

EVERTON
FAN ADVISORY
BOARD

Board Meeting Minutes

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

Attendees:

Dave Kelly (DK)
Tony Sampson (TS)
Julie Clarke (JC)
Richie Gillham (RG)
Sarah Twigg (ST)
Amy Wilson (AW)
Ken Sweeney (KS)
Paul Rigby (PR)
Paul McMonnies (PM)

Position/Role:

Chair – Fan elected
Vice-Chair – International Supporters’ Club Network (ISCN)
Secretary – Fan elected
Member – Everton Heritage Society (EHS)
Member – Everton Fans’ Forum (EFF)
Member – Everton Disabled Supporters’ Association (EDSA)
Member – Everton Supporters’ Club Committee (SCC)
Member – Fan elected
Member – Fan elected

Apologies for absence:

Mark McKeown (MM)	Member – Fan elected
Julie Makin (JM)	Member – Everton Women Supporters' Club (EWSC)

Item:	Discussion:	Action
1	<p>Chair's introduction and apologies for absence</p> <p>DK welcomed the group to the meeting. Apologies were received from MM and JM</p>	
2	<p>Minutes of the last meeting</p> <p>A vote was held to accept the minutes as accurate. Proposed by PM, seconded by RG and voted as accepted. PM will post the minutes to the FAB website in due course.</p>	PM
3	<p>Declarations of AOB</p> <p>PM and RG each declared one item.</p>	
4	<p>Matters arising from minutes of the last meeting</p> <p><u>AW to attend Club meeting to discuss non-digital tickets for disabled and vulnerable fans:</u> AW attended meeting and will report under item 7. Closed</p> <p><u>JC to confirm date for the Women's Game Subcommittee:</u> Meeting date confirmed and meeting held. JC to report under item 9. Closed</p> <p><u>JC to confirm date for single-issue meeting on the election process:</u> Meeting was held. Closed</p>	
5	<p>Chair's update</p> <p>DK reported that he had attended a meeting on Fan Engagement with FAB and reserved group officers. He said he had attended the recent Women's Group Subcommittee meeting and said it was one of the most positive meetings he had attended and was hopeful of improved plans for the women's team and promotion of the women's game. He confirmed</p>	

	he will be attending the Premier League (PL) meeting with national FAB and Trust Chairs next week. He thanked TS for his hard work in the background on behalf of international fan groups and noted the organised visit last week of a large group of American fans, as well as the upcoming visit by around 300 Norwegian fans next week	
6	<p>Vice-Chair's review of key priorities</p> <p>On ownership and leadership: TS said that the new CEO has now been identified by the Club and the FAB may wish to consider updating the briefing document they sent to the Club last December.</p> <p>On stadium transition: TS said that members of the FAB had attended a special transport meeting, called jointly by the Club, Liverpool City Council, Merseyrail and Merseytravel, to discuss feedback from the first test event and suggestions on improvements for the second event. He will continue to provide updates.</p> <p>On Fan Engagement: TS asked DK to report on the 'Stop Exploiting Loyalty' campaign, on which DK was liaising with fan groups at away games, where the FAB is supporting other fan groups whose Clubs are raising prices unfairly, or reducing concessions. DK said the campaign at Man United was very well attended and their fans were extremely grateful for the FAB's support. He said that some ticket prices at Ipswich have risen by over 50%. So far, only three PL clubs have announced a price freeze. KS said that it is disappointing to hear of the large increases some clubs are making and that, although the FAB's focus is on Everton fans, it should always show support to other fan groups when fan loyalty is being exploited.</p> <p>On the Football Governance Bill (FGB): TS said the Bill had its third reading in the House of Lords and will now move on to the House of Commons, where debates will be held and further amendments can be tabled. He confirmed that, following the meeting he and JC held with Cat Smith, MP, she had confirmed that she has written to the Secretary of State at the DCMS, Lisa Nandy, as she promised. ST said she would confirm a date for a meeting on fan engagement and, particularly, on what good consultation looks like.</p>	<p>TS</p> <p>ST</p>
7	<p>Reserved group updates</p> <p>EDSA: AW reported that a meeting with the Club, about exceptions for those who are unable to use digital tickets, had been postponed, due to staff sick leave, but a new date would be announced shortly. She will report back on that. Level Playing Field's dedicated fixture this week, in their 'Unite for Access' initiative is Everton v West Ham United. EDSA members were given an opportunity to tour Bramley-Moore Dock (BMD) and view the accessibility areas to provide feedback to the Club. They were joined by Seamus Coleman, the new Patron of EDSA. Parking near BMD is still causing some concern to EDSA members, but this may be due to the way the issue has been communicated, so they are in discussion with Liverpool City Council regarding Blue Badge parking and lessons can hopefully be learnt. EDSA provided feedback to the Club following the first test event and will do so again after the second test event.</p> <p>EFF: ST reported the last EFF meeting was held on 27 February. Discussions included ticketing, with fans reporting problems after buying tickets from third party websites. The Club lists approved sellers on their website and fans should refer to this. On season tickets for BMD; the sales window for those on the waiting list will open tomorrow, until 31 March. All eligible fans will be contacted, to ensure they know the window is open. Those who are currently signed up to the Auto-cup scheme will continue to be so after the move to BMD. Fans who have bought Club View seats cannot put their tickets on the re-sale platform. EFF confirmed that they could transfer their tickets to family and friends in their registered groups. ST confirmed that she and the EFF Chair had attended the Transport meeting that other FAB members had attended. On the stadium transition, the Club will provide more information on dietary requirements and will prioritise signage following first test event feedback. A pre-season trip to the USA has been announced. There will be a Club shop at BMD and information about parking near the shop, on non-match days, will be announced</p>	<p>AW</p>

