

# EVERTON FAN ADVISORY BOARD

## Board Meeting Minutes

**Date:** Tuesday 11 Feb 2025  
**Time:** 6pm  
**Location:** Online (via Teams)

<b>Attendees:</b>	<b>Position/Role:</b>
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	<b>Chair’s introduction and apologies for absence</b> DK welcomed the group to the meeting.	
2	<b>Minutes of the last meeting</b> A vote was held to accept the minutes as accurate. Proposed by TS, seconded by KS and voted as accepted. PM will post the minutes to the FAB website in due course.	PM
3	<b>Declarations of AOB</b> DK and PM declared one item each.	
4	<b>Matters arising from minutes of the last meeting</b>  <i>TS to report on PL FAB Groups’ session:</i> TS gave report. <b>Closed.</b>  <i>JC to agree date for Women’s Group Subcommittee meeting with Club:</i> JC to report in subcommittee report. <b>Closed</b>	
5	<b>Chair’s update</b> DK reported that he had attended the recent Shareholders’ Association (SHA) meeting and gave a short report on that. He said that he has received an invitation to the next Premier League (PL) meeting, but there has been an issue with JC attending alongside him and he will discuss this in more detail at AOB.	
6	<b>Vice-Chair’s review of key priorities</b>	

**On ownership and leadership:** TS said that a letter had previously been sent by the FAB, inviting the leadership of TFG to a meeting, but no response had so far been received. He noted that fan engagement was on the agenda for next week's meeting with the Club and thanked those FAB members who had contributed to work on engagement consultation and in particular, a possible fan survey at the end of the season.

**On stadium transition:** TS said that the first test event next week provided the FAB with an opportunity to hold a drop-in at a venue across the road from Bramley-Moore Dock (BMD) and the group discussed the possibility of holding an engagement session following the game, to gauge immediate reactions. It was felt that the second event might be more suitable, as it was likely to be a daytime game and there would be 25,000 supporters present, rather than 10,000. There was a discussion about what fans could expect at the event and JC said that those who had been successful in the ballot were due to receive an e-mail, letting them know what to expect. KS said that the Club has told the SCC they are happy so far with the processes in place for the transition, but there is some concern, as the final window for season tickets holders (STHs) to purchase their seats at BMD, and there had been a high level of abuse aimed at staff at the ticket office window by fans who had chosen to join the queue to purchase their new stadium seats, rather than purchasing online. DK said that he had seen staff being abused at the ticket window and had intervened. He said this was unacceptable.

**On the Football Governance Bill (FGB):** TS said that the FAB had issued a statement, in response to the Opposition Leader's remarks in the Telegraph, about the FGB, and her dropping of support for it, which indicates the change of stance and lack of party support for the Bill, which had first been introduced by her party. The statement reiterated the importance of the Bill to fans and communities and pointed out that it was supported, if not by the PL, but by fans of most PL clubs and the other football clubs in the English Football League (EFL). He reported that he and JC had met with a local MP and members of the DCMS to discuss amendments to the upcoming Bill, which, so far, has no mention of Fan Advisory Boards. The FAB will continue to work with MPs and Peers on the two matters it considers most important; meaningful fan engagement through FABs and oversight of PSR guidelines by the Independent Regulator.

7

**Reserved group updates**

**EDSA:** AW reported that disabled, fans who are accessibility ticket holders, are now able to purchase accessibility seats at BMD online, whereas they previously had to call the accessibility team to do so. This is a great help, since there were very long waiting times on the phone. On the matter of the parking trials the Council had announced last week around BMD, EDSA are trying to get clarification of blue badge parking and access from the council, as there is some confusion about what is allowed and this was causing a large amount of queries into EDSA. The Council had also put out some incorrect information, such as the fact that the Club had responsibility for accessible parking and this was available for over 65s, when it is in fact available to all blue badge holders and the Club only has responsibility for parking inside the stadium. EDSA had spoken with the Club, who had, in turn spoke to the Council to have inaccuracies corrected. EDSA will notify fans once they have answers to other queries. AW said there had been some issues with both toilets and catering (particularly running out of hot food before half time) at the lower Gwladys Street accessible area, but the Club had been made aware and this is being responded to. EDSA are considering holding another market event, similar to the Christmas one, prior to the Ipswich game in May, but this depends on the availability of the Free school. Level Playing Field, the national disabled supporters' association of England and Wales runs an annual campaign, called 'Unite for Access' and this year it will include an event at BMD, with junior and senior members being able to tour the area to consider access and give their comments. The new EDSA patron will hopefully be present. EDSA have an upcoming meeting with the Club, to discuss the need for non-digital season ticket cards for elderly, vulnerable and disabled fans and she will feed back to the Club on that. KS said that the SCC also have issues around the

