



Statement from the Everton Fan Advisory Board

2 September 2026

NIL SATIS NISI OPTIMUM

Nil Satis Nisi Optimum is more than a motto — it is a standard that defines Everton Football Club. It represents the pride, ambition and expectations of our supporters, who demand excellence in everything the Club does, on and off the pitch. These expectations are rooted in the Everton Club Values: **Authentic, Determined and Ambitious — A Club That Stands Proudly Together as a Family**. It is in this spirit that the Everton Fan Advisory Board issues this statement, reflecting the serious concerns expressed by supporters regarding the Club's handling of the 2026 summer transfer window.

VIEWS OF OUR FANS

This following reflects the sentiment of the total Everton fanbase: a shared frustration that must be heard clearly by the Club's leadership:

- **Supporters are deeply frustrated by another chaotic transfer window**, defined by a predictable last-minute scramble to fix long-standing squad weaknesses that have been evident for years.
- **The sale of the Club's best player has further eroded confidence**, particularly given widespread concern that the fee achieved was clearly below market value when compared with comparable players.
- **The attempted sale of the Club's most promising local academy graduate in years was unacceptable** and was reversed only after immediate, vocal and justified supporter protest.
- **The decision to sell the back-up striker before securing a replacement left the squad exposed** and highlighted a worrying lack of contingency planning.
- **The collapse of the identified replacement after the deadline was a damaging farce**, made worse by the perception that the Club was still actively pursuing alternatives while expecting the deal to hold.
- **The right-back position remained unresolved until late in the window**, despite being a clear and urgent priority, and the eventual signing has publicly stated he does not favour playing there.

- **The signing of an experienced player with a more serious injury than initially communicated has raised serious questions** about medical assessment, due diligence and recruitment alignment.
- **The sale of multiple squad players has reduced depth**, leaving supporters concerned that Everton ended the window weaker than it began.

The pattern is clear: reactive decisions, poor sequencing and unclear accountability have combined to damage supporter confidence at a critical moment for the Club. The FAB recognises the difficult squad situation inherited by the current ownership, and supporters understand the scale of the rebuild required. However, the Club has repeatedly presented its recruitment operation as “world-class”; this window fell far short of that standard. The gap between ambition and execution is now impossible to ignore, and it has damaged confidence in the planning, leadership and alignment of football operations. Supporters deserve clarity, accountability and evidence that lessons have been learned before further trust can be rebuilt.

THE ROLE OF THE FAB

One of the fundamental roles of the Fan Advisory Board is to represent the supporters of Everton Football Club. This morning, the Everton fanbase is collectively annoyed with the direction the Club is headed. Fans from all around the world are waking up in disbelief at the events of the last 24 hours, and every loyal Royal Blue wants answers and not empty promises. It is our responsibility to ensure that this sentiment is heard clearly and respectfully by the Club’s leadership.

Our shared ambitions remain clear: **to win trophies, and to see Everton compete in European competitions, with Hill Dickinson Stadium lit up on famous European nights.** Nil Satis Nisi Optimum must be reflected in every decision the Club makes. Supporters do not feel this standard is being met at present.

CALL TO ACTION

The Fan Advisory Board is calling upon CEO **Angus Kinnear** to meet openly with the FAB and representatives of other fan groups at the earliest opportunity. It is essential that he personally hears the feedback of the fanbase and provides supporters with the opportunity to ask questions directly. This moment requires transparency, dialogue and leadership.

Evertonians expect excellence. The FAB stands ready to work collaboratively with the Club to help deliver it and we also expect the senior leadership to **live and breathe the Club Values** in the same way the supporters do.

The Everton Fan Advisory Board