

EVERTON
FAN ADVISORY
BOARD

Board Meeting Minutes

Date: Tuesday 8 April 2025
Time: 6pm
Location: Online (via Teams)

Attendees:

Dave Kelly (DK)
Tony Sampson (TS)
Julie Clarke (JC)
Richie Gillham (RG)
Sarah Twigg (ST)
Ken Sweeney (KS)
Julie Makin (JM)
Mark Dyer (MD)
Paul Rigby (PR)
Paul McMonnies (PM)
Mark McKeown (MM)

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 Supporters’ Club Committee (SCC)
Member – Everton Women Supporters’ Club (EWSC)
Deputising Member – Everton Disabled Supporters’ Association (EDSA)
Member – Fan elected
Member – Fan elected
Member – Fan elected

Apologies for absence:

Amy Wilson (AW) Member – Everton Disabled Supporters' Association (EDSA)

Item:	Discussion:	Action
1	<p>Chair's introduction and apologies for absence DK welcomed the group to the meeting and confirmed AW had offered apologies and that EDSA would be represented by Mark Dyer</p>	
2	<p>Minutes of the last meeting A vote was held to accept the minutes as accurate. Proposed by KS, seconded by MM and voted as accepted. PM will post the minutes to the FAB website in due course.</p>	PM
3	<p>Declarations of AOB PM declared two items and JC declared one item.</p>	
4	<p>Matters arising from minutes of the last meeting</p> <p><u>Meeting (Fan engagement priorities):</u> ST to agree a meeting time with FAB members. Date and agenda agreed. Closed.</p> <p><u>Meeting on digital ticketing:</u> AW to confirm postponed EDSA meeting has or will happen. MD confirmed meeting and will add to written report. Closed</p> <p><u>Focus groups to be held by ISCN Leads:</u> TS to report on progress. Arrangements in hand. Ongoing.</p>	TS

5	<p>Chair's update</p> <p>DK reported that it had been a frustrating month, in terms of engagement with both the Club and the Premier League (PL). The FAB is still to hear details of arrangements for the final game against Southampton and what plans are in place to celebrate Goodison and mark the leaving of the ground for Bramley-Moore Dock (BMD). There is still no further information from the PL about when the game will be played, as the long-awaited notification of broadcasting and fixtures, usually published by the PL by now, has not been seen. As well as having spoken to the PL directly, DK said that the FSA had also pressured them to respond, given the significance of the game and travelling fans having to make their arrangements. DK also said that, due to the large agenda for tonight's meeting and the important matters to be discussed, he has accepted a proposal for reserved group reports to be submitted in writing, to be ratified in next month's meeting, for inclusion in those minutes.</p>	ALL JC
6	<p>Review of key priorities</p> <p>TS reported that he was waiting to hear from group and task leads, but that they would be giving an update on their activities during their reports. He said there was a proposed meeting on fan engagement, which would be included in the report of ST for the EFF.</p>	
7	<p>Reserved Group Updates</p> <p>As agreed by the Chair, reserved groups' updates for this month will be provided in writing and distributed with the minutes of this meeting, to be ratified at next month's meeting for the minutes to be signed off.</p>	Res groups
8	<p>Elected Member Updates</p> <p>JC said that she had spoken to the Club, after the annual accounts had come out, which have now been published in the press. The Club had offered to relay the details to the FAB, by way of a short briefing meeting, but there had been a mistake made on the meeting invite, with an incorrect time being given, in error. She had messaged members, to let them know that a meeting would be held the same day, and those who were able to attend had done so. JC said she, MM and KS had attended and had been given some clarification. The overriding effect of the accounting measures put in place this season had gone some way to closing the gap on the losses reported last season and there had been a significant profit made on player sales. FAB members had given recognition and thanks for the work that Kevin Thelwell, the outgoing Director of Football, had done in the previous three seasons, in extremely difficult circumstances, to help cushion the effect of some losses in other areas. There had still been a loss, albeit not as great at the previous season. In terms of PSR, the Club believes it has complied with the extant regulations.</p> <p>JC said she had been busy in connection with the upcoming election, speaking to the election committee, the Club and panel members. She has spoken to podcasters and other media to promote the process and has made clear that the FAB would particularly like to see some younger fans included in the applicants this season. On the matter of communications with the Club, she confirmed that there had been no correspondence on the date and timing of the final game, but she confirmed that when she and other officers had spoken to the Club, it had been made clear that fans were unhappy at the lack of information and at rumours of the game not being played at a time which was suitable to match-going fans, particularly those who had to make travel arrangements. There followed a group discussion about the timing of the final game, particularly for those who needed to arrange travel (and, if necessary, hotels) and in particular, there was mention of younger fans, who will want to attend; some of whom will be in the middle of the schools exam period and for whom a weekday evening kick-off time would be extremely difficult for them and their parents. The group also raised concerns for the visiting fans, who would need to travel from Southampton, with the constraints on train times this would bring. The Club had made clear that the timing was out of their hands, and would be determined by the PL and the broadcasters, but that they would do what they could, given their limited influence. The</p>	