<p>same problem, with some fans, for instance seniors, wanting physical season ticket cards, whilst there was a perceived push for a digital-only process.</p>	<p>AW</p>
<p><b>EFF:</b> ST reported that the EFF held a meeting with the Club on 30 January and there were a number of questions raised about ticketing, in particular, the allocation of tickets around the Crystal Palace away game, in relation to the number of seats that were available at the start of the window. Ticket pricing around the recent FA Cup game was also discussed and the wish by the Club to make this affordable for younger fans. The use of Premium Credit to pay for seats at BMD was discussed, due to a change in fee. Transport options for the upcoming test event were discussed. There was discussion about lessons learnt from the first test event being taken forward for the second event. The season ticket purchasing operation is generally considered to have run smoothly and the Club has given out good information, ahead of purchase, for fans, including an explanatory video. Themed matchdays continue, with Everton in the Community for the Leicester game, with further being announced in due course and the 1878s continue to provide flag and banner experience on matchdays.</p>	
<p><b>ESCC:</b> KS reported that the SCC will hold their next meeting with the Club next week and they will be discussing, amongst other things, issues surrounding seat choice and allocation, as it appears that some fans who have waited for other family and friend groups have then found they are unable to choose a seat in the place they had hoped for and are unhappy that they cannot swap seats once purchased. He reported that a lot of younger fans were able to attend an affordable FA Cup game at the weekend, as a significant amount of season tickets holders had not taken up the option to purchase their seats and his particular supporter club brought almost 50 children under the age of 11 to the game. He addressed comments on social media, about supporter club allocations and said that all supporter clubs are required, as all individual fans are, to give membership numbers and, where applicable, credits, to the club in order to purchase tickets. There are ongoing discussions about coach parking at BMD for the test event and transport to the stadium in general.</p>	
<p><b>EWSC:</b> JM reported that the next EWSC meeting is on 1 April. They are disappointed at the news that their ability to sell women's team memorabilia at Walton Hall Park (WHP) had been curtailed, as they have been told by the Club that they are no longer allowed to do this, despite it having been agreed by the former General Manager. They do not make a profit from the sales, as all income is used to buy flags. They had been told there were concerns about health and safety issues. They have spoken to the Club and asked for a fuller explanation and have confirmed that they have public liability insurance, so they are at a loss to know why they can't sell fan merchandise, as they are only trying to raise money for flags and end-of-season trophies. They expect a meeting with the Club, but are unaware of when it will happen. They are extremely happy with the signing of several new players and what they see as a greater emphasis on the women's game since the arrival of the Friedkin Group (TFG).</p>	
<p><b>ISCN:</b> TS reported that he had been invited to a meeting by the PL, for international FAB representatives, following a series of fan cohort groups, which had included women's game supports and disabled groups, to try to get an idea of how international representation works with the FABs across the league. He reported that all geographical EFC network groups are in the process of signing up to the FSA, so guidance has been provided to all groups. He said that there were around 90 American Toffee fans travelling over for the Manchester United game, in a tour that had taken a long time to plan and several activities had been arranged in advance, including a Goodison stadium tour. The Norwegian group is bringing over 200 supporters for the West Ham game in March.</p>	
<p><b>EHS:</b> RG reported that 1,000 books were delivered to Liverpool Libraries, in partnership with Fans Supporting Foodbanks, from the books donated last year. The EHS had discussed next season's election for the FAB representative and Paul McPartland will take on the roll, with</p>	

RG stepping in as deputy, until somebody else is nominated. EHS is looking at producing a book about Goodison Park. The EHS will be announcing their new premises near BMD, to replicate their activities at St Lukes, next week. It will be at opposite BMD, above new Blue House Beer Hall and Hot Wok. They will have their own dedicated entrance at 19 Fulton Street, the former Fulton Engine Works, which coincidentally opened in 1878. The fundraising total for the repairs at St Luke's has just gone above £4,500. Gareth Jones, of EHS, will be walking from St Luke's to Molineux for the Everton v Wolves game in March to raise more funds. Martin Dobson has made himself available at St Lukes to help in their efforts and they hope to have the company of Derek Temple and Mike Trebilcock before the season's end.

