



## FAN ADVISORY BOARD

### Meeting Summary

#### Attendees:

**Everton Football Club:** Angus Kinnear (CEO), Martyn Hawkins (Chief Financial Officer), Andrew Middleton (President of Business Operations), Scott McLeod (Director of Communications and Engagement), Mo Maghazachi (Head of Engagement), Mike Gittins (Head of Data Science & Insight), Jennifer O'Brien (Corporate Governance Coordinator), Adam Clark (Senior Lead – Corporate PR)

**Fan Advisory Board:** Paul Rigby (PR), Julie Clarke (JC), Tony Sampson (TS), Julie Makin (JM), Joanne Davies (JD), Paul McParlan (PMc), Mark McKeown (MMc), Rob Galkoff (RG), Ken Sweeney (KS), Mark Dyer (MD)

Apologies: Fawad Munir (FM)

#### Welcome and Introductions

- PR opened the meeting with introductions for new Club representatives.

#### FY25 Accounts Overview

- Martyn Hawkins (MH) confirmed that Everton's financial statements will be filed with Companies House in the coming days.
- MH provided an overview of the key headlines from the financial statements, including an explanation for the restatement of the company-only balance sheet.
- In line with recent media reports that all 20 Premier League clubs are expected to be compliant with Profitability and Sustainability Rules (PSR) this year, MH confirmed that Everton will have no PSR concerns.
- MH highlighted that, subject to final league position, revenues for 2025/26 are expected to increase, with an expectation that the Club will feature in the Deloitte Money League Top 20.
- The significant recent squad investment was acknowledged. MH reaffirmed there are no PSR concerns and noted that, while the Squad Cost Ratio (SCR) framework will not be introduced until the 2026/27 season, the Club is operating below the 85% SCR threshold this year.
- MH emphasised the importance of continued revenue growth to support sustainable football investment. He also clarified that, under new regulations, revenue generated directly from football and Everton-related activity is materially more impactful for squad investment than non-football events staged at the new stadium.
- During a wider discussion, AK reflected positively on the operational delivery of the new stadium opening, noting the strong performance compared to challenges experienced by other Premier League clubs during similar transitions.
- AM provided further detail on non-Everton/non-football events scheduled for the remainder of 2026 and confirmed that discussions with music promoters remain ongoing.
- The group heard that there will be a continued focus on establishing the stadium as a true 365-day venue, encompassing community engagement, conferences and events, hospitality, sporting fixtures and concerts.



- AM also outlined the differences in commercial models between sporting fixtures and music events, stressing the importance of securing the right economic structure for concerts. The group heard that the Club's ambition is to position Hill Dickinson Stadium as a preferred venue for leading artists, promoters and sporting federations.

### **2026/27 Season Ticket Proposal**

- AK acknowledged the emotive nature of Season Ticket pricing discussions and outlined the overall process undertaken. He explained that the guiding principles were to ensure pricing is fair, inclusive, and supports football success, with the need to strike a balance between supporter impact and the Club's long-term competitiveness. It was reiterated that any additional commercial revenue (not just matchday revenue) is reinvested into the squad.
- AK and colleagues provided a detailed response to the FAB's public proposal for a three-year price freeze, explaining that a prolonged freeze would place the Club at a financial and competitive disadvantage, particularly given rising and uncertain operating costs.
- The Club confirmed that any increases would be proportionate and would also allow correction of historical pricing mis-structures across different areas. The FAB were assured by AK that concessions would remain in place, with continued focus on inclusivity and young supporters.
- AK acknowledged broader supporter frustration on ticket pricing but contextualised this within wider economic pressures, including rising utility, wage, and inflationary costs impacting football clubs as well as other leisure sectors. He reiterated that a price freeze would not support the Club's ambition to compete on the pitch.
- AK agreed with the FAB that the broadcast scheduling model negatively impacts matchgoing supporters, particularly due to the spread of kick-off times. He confirmed that discussions with the Premier League remain ongoing.
- Scott McLeod (SMc) presented the Club's Season Ticket pricing principles, including benchmarking against other Premier League clubs, historical pricing strategies, and the financial impact over a 10-year period. Comparisons were also made with wider sport and entertainment pricing, demonstrating Everton's comparative value over time.
- FAB members pointed out the differences between being a Season Ticket Member and some of the 'one-off' or 'annual' events taking place locally.
- The FAB were informed that, ahead of the move to Hill Dickinson Stadium, the areas that sold out fastest were not the lowest-priced, and a significant number of supporters opted to move into higher-tier or Premium seating. It was also confirmed that more than 99% of Season Ticket Members renewed before access was opened to the waiting list.
- In response to suggestions by a FAB member of reduced demand for 2026/27 Season Tickets, AK confirmed that Club data continues to show strong demand, with no reduction in waiting list numbers. He noted that, while pricing fairness is a valid discussion point, lack of demand is not supported by the data.
- The Club provided a breakdown of stadium operating costs, highlighting the increase from Goodison Park to Hill Dickinson Stadium, while noting that legislative changes (including National Insurance) add further increases over three years.
- SMc emphasised the need for a holistic approach to revenue generation, ensuring the Club can reinvest in the squad while remaining sustainable. The group heard that while revenue will increase, so too will costs, and closing the gap to competitors requires a balanced commercial strategy that will allow for income to be generated from commercial partnerships and stadium utilisation.



- The Club shared analysis of the Season Ticket Member base, including trends over the past 10 years and projections for the future, highlighting a commitment to protecting concessions while recognising the challenges ahead.
- AK confirmed that final decisions on pricing would consider FAB consultation, but the Club could not commit to multi-year pricing guarantees due to external uncertainties.
- AK addressed the FAB's public communication, noting the importance of prior dialogue before public statements. He clarified that the Club's presentation was a response and contextual explanation, not a formal proposal.
- In response to queries on potential revenue from price increases, AK highlighted that financial rules (including Squad Cost controls) limit owner funding, meaning revenue growth is essential to supporting squad investment (a related example shared in the meeting was noted as confidential).
- The importance of clear narrative and communication around pricing decisions was agreed, with emphasis on the principles of fairness, inclusivity, and ambition.
- AM reinforced that pricing decisions are complex and informed by multiple data sources, with a key objective of maintaining a full stadium. It was acknowledged in a response to a query that if pricing adversely impacted attendance, this would be reviewed.
- PR thanked the Club for the detailed response and acknowledged the complexity of the process.
- AK proposed that both the Club and FAB agree a clear consultation framework going forward, avoiding public announcements without prior engagement.
- In response to a query from TS, AK confirmed that Ownership values fan-informed input and that a consolidated proposal - including FAB feedback - would be presented, with an agreed timeline for communication.
- It was agreed that a Microsoft Teams session would be arranged to support the ongoing Season Ticket consultation process.

#### **AOB**

- JC enquired about an Everton Women strategy meeting and AM confirmed that he would lead on EFCW Strategy alongside Nick Cox. It was confirmed that a meeting would be scheduled for this season. AK highlighted the new organisational model which will be confirmed in the meeting.
- MM confirmed that the Club would continue liaising with Liverpool City Council regarding lighting outside the Hill Dickinson Stadium footprint following a query from the FAB.

#### **Next Meeting**

- Wednesday 27 May 2026, 6pm, RLB Boardroom