

EVERTON FAN ADVISORY BOARD

Board Meeting Minutes

Date: Thursday 16 January 2025
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
Paul McMonnies (PM)	Member – Fan elected
Mark McKeown (MM)	Member – Fan elected

Apologies for absence:
None

Item:	Discussion:	Action
1	Chair’s introduction and apologies for absence DK welcomed the group to the meeting.	
2	Minutes of the last meeting A vote was held to accept the minutes as accurate. Proposed by TS, seconded by MM and voted as accepted. PM will post the minutes to the FAB website in due course.	PM
3	Declarations of AOB JC declared one item.	
4	Matters arising from minutes of the last meeting <i>FAB members attending Shareholder Association meetings:</i> DK Attended the last SHA meeting, but the item was not discussed. He will ask the question directly of the SHA Committee. Ongoing <i>African supporter groups to be affiliated:</i> TS has raised the matter with the Club, and will report back at the next meeting. Ongoing.	DK TS
5	Chair’s update DK reported that he was invited to meet members of the Friedkin Group (TFG), as FAB Chair, prior to the Chelsea game, in December. TFG has committed to meeting the FAB as a whole as soon as possible, but with ongoing work to appoint Directors and executives, this was unlikely to be before the end of January. The FAB expects a meeting early in 2025. DK has conducted several interviews with the press, following the change of manager.	

<p>6</p>	<p>Vice-Chair’s review of key priorities</p> <p>TS divided his report into priority segments:</p> <p>Ownership and Leadership: Published priorities of the FAB had been shared with TFG, but no response had so far been received. He will report if and when that happens, and hope that TFG’s priorities share alignment with the FAB’s own, in terms of fan engagement and strategic direction of the Club. He is pleased that TFG have made positive progress with financial plans.</p> <p>Stadium Transition: Seat selection is underway and there was a general discussion about early reports. KS said most who had spoken to the SCC were happy with the process, although there had been concerns about matters that were outside the reasonable control of the Club such as the ability for all season ticket holders (STH) to be able to sit next to those they wanted to, due to different lengths of tenure. KS said that the information on the purchase windows process has been published for a long time and many of the concerns raised are due to that information not being read before logging on to purchase. It is important to remind fans that, even after all current STHs have taken up their allocated seats, there will still be around 13,000 seats available to choose from and there are no obstructed views in the entire stadium. TS said the upcoming test events would be a good opportunity for the club to address issues arising from those events.</p> <p>Football Governance Bill (FGB): TS said that FAB members on the FGB subcommittee had drafted amendments to the bill, centred around two areas; those of fan engagement and the fact that Fan Advisory Boards are not mentioned in the current draft, along with oversight of PSR by the Independent Football Regulator (IFR). The group will continue to canvass MPs and Peers for support on those areas. TS said that he and JC were due to hold meetings with a local MP and members of the DCMS Bills team and would keep the FAB updated on progress.</p>	
<p>7</p>	<p>Reserved group updates</p> <p>EDSA: AW reported that Chris Massam has been permanently appointed as the Club’s Disability Access Officer and the Fan Centre Accessibility Team has been extended from two up to four officers. The Christmas market and the event at the Met Quarter in December raised over £450 and EDSA is considering holding another event at Easter. There have been no further complaints about parking around Goodison Road, which is welcomed. EDSA has been invited to participate in the test events at Bramley-Moore Dock and will be providing feedback to the Club around accessibility. They are concerned that there is no way for anybody to buy an accessible seat online at the moment, but the accessibility team has provided needs forms for those who require help and they will be on hand when the sales windows are open to help those who have completed forms, as well as those with genuine accessibility needs. EDSA hopes to be launching a new website in February or March and one of its new committee members has IT skills to enable this. AW will update at a future meeting.</p> <p>ESCC: KS reported that the SCC’s work has been mainly focussed on the transition to BMD. There had been some issues about coach parking while part of Priory Road has been closed. He spoke to the Police football liaison officer and asked why away coaches were not being allocated spaces away from Priory Road, leaving the limited spaces available for coaches carrying home (travelling) fans. The Police have said this would be more difficult to manage, as it would stretch police resources. There are ongoing issues with late starting weekend games, which make it difficult for travelling fans, but the SCC will continue to bring up the issue when they are given the opportunity.</p> <p>EFF: ST reported that during the December meeting, held on 8 January, owing to the festive period, the prospect of an engagement event was discussed and is likely to take place later in the season . The Club was asked about youth games being played as a test event. The issue of vandalism in the stadium was raised with the stewards’ team. Season ticket sales</p>	