**8 Elected Member Updates**

**JC** said she and TS had a meeting with her local MP, followed by a further meeting the following day, with members of the DCMS and she thought both meetings were positive. She said they had made clear their two requests for amendments to the Bill. One that Fan Advisory Boards should be included in the fan engagement clauses and the other that the Independent Regulator should have oversight of PSR, in terms of issuing guidelines for panels to work by, when hearing cases of breaches and applying sanctions. She has been finalising arrangements for next week's meeting with the Club, which will take place two days after the first test event and has issued the meeting agenda to FAB members today. She said that she is in the process of organising the FAB open fan elections for the 2025-26 season. She told reserved groups what information she needed from them concerning dates and processes and that she would provide a timetable shortly.

**PR** reported on his activities as Council member of the FSA and said that there are a number of Clubs who are actively involved in the FSA's 'Stop Exploiting Loyalty' campaign, to prevent clubs from raising ticket prices to unfair levels and restricting, or eliminating concessions for young and vulnerable groups. The PL has made clear that it is not within their remit to be involved in ticket pricing or concessions and that this is at the discretion of the clubs, but there are ongoing discussions on continuing to campaign and PR will keep the FAB updated

**MM** said that he plans to speak to his own local MP, about the FGB, as he doesn't not live in Merseyside, but it has been quite difficult to make contact. He will continue to ask for a meeting. He said it would be useful to meet with some members of the senior leadership of the new owners, as well as those we regularly meet with from the existing Club leadership team, so that we can get a better idea of what plans there are for the Club's strategy going forward.

**9 Subcommittee and Working Group Updates**

**Communications:** PM reported that drop-ins have been going well and we are now using forms to collect comments and questions from fans. The FAB will host a drop in before and after the first test event next week, at the Bramley Moore pub opposite the stadium and a further drop-in likely at Murphy's Distillery. A fan engagement event afterwards is also under consideration. He said he welcomed feedback on the drafted communications strategy from other FAB members.

**Business & Technology:** PR said that, contrary to some reports, he does not believe TFG will attempt to replicate the experience of American sporting events, but that they will be alive to the Clubs traditions and will want to embrace those, while introducing improvements. KS asked about the changeover from Hummel to Castore kits and whether the quality will be reviewed. DK said that other suppliers are providing kit merchandise for bespoke age groups and this has gone done well with other clubs' supporters.

**Women's Game:** JC reported that the Women's group meeting is so far pencilled in for 24 February, but this might change, due to Club staff availability. She will keep the group

	<p>informed. She confirmed that CEO Alan McTavish would not be present, but that Catherine Wright, the new Director of Women's Football Operations, will be and should attend future meetings concerning women's team matters. She said that the recent signing of six new players is extremely good news and she hopes this is an indication of things to come from the new owners, who have an excellent and successful operation at AS Roma Women.</p>	
<b>10</b>	<p><b>Upcoming Meeting with the Club</b>  JC put out a last call for agenda items for next week's meeting with the Club. She said that she will add an item for a report on the test event, which will have happened two days before the meeting.</p>	
<b>11</b>	<p><b>AOB</b>  DK said that he had heard a report from 'Kick It Out' that there had been a 200% increase in reports of discrimination, which is unacceptable, and asked for a consensus of agreement that the FAB should say they are in fully in support of 'Kick It Out'. It was agreed. He also said that he had been invited to the next PL FAB Leaders meeting, but with a stipulation that only one FAB member may attend from each Club. This means that JC can no longer attend with him, despite him informing the PL that he is disabled and JC attends to help him with his mobility issues, by providing car lifts to and from the meeting or the train station. The PL were not inclined to agree to this and JC will not be allowed to attend.</p> <p>PM said he had intended to bring up an item about the election process, but the meeting had over-run, so requested a further single-issue meeting. JC said the process will begin from 1 March, so the meeting would need to take place before then. It was agreed that there should be a meeting and that JC would poll to agree a date in late February.</p>	JC
<b>12</b>	<p><b>Date/location of next meeting</b>  Agreed to be held on <b>Tuesday 11 March 2025 at 6pm</b>, online via Teams</p>	ALL