	<p>in the summer. RG said there needs to be more information for those who cannot use digital tickets, particularly for the elderly. AW said there would be more information after the EDSA meeting.</p> <p>ESCC: KS reported that some fans had been able to buy tickets for the family enclosure at BMD, who did not have children. This should have been flagged at the time of purchase, but was not. The Club is now in the process of re-locating those fans and explaining that there needs to be a family enclosure, in which the adult tickets are discounted, to allow children to enjoy games and to encourage the next generation of fans. It would be unfair for adults who do not accompany children to have those seats. The SCC asked the Club when they would confirm whether the last game at Goodison would be re-scheduled for broadcasting, as supporter clubs needed to arrange transport. The Club has not yet had notification and will inform the FAB as soon as they have. There are concerns about the risk of fans attempting to remove seats at the last game, but there are reports that the Club is considering maintaining the stadium for women's games, so this shouldn't happen. There is concern about where coaches for home fans are being asked to park, and the distance senior or disabled people are having to walk, especially when they need to walk past away fans' coaches, when there is sometimes hostility. The SCC is in discussion with the Club about this. KS said he has heard very positive reports about the way the Club has handled the ticketing for transition to BMD and commended the Club for their good work on this.</p> <p>ISCN: TS reported that after he brought up the matter of the Club's international strategy at the last meeting, he had separate talks with the Club. He has also spoken to geographical ISCN Leads, with a view to them holding focus groups to feed back to the Club. TS will report back to the FAB when that has happened.</p> <p>EHS: RG reported that the EHS had asked the Club why they had spoken to a third party about legacy, heritage and final season initiatives when they could have consulted the EHS. There has been some discussion about a commemorative shirt and Club representatives will be visiting St Luke's prior to the next home game, to explore how the EHS can be included in plans for the end of season. Gareth Jones, of the EHS, completed a charity 82-mile walk to Molineux Stadium ahead of the Club's match against Wolves. Proceeds will go to the repair fund. Former players, Paul Power and Martin Dobson will also be at St Lukes, as well as a photographers' exhibition and a further opportunity for fans to have their photo taken with the Club's replica FA Cup. RG confirmed that the EHS stalls and exhibitions will be moving near the new stadium and will be situated above the Blue House Beer Hall, on Regent Road, with an entrance in Fulton Street. They are looking for support to help with the move and some volunteers from Everton in the Community (EITC) will help. DK said Fans Supporting Foodbanks could also help with transport. RG asked TS to pass on the thanks of the EHS to the American Toffees, who had kindly donated £1,000.</p> <p>EWSC: There was no report, due to absence. Apologies submitted.</p>	TS
8	<p>Elected Member Updates</p> <p>JC said that the highlight of her month had been to attend the first test event at BMD and reported her experience. She said that she had attended five fab-related meeting this month, including the ones with the FSA and the travel groups. She also Chaired the Women's Group Subcommittee meeting with the Club and will report on that in item 9. She confirmed that she is very happy to have received confirmation that Cat Smith MP had written to the DCMS to represent the FAB's views, following the meeting she and TS held with her.</p> <p>PR said that he had attended the FSA Extraordinary General Meeting, with the FAB Officers, which was to make amendments to their constitution. There was a vote on whether FABs should retain their Associate Membership status, as some did not fit the criteria for this. PR said that Everton's FAB did meet the criteria and that therefore each FAB should be</p>	

