

EVERTON FAN ADVISORY BOARD

Board Meeting Minutes

Date: Tuesday 10 March 2026
Time: 6pm
Location: Online (via Teams)

Attendees:	Position/Role:
Paul Rigby (PR)	Chair – Fan elected
Tony Sampson (TS)	Vice-Chair – International Supporters’ Club Network (ISCN)
Julie Clarke (JC)	Secretary – Fan elected
Paul McParlan (PM)	Member – Everton Heritage Society (EHS)
Ken Sweeney (KS)	Member – Everton Supporters’ Club Committee (SCC)
Jo Davies (JD)	Member – Everton Fans’ Forum (EFF)
Julie Makin (JM)	Member – Everton Women Supporters’ Club (EWSC)
Amy Wilson (AW)	Member – Everton Disabled Supporters’ Association (EDSA)
Mark McKeown (MM)	Member – Fan elected
Fawad Munir (FW)	Member – Fan elected
Rob Galkoff (RG)	Member – Fan elected

Apologies for absence:

Name	Position

Item:	Discussion:	Action
1	Chair’s Welcome <i>(and apologies for absence)</i> PR welcomed the group and confirmed apologies for absence from FM	
2	Minutes of the last meeting Minutes were proposed as accurate by MM, seconded by KS and voted to be accepted. JC to publish on FAB website following the meeting.	JC
3	Declarations of AOB None declared.	
4	Matters arising from minutes of the last meeting JC to post update, letting fans know meeting held on pricing, as agreed by FAB: CLOSED JD to speak to FF to instigate strategy for youth engagement (included in item 10): CLOSED JC to signpost women’s groups on upcoming conference: CLOSED PR to speak to AI Group re fan engagement initiative (included in Chair’s report): CLOSED	
5	Chair’s update PR reported on the important preparations for meetings with the Club on the upcoming season ticket and pricing review. He said the FAB’s position, in requesting a prices freeze, remains and that they will continue to analyse and report on the financial impact any price rises will have on fans, particularly on families. He gave an overview of the significant disruption caused to fans this season by both transport issues and the unacceptable number of re-scheduled night fixtures. All of these issues impact fans and families financially and practically. He said fans had shown their loyalty during the very worse days in recent	

	<p>seasons and it was now time for that loyalty to be rewarded, rather than exploited. He discussed conversations which had happened and those that were due to happen with the Club, but that the FAB would remain steadfast in their assertion that price rises would yield relatively little for the Club, financially, but would sully the Club's reputation and this would be an unnecessary choice, should the Club make it. He will keep the whole FAB updated with conversations and dates of meetings, so that fans' views could be properly represented in the boardroom. He urged the members to continue to liaise with their groups' members, so that we could take a robust and informed report back to the Club before they announced any firm decision. He mentioned the next in the series of meetings the FAB should be having with Liverpool City Council. He is concerned that, despite the FAB having originally requested the meetings separately from the Club, the Council Leader is insistent upon them being held at the Club and that the latest date had been postponed due to the Club having nobody available to attend. He has yet to hear of the alternative date.</p>	
6	<p>Review of key priorities TS reported on recent fan engagement initiatives, including the upcoming Fans' Conference. He said the Comms subcommittee had been working with an AI company, to collect fans' match-going experiences, their thoughts following the move to the new stadium and what they feel their relationship with the Club means. A request to fans on the FAB's database had resulted in a large number of fans interested in sharing their views and the project will be finalised over the next few weeks. The results will be released in the form of a selection of podcasts.</p>	
7	<p>Reserved Group Updates EDSA: AW reported that the next EDSA meeting will take place next week. She reported on the Level Playing Field (LPF) Access Campaign and said one of their members had the chance to be a mascot, when team captain James Tarkowski wheeled him out onto the pitch ahead of the game against Bournemouth. During the LPF campaign, EDSA members also had an opportunity to attend a pitch side photoshoot at the Burnley game. The group welcomed the introduction of a designated 'quiet hour' at the Club shop, at Hill Dickinson Stadium (HDS) for one hour every Thursday between 5pm and 6pm. This will not happen at the city centre shop yet, but it is hoped it will be introduced in future, if it is successful. Initiatives include taking away background music and technology noises, which affect some neuro-diverse fans.</p> <p>EHS: PM reported that Angus Kinnear (AK) was due to meet the EHS last week, but cancelled at short notice. This would have been the Society's first meeting with the CEO and he is now due to meet the group on 23 March. The Society wants to introduce AK to the EHS, make him aware of what they do and what they expect the CEO to recognise, including the impact they have and how they maintain the Club's heritage. The group want to make clear the Club's historical background and traditions. EHS held their most recent Heritage Social event at the Denbigh Castle last Thursday. The event was sold out and was very well received. PM was interviewed about the 1986/87 league title winning side. The next event will be on the first Thursday in April, featuring ex Liverpool Echo sports journalists, Ken Rogers and David Prentice.</p> <p>EFF: JD reported that at the last FF meeting with the Club, the FF made clear they supported the FAB's position on ticket prices. They wanted to record their thanks to EDSA, for the work they have done in improving the experiences of disabled fans on matchdays. They discussed issues in the North Stand at the last match, such as kiosks being closed and service being slow at those that were open. Concerns have been raised by fans about the TVs in the concourse showing different games and the propensity for some fans not to be back at their seats in time for the second half. The FF has suggested a sound signal being made, to remind fans that the second half is about to start. There are also concerns about away fans being able to access seats in the home area and about the risk posed of away fans and home fans exiting the stand at the same time, from one corner. There was a discussion</p>	

