



FAN ADVISORY BOARD

Meeting Summary

Attendees:

Everton Football Club: Angus Kinnear (CEO), Aaron Duckmanton (Chief Marketing and Digital Officer), Scott McLeod (Director of Communications and Engagement), Mo Maghazachi (Head of Engagement), Catherine Wright (Director of Women's Football Operations) Andrew Scott (Head of Legal Services), Adam Clark (Senior Lead – Corporate PR), Jennifer O'Brien (Corporate Governance Coordinator)

Fan Advisory Board: Dave Kelly (DK), Julie Clarke (JC), Tony Sampson (TS), Paul Rigby (PR), Paul McMonnies (PMc), Ken Sweeney (KS), Sarah Twigg (ST), Richard Gillham (RG), Mark McKeown (MMc), Julie Makin (JM), Amy Wilson (AW)

Welcome and Introductions

- DK opened the meeting by welcoming all attendees and inviting introductions.
- On behalf of the FAB, DK welcomed Angus Kinnear (AK) and Aaron Duckmanton (AD) to the meeting.
- DK formally recorded the FAB's appreciation of Colin Chong for his contributions as Interim CEO and his engagement with the FAB. DK also acknowledged the efforts of the wider Club staff over the past 12 months.

CEO Update

- AK thanked DK and the FAB for the welcome and praised Colin Chong for his leadership in overseeing the stadium project and transition of ownership responsibilities. He shared details of his experience at Arsenal, West Ham, and Leeds United, and underlined his appreciation of Everton's unique identity and fan culture.
- AK committed to attending FAB meetings as the Nominated Board Level Official (NBLO) and emphasised his role as a representative of ownership, acting as a conduit for fan views at the highest levels of the Club.
- AK outlined his key focus: ensuring the Club is structured to support and drive on-pitch success and that all departments and fans play a role in that mission.
- AK discussed the opportunities presented by the new stadium, both in terms of ambition and revenue generation, and its role as a catalyst for wider change.
- In response to a query, AK elaborated on the commercial uplift already being felt due to the new stadium development.
- The Everton Women team's move to Goodison Park was described as a bold and progressive move by AK. FAB members welcomed the Club's commitment to growing women's football.
- AK referenced the introduction of a new football structure at the Club and praised outgoing Director of Football Kevin Thelwell for his service in difficult circumstances.
- FAB members suggested that the skillsets within the group could be further utilised by the Club.



- TS asked for details on the Club's strategy for international growth. AK & AD reiterated the importance of the North American market, highlighting Everton's involvement in the Premier League Summer Series. TS noted the strong potential for growth and confirmed that supporter groups had been working with the Club on planning for the Summer Series. TS requested a further discussion to understand more about the Club's international strategy as its strategy progressed.

Women's Super League

- CW provided an update on potential structural changes to the WSL / women's football pyramid.
- FAB members discussed the potential fan impacts of such changes.
- DK encouraged feedback via the Everton Women FAB sub-committee.
- Difficulties around purchasing away tickets for women's fixtures were raised; CW confirmed the issue is being considered league-wide.
- FAB members expressed enthusiasm for the team's move to Goodison Park, and the importance of ensuring ticket accessibility. AD confirmed a desire to simplify the purchasing process for women's home matches.
- *CW left the meeting.*

Match-by-Match Tickets & 2025/26 Memberships

- AD presented the Club's principles for match-by-match ticket pricing at Hill Dickinson Stadium.
- FAB members discussed the need for affordability for families while balancing necessary revenue growth.
- FAB members asked whether match categorisation would continue; AD confirmed it would, alongside maintained categories for adults, children, and seniors.
- There was discussion around the evolving, more diverse fanbase and its impact on ticket demand.
- FAB queried cup ticket pricing. AD explained pricing would vary based on factors such as competition, round, and opposition. AK reiterated that pricing should aim to sell out games to support the team.
- AD confirmed a review of the Club's loyalty and rewards platform is under way to enhance value for Members.
- KS emphasised the role Supporters' Clubs play in driving membership and urged continued consultation. MM confirmed feedback had already been integrated, with further discussions planned.
- AK and AD acknowledged the value of Supporters' Clubs but stressed the importance of growing the Club's own database to reach new fans.
- AK underlined the need for ambition, with the goal of consistently selling out the stadium.
- KS gave feedback on the Supporters' Club Membership pack; AD agreed to review this before the new season.



- In response to a query, AD confirmed Season Ticket Members would retain a bespoke benefits package.
- MM clarified that while existing Everton Rewards credits held no monetary value, fans had been given the chance to redeem them before transition.

FAB Election

- JC confirmed that the 2025 FAB election application window would open at 5pm on Thursday 22 May and run until 31 May 2025.
- Shortlisting will take place on Monday 2 June, with voting open from 6–26 June 2025. Results will be announced w/c 30 June, with the new members attending their first meeting on 7 July 2025.
- Two places are available with no additional eligibility criteria, which is expected to increase applications.
- JC also confirmed that some reserve groups were still in the process of electing their representatives, with names to be announced ahead of formal communications.
- MM confirmed Club support with communications, and JC noted she had liaised with Ben Osu, Head of Equity & Diversity, to encourage broader representation.

AOB

- MM thanked KS for representing Everton at the Think Fan Engagement Conference in London and acknowledged the importance of Evertonians contributing to national conversations on fan involvement, engagement and consultation.
- JC raised the FAB's views on the forthcoming Football Governance Bill, asking whether it could threaten the existence of FABs. AK responded that the Club has long expected the introduction of an Independent Regulator and will comply with all requirements, but this would not lessen Everton's commitment to meaningful fan engagement.
- AK reaffirmed that the Club remains fully committed to engaging fans at all levels, regardless of future governance changes.

Next Meeting

- This was the final meeting of the 2024/25 season.
- The FAB's 2025/26 meeting schedule will be agreed in due course.