	<p>group felt that this wasn't enough and that fans' voices should have been heard by those stakeholders earlier in the decision-making process. A vote was taken on whether the FAB should write formally to the broadcasters, via the PL. The vote was carried and the Communications subgroup undertook to draft a letter, to be sent the following day, with the Club being copied in.</p> <p>PR said he would include his elected member report in item 9</p> <p>MM said he had been monitoring the Football Governance Bill process and the FAB's efforts to engage with MPs to have amendments made, to include Fan Advisory Boards. He has made contact with his own MP, who is supportive, and will report back on any progress.</p>	<p>Comms</p> <p>MM</p>
9	<p>Subcommittee and Working Group Updates</p> <p>Communications: PM reported that a FAB drop-in had been held, with the permission and cooperation of Murphy's Distillery, in Regent Road, prior to the 2nd test event at BMD. And that the event reached a different audience to those who regularly visit St Lukes. The EHS has kindly offered space at their new premises, above the Hot Wok, also on Regent Road, and it might be an idea to consider using more than one venue for drop-ins next season, to increase visitor numbers. Forms are left at the drop-ins for visitors arriving early or late and are also used for adding to the mailing list, for future fan engagement sessions. He said he had wanted to make a podcast, prior to the remaining games and particularly around homophobic chanting, prior to the upcoming Chelsea game and had asked the Club's engagement and DEI teams for help, but had been disappointed not to receive it. He had limited time left, but would try to complete it.</p> <p>Business & Technology: PR reported that he had looked at the new owners' business model and it appeared to be clearly defined in two separate areas; Club/team activities and staff/HR. He noted the upcoming arrival of the new CEO, Angus Kinnear, from Leeds United and, having looked at policies made at Leeds during Mr Kinnear's tenure as CEO, he recommended an update to the briefing the FAB had made for the new ownership, with its expectations of a fan-centric working relationship. He will work on drafting an update.</p> <p>Women's Game: JC reported that there continues to be problems with away game ticketing for the women's games and there are some training issues identified, where some ticket office staff are not aware of the process for selling tickets for these games. She cited twice having called the ticket office to buy tickets and the staff members having to speak to managers to find out how to sell them. She has written to the Club to ask why tickets sales for the women's game are not treated the same as general sale tickets for the men's games, and why there isn't any information, or a link on the website, showing fans where or how to buy a ticket. She awaits a response from the Club and will report at the next meeting, but prior to this, she will be calling a meeting of the Women's Game Subcommittee and will ask the Club for a response in time for that meeting.</p>	<p>PM</p> <p>PR</p> <p>JM</p>
10	<p>Digital Ticketing</p> <p>JC reported that some club FABs are reporting serious concerns and discontent about the move towards obligatory digital-only access to grounds. This follows on from the concerns Everton fans are bringing to the FAB, supporter clubs and other reserve groups. EDSA has been active in holding discussions with the Club about necessary exceptions or considerations for those unable to use a digital system, on grounds of disability (including neuro-diverse conditions), cost and technical competence. PL FABs are liaising with each other to establish how they can respond to their Clubs and the PL, in the interest of all fans and will make a decision on next steps when there is consensus. MD said he would like EDSA to be kept informed all developments, as they are also working with Level Playing Field on the issues and would like to ensure a cohesive response.</p>	<p>JC</p>

11	<p>AOB</p> <p>PM reminded the group that he has set up a Teams folder in preparation for the end-of-season review meeting and offered assistance if anybody needs help accessing it.</p> <p>PM said that he's heard feedback from fans about availability of away match tickets and, in particular, about some fans who had full credits still not being able to secure a ticket, as they appeared to be unavailable immediately they went on sale. There is some concern that away tickets are going to international groups ahead of UK-based fans and that supporter groups are being given preference. KS said that supporter group members have to fulfil the same criteria as all other fans, with requisite credits for each game. There are usually around 3,000 tickets available for each away game and, if there are any available after those with credits have been given, then they go on general release. This can, however, mean they are taken up extremely quickly, sometimes within minutes. He gave an example of a recent game, where there were only 680 tickets left, after everybody with sufficient credits had been allocated a ticket. With online sales and several staff in the box office, it gives a clearer picture of why they may appear to go immediately.</p> <p>JC asked that all reserved groups who had not already submitted a report, do so at the earliest convenience, so it can be included in the next meeting.</p>	Res groups
12	<p>Date/location of next meeting</p> <p>Agreed to be held on Tuesday 13 May 2025 at 6pm, online via Teams</p>	ALL