and advice to supporters was discussed, as well as the EFF directing fans to the FAQs provided by the Club to explain the process around the new season ticket purchases. Queries had been raised about discrepancies in fans' length of tenure and the Club had confirmed that they had given sufficient time for fans to respond once they had received the information held by the Club, who also confirmed that the number of fans to be included in each tranche of purchase windows was developed so that it afforded the best possible service to fans in accordance with them being manageable for the Club. TFG has confirmed their commitment to fan engagement and this began with the recent meeting held with the FAB Chair and the Fans' Forum international project group would like to look at how TFG might develop the international strategy. The Club continues to develop merchandise to represent the last season at Goodison Park. KS asked where the vandalism had been in the stadium. ST said that it had been raised at the last FAB meeting, in relation to what appeared to be 'souvenir hunters', displacing Everton-crested tiles from walls in the bathrooms.

EWSC: JM reported that the women's team supporters are concerned about reports that women's clubs from the Scottish league are to be allowed to play in the WSL and they are speaking to supporters from other women's team club, with a view to making representation to the League. The group is extremely happy with the signing of six new players in recent weeks, after a long period of letting players go and serious injuries to key players this season. The next meeting of EWSC will be held at the end of January and JM will have more to report in the February meeting.

ISCN: TS reported that the Premier League (PL) are introducing a series of focus groups and had recently held a disability focus group with FAB representatives and will hold another group session on 6 February. He will engage and report back at the next meeting. He is concerned that the Club has yet to devise an international strategy, given the size of our global fanbase, and said it does not appear to be a priority at the moment. He will draw up some proposals, after liaising with the international fanbase, between now and the end of the season, to include feedback from those groups. He would also appreciate any help from other FAB members. He has had an introductory meeting with the marketing team at the Club and pointed out the disconnect between marketing, sales, growth and supporter groups. He is due to hold another meeting soon and will report back on that. The International Technical Coaching League for Soccer Schools was in Chicago last week at a large coaching convention which was being held there. TS held a meeting with them to explore ideas and follow leads and he will include this work as part of the ongoing marketing conversations he is having.

TS

ALL

TS

EHS: RG reported that the EHS did not hold a meeting in December. He held a meeting with the Club and Fanatics about introducing a heritage element to the new Club shop and he asked them to attend St Luke's to see elements of the collection and merchandise. The EHS said they would like to see a museum to house the collection, which is considered to be one of the largest football heritage collections in the world. Some members of the EHS are engaged in fundraising for the necessary repairs at St Lukes, through GoFundMe. These include a replica FA Cup being made available at St Luke's for fans to have photographs taken beneath a structure that replicates the luminous tower on the black away kits. This was donated by the Club's advertising agency. Although no space will be made available at BMD for the heritage collection unfortunately, the group has secured a space that will offer the same opportunity as St Luke's currently does, for fans to visit prior to home games, near to the stadium. Details of this will be publicised in the coming weeks. PR asked whether there would also be provision for the FAB drop-in and RG confirmed the facilities would be the same as they currently are at St Luke's.

