols and the requirements for both FAB and Club to deliver on them.
- FAB Members and the Club discussed communications and confidentiality protocols between both parties.
- TS presented the FAB's objectives and priorities for the 2024/25 season covering a range of topics including the importance of the takeover, stadium transition, fan engagement, commercial performance, the Football Governance Bill and the development of the FAB network. TS explained this had been developed following input from the FAB's networks and feedback generated from fan engagement sessions.
- The group supports the Club's plans for the final stages of its move to Everton Stadium and will advise on the continued evolution of Everton's fan engagement in line with the Club's annually published Fan Engagement Plan.
- PMc highlighted a desire to see a successful transition of the FAB between ownerships, with both the FAB and Club keen for any new ownership vision to be made clear and well-presented to the wider fanbase.
- CC reaffirmed the importance of the FAB to the Club in line with the 2024/25 Premier League Fan Engagement Plan.
- Club and FAB Members discussed Think Fan Engagement's recent Fan Engagement Index which saw Everton top-score among Premier League clubs in the dialogue category and be regarded overall second among clubs in the same league.



- Following a range of takeover related questions from the FAB, including a request from PR to meet TFG, CC reminded members of the confidentiality of the process in a short update confirming the takeover by TFG is ongoing as they seek regulatory approval from the relevant authorities.

Season Ticket Migration

- SMc outlined the progress made in the Club's Season Ticket migration plan.
- SMc explained the tenure reconciliation process had run smoothly and the Club's Fan Centre team were dealing with the cases that had been raised.
- SMc confirmed that the Club is aiming to resolve all outstanding cases raised by fans by 27 November.
- The comprehensive FAQs were being reviewed on a regular basis to make sure they are as up-to-date as possible.
- Further content would be available for fans to understand the variances in each stand and the facilities available for disabled supporters.
- Following a query from FAB members, the Club confirmed it would communicate directly to Season Ticket Members about when they would be able to purchase for the new stadium based on their tenure, as well as provide an update to supporters on the Season Ticket waiting list.
- Club officials welcomed feedback on the process so far, with FAB members outlining that the process has been positively received by many supporters and the use of tenure as a criteria deemed the fairest method. FAB members also highlighted correspondence they had from some supporters who complained the process didn't suit their circumstances. The level of engagement undertaken by the Club throughout the lifetime of the stadium project was also recognised by FAB members.
- SMc confirmed that Season Ticket pricing would be communicated to supporters in advance of the commencement of the sales phase.
- A broad discussion around Season Ticket pricing and pricing principles took place with no information on actual prices provided to FAB members. FAB members discussed key points around communication of pricing and to understand the pricing formula. It was agreed that there would be a separate meeting between FAB members and the Club prior to the announcement of 2025/26 Season Ticket prices.

Governance

Memorandum of Understanding (MOU)

- AS confirmed that there were no changes to the MOU from the Club's perspective.
- JC raised a matter in relation to clarifying protocols for raising agenda items.
- Club and FAB members discussed whether the current MOU document would extend for the forthcoming 12-month period. AS will send an amended version to JC clarifying the agenda is agreed for both parties.

FAB Terms of Reference and Constitution

- FAB members confirmed that the FAB 2024/25 Terms of Reference and a Constitution were approved at the Fan Advisory Board meeting on 8 October 2024.



Everton Women

- JC introduced a Women's Game sub-committee report that was submitted via email to the Club.
- SMC acknowledged receipt of the report and the accompanying questions and confirmed that a response and off-schedule meeting would be arranged accordingly.
- JC updated on the work done by the FAB to promote the two Women's games at Goodison Park, as well as providing feedback on the Club's home fixture with Chelsea.
- JC highlighted the desire for subsidised away travel for Everton Women supporters, highlighting her liaison with other FABs and that several Premier League clubs have or are providing subsidised travel to WSL games. It was confirmed that some of this activity was partner-led at some Clubs and CC stated the viability of this could be investigated with the relevant department.

AOB

- SMC acknowledged receipt of the FAB's fan questions from their engagement sessions.
- Discussions took place relating to Club strategy, with PR adding that there was a wealth of experience within the FAB that could be utilised to help in the transition to the new stadium and any potential growth opportunities.
- FAB members provided their feedback on the postponed Gwladys Street Presents event, as well as giving insight into any future events.
- In response to a query made regarding Goodison Legacy, CC informed the FAB that the original plan remained in place. The FAB were assured that, should the project change, then a consultation process would be undertaken.
- CC confirmed that the statues outside Goodison Park would not be moved as they formed part of the community, however, the new stadium would develop its own history whilst incorporating the Club's heritage.

Next Meeting

- The next meeting is scheduled for 19 February 2025.