	<p>about the possibility of there being a joint charity event with fans and Everton in the Community (EitC) in the future, where everybody would be aware that the event is to raise money for EitC.</p>	
	<p>SCC: KS reported the SCC is still concerned about the dialogue with Liverpool City Council, about transport issues for fans. Notably, fans who would have previously walked to Sandhills station are now boarding the soccer buses, to go in the opposite direction, towards the city centre, to catch trains from there, as it is quicker than walking to Sandhills and queueing. The SCC continues to warn travelling fans about behaviour at away grounds and about the risks associated with arrests and the possibility of criminal records, as well as bringing the Club into disrepute for instances like homophobic chanting and fans entering the wrong parts of the ground. SCC will, as usual, attend the police meeting ahead of the upcoming derby game in April.</p>	
	<p>EWSC: JM reported there had been no meeting of the EWSC since the last meeting and that there was currently an international break, so no match attendances. There was therefore no report to make.</p>	
	<p>ISCN: TS reported that, despite the Club's commitment to a meeting on their international strategy, between Aaron Duckmanton (AD) and TS, this still hasn't happened. The ISCN is still not aware of a clear strategy, apart from the fact that the Club is working with some soccer schools in the US. The Club has not informed the ISCN of their plans. TS is clear that the International groups should have some input and he will be speaking to regional groups, with a view to taking a report back to the Club before the end of the season. He said that lots of the things that bring people into the Everton family are the things that the international groups are trying to champion, including the heritage and the atmosphere and they hope the Club values this. International fans, while not continually match-going, feel strongly about the Club and its heritage. PR said that the Everton fan diaspora retain their values and support for the Club, even when they move, permanently or temporarily, abroad. He said overseas fans who are not from Liverpool have a choice about supporting PL Clubs who are currently more successful, but they choose to support Everton and they develop an affinity with the Club, the city and the culture. JC asked whether AD was still at the Club.</p>	
8	<p>Elected Member Updates JC reported that she had attended several meetings since the last FAB meeting, including on communications and the upcoming conference. She spoke about the upcoming election for the 2026/27 FAB and reminded representative groups that their reps could now stay on the FAB for up to three years, to maintain a level of continuity and to bring them into line with directly elected members. She also asked for dates and process for elections of those groups. She said the most important role for the FAB at the end of the season is to elect the next FAB.</p>	Rep Groups
	<p>MM Reported that the Shareholders' Association (SHA) had announced that they will be holding a forum, at Goodison Park, in the coming weeks. Gareth Farrelly will be their guest speaker. MM is unable to attend and asked whether another FAB member could attend on his behalf. He has, once again, asked the SHA whether they could consider holding their meetings with an online option, but this has so far not happened.</p>	
	<p>RG Reported that he and FM were still working on plans for the Fans' Conference. He gave details of the themes of the evening, which would be over two halves; the first being about pricing and whether fans feel they are being priced out of the game, with the second session covering fan engagement, representation and inclusion. There will be a short section in-between the first and second halves; Women Watching the Men's Game. He gave details of invited guests and confirmed the event would be free.</p>	RG/FM

9	<p>Subcommittee and Working Group Updates</p> <p>Communications: JC reported she had been working with RG and FM on the upcoming conference. She said there had been fewer FAB drop-ins recently, due to the inordinate number of night games, which were quite unwelcome and does not help with engagement efforts. She said the next drop-in would be prior to the Chelsea game on 21 March. RG said he had again chased up the Club, further to their offer to consider an accessible space on the fan plaza last year, but the Club were no longer responding. He will persevere. The FAB expressed its disappointment, especially given that the current location is not accessible to disabled fans and the Club had committed to helping secure a more suitable space.</p>	RG
	<p>Business and Technology: MM reported that the bulk of the work of the subcommittee had been around preparations for the consultation on season ticket pricing and would culminate in the advice we give at the next meeting with the Club.</p>	
	<p>Women's Game: JC reported that there will be a meeting with the Club in April and Andrew Middleton (AM) has expressed a wish to attend, to discuss TFG's strategy for the Women's game. She confirmed that Hannah Forshaw said, before she left the Club, she had already been replaced on the WSL advisory panel by TFG's Dave Beeston (DB). JC had asked for a meeting with DB, but had been told that wouldn't be possible, although the Club did commit to a meeting, hence the upcoming April meeting with AM. JC said she had attended a conference at Goodison Park, entitled Women in Communications and Sports Leadership.</p>	
10	<p>Youth Engagement Strategy</p> <p>JD gave a presentation on an initiative she has been working on with the Fans' Forum and believes that, given the work involved she will be better able to put the plans into place from the 2026/27 season, following work she has started. The aim is about supporting the Club in engaging younger fans, but also recognising that the Club has a responsibility to young people and considering what it can give back to the community. The Club also has to acknowledge the impact of rising costs on young fans. She pointed to research that showed young adults in the Liverpool city region earn an average of £5,000 per year less than those in many other parts of the country. She has looked at other PL clubs, as well as some clubs in Europe to compare how they engage with their younger fans. Sha also spoke about fandom becoming embedded at around six years old and about how children and youths could be recognised and rewarded. Some clubs have very good 'first match' days initiatives, where children are welcomed and given special treatment and tours etc. She said the Club should try to replicate some of the initiatives. She said young adults needed concessions, as many are still in full time education in their 20s. She recognised the work done by Everton in the Community, working with schools. She would like to include digital engagement to reach out. She concluded by proposing a junior arm of the FAB. KS said that the SCC has previously suggested to the Club that younger fans need help and this could come in the shape of concessions and had suggested unused tickets are passed on, to encourage young people to attend games. PR proposed that a new subcommittee be convened for the purpose of supporting younger fans. JD will progress that.</p>	JC
12	<p>Date/location of next meeting</p> <p>The next meeting of the FAB will take place on Tuesday 14 April at 6pm (via Teams)</p>	ALL