	<p>admitted as Associates on a case-by-case basis. FAB members who attended voted against the change, but it was ultimately carried by FSA members from other clubs. PR said he had attended the recent Women's Game Subcommittee meeting with the Club and felt quite positive about the direction in which the Club reported they intended to move. He reported on the recent rolling back of DEI initiatives in the US and in US sports and would like the Club to be reminded of its importance.</p> <p>MM: No report, due to absence. Apologies submitted.</p>	
9	<p>Subcommittee and Working Group Updates</p> <p>Communications: PM reported that two FAB drop-ins had been arranged prior to the first test event; at Murphy's Distillery and at the Bramley Moore pub, and that there will be a further drop-in ahead of the second event. He has added a communications strategy document on Teams and welcomes comments from other FAB members. The FAB's X account had posted an acknowledgement and thanks to those who were announced to be leaving the Club, following the arrival of the new owners. Ahead of the upcoming election of new FAB members, PM is preparing a handover document.</p> <p>Business & Technology: PR reported that he did not expect there to be a huge amount of change at the Club in the short term, with the new CEO taking a lead and oversight from TFG in Houston. TFG will be developing relationships with new key partners and he agreed with TS that the briefing document prepared in December could be revised.</p> <p>Women's Game: JC reported that the meeting held with the Club and the WGS was extremely positive and there was a general feeling that the Club appears to have turned a corner and were now ready to re-invest in the women's game. The subject of sponsorship was discussed and the Club are working on a sponsorship strategy, following the arrival of the new owners, TFG. The group had made clear that they hoped the Club would follow the model of another of TFG's women's football teams, AS Roma, who are extremely successful in Italy. The new Director of Women's Football, Catherine Wright (CW) was very engaged and reiterated her wish to work with the FAB to promote the women's team and said she welcomed contributions, ideas and input from the group. JC said she would speak to JM after the meeting and get back to CW with ideas and suggestions on the subjects they had discussed, including away travel and merchandising. PR said it was a very good and positive meeting. RG said he had forwarded proposals for a Women's Hall of Fame event, which CW had requested and said CW was receptive to the idea of having women ambassadors, fulfilling the functions the current ambassadors from the former men's teams do.</p>	JC
10	<p>Election update</p> <p>JC reported on the meeting held with the Election Committee, where the timetable for the 2025 election had been agreed. It was also agreed that the requirement for new applicants to be a member of the FSA would not be required this year, since the FAB already has a member on the FSA National Council, who reports on FSA initiatives and activities. This will therefore be the first year that the FAB will have two vacancies for direct fan election, one with a three-year tenure and one with a one-year tenure, with no further requirement other than to be an EFC Member. JC said that the Committee hoped this would encourage more applicants than last year, when the eligibility requirements were stricter, due to the available vacancies. She said she would be speaking to media outlets to promote the election and encourage applicants from as wide and diverse a fanbase as possible.</p>	
11	<p>AOB</p> <p>PM said he had heard of a fan who had been accused of hate-related chanting and who had not fully understood the consequences of his behaviour. He would like to send out a message about homophobic chanting. He said he would like to put out a podcast, inviting stakeholders such as Merseyside Police, 'Kick it Out' and Rainbow Toffees, ahead of the</p>	

	<p>Club's fixture with Chelsea on 26 April. KS said any messages need to reference all hate chanting. PM said he had invited the Club to take part, but was awaiting a response.</p> <p>DK said he had spoken to Merseyside Police Football Officers about hate and tragedy chanting and they were speaking to other forces who were choosing not to criminalise this behaviour, but instead to educate fans on the consequences of it and arranging courses, which he thought was a very good approach. He agreed there should be a message sent before the Chelsea fixture.</p> <p>RG Asked whether there would be an end-of-season review meeting. JC said the meeting had already been agreed by the FAB and that the Teams invitation had been sent out the previous week.</p>	
12	<p>Date/location of next meeting</p> <p>Agreed to be held on Tuesday 8 April 2025 at 6pm, online via Teams</p>	ALL