EFSA: PR reported that the 'Stop Exploiting Loyalty' (SEL) campaign continues, with a handful of Clubs taking on the majority of the work. Fan groups of some clubs who are not affected by steeply rising prices, or loss of concessions have not engaged, but Everton's FAB,

	<p>despite the Club also not being affected, will continue to support other FABs and fan groups who are. Everton FAB can continue to work alongside other fan groups of clubs who have a strong community-based tradition.</p>	
<p>8</p>	<p>Elected Member Updates</p> <p>JC said she spent a good deal of time this month watching parliamentary debates on the FGB. She said the Bill is still with the House of Lords and had identified Peers who were in favour of an Independent Football Regulator and those who are not and noted that some of those not in favour are, or have been, closely associated with PL clubs. She said it was disappointing that those associated with Clubs appeared to be more inclined to be protective of the Clubs than to be concerned with fans or communities. She said it is very important that fan groups are able to establish which parliamentarians are supportive of the Bill and of the IFR and that we must still canvass to have Fan Advisory Boards included in the bill (as they were in the Fan Led Review) and that meaningful fan engagement remains an important pillar of the legislation. She said she had reached out to EFL Clubs to discuss the SEL campaign and was disappointed that the FSA were currently restricting the campaign to PL clubs. She will continue to communicate with EFL clubs on this and the FGB. The 2025-26 season FAB election process will start shortly and she told the FAB she will begin the process of forming the Election Committee shortly after the February meeting. There is much to be done and she urged the representatives of the reserved groups to speak to their organisations to determine the times and processes for their elections. In any event, she needed dates and processes to be submitted to her by 1st March.</p> <p>PR asked where he might see the Club’s Environmental, Social and Governance (ESG) Framework. KS said it could be found on the website. TS said the EFF had done some work around this and gave PR the name of the person at the EFF who carried out that work, and offered to put him in touch. MM suggested PR might also want to look at TFG’s ESG, which may be available through their website.</p> <p>MM said that, having been elected as a shareholder, he has been watching reports about the possible scenarios emanating from the TFG takeover. He explained that TFG have the ability, through the Companies Act, to buy out small minority shareholders at current share prices. He didn’t believe this would be likely, in the case of Everton shareholders, as they shared common aspirations for the Club. DK said that the Shareholders’ Association (SHA) have an upcoming meeting and will have questions prepared around the issue.</p>	
<p>9</p>	<p>Subcommittee and Working Group Updates</p> <p>Communications: PM reported that he has been working on developing a communications strategy and has liaised with TS on refining it. The drop-ins at St Lukes continue to be well-attended and well-manned and he thanked FAB members for covering shifts. Many fan’s questions are being addressed, particularly about the BMD move and the first BMD ticket window opening. Questions are also posted on social media, particularly in light of the ST purchase window opening. A technical issue with the FAB website has now been resolved.</p> <p>Business & Technology: PR said he wanted to confirm what had been said previously about the transition. This is an extremely complex process and this is not always appreciated. As well as being complex, this type of transition is emotionally charged, but the Club and its technology should be congratulated.</p> <p>Women’s Game: JC reported that she had chased up the meeting with the Club for the subcommittee and awaited an answer, following our request in the autumn and the Club’s confirmation in November. She said that if she’d heard nothing by tomorrow, she would make a call directly to confirm. She will report back.</p>	<p>JC</p>

<p>10</p>	<p>Upcoming Meeting with the Club JC said that it is possible the next meeting will take place at BMD, although there are still site and resource issues to be addressed, so she will confirm nearer the time. She has still not been informed about whether there will be a member of TFG transition team present, but will request an attendee list prior to the meeting. She still expects the Interim CEO, Colin Chong, to be present, as usual and the regular attendees from the leadership team. She said she will need agenda items by Tuesday 11 February, which is coincidentally the date of the next monthly FAB meeting. MM asked whether items relating to TFG should be included, given that they might not attend. JC said any items should be included and they could be raised with the Club in any event, given that the team assembled would be working on behalf of TFG.</p>	<p>JC</p>
<p>11</p>	<p>AOB JC confirmed that the item she wished to raise has been covered within the meeting.</p>	
<p>12</p>	<p>Date/location of next meeting Agreed to be held on Tuesday 11 February 2025</p>	<p>ALL</p>