



FAN ADVISORY BOARD

Meeting Summary

Attendees:

Everton Football Club: Angus Kinnear (CEO), Andrew Middleton (President of Business Operations), Scott McLeod (Director of Communications and Engagement), , Andrew Scott (Director of Legal Services), Mo Maghazachi (Head of Engagement)

Fan Advisory Board: Fawad Munir, Jo Davies, Rob Galkoff, Peter McFarlane, David Astley, Paul McParlan, Mark McKeown, Andy Drake, Ken Sweeney, Amy Wilson

Apologies: Kourosh Toumadje

This summary is intended to provide a clear account of the matters discussed, questions raised and actions arising from the meeting. To allow FAB members to challenge and contribute openly, individual comments and opinions are not attributed to specific members.

Welcome and introductions

- Fawad Munir welcomed the new members to their first FAB meeting. He highlighted the role of the FAB as an advisory board and the need for the Club to work alongside the FAB in continuing to make this construct a success.

Consultation Framework

- The Club and Fan Advisory Board confirmed that the new Consultation Framework is now live, following a collaborative process to develop and agree the document.
- The Framework provides greater clarity around how, when and on what issues the Club and FAB will engage, including expectations around consultation, information sharing and the need to balance meaningful supporter involvement with occasions where decisions must be taken within business-critical timescales.
- It will remain a working document and will continue to evolve through its use.
- The Club thanked FAB members for their contribution to developing the Framework and described the approach as a significant step forward in formalising supporter consultation.
- The Framework has also been discussed with the Premier League, with representatives from other clubs expressing an interest in how the model will operate in practice.

Next step: The Club and FAB will review how the Framework is working throughout the season and make changes where appropriate.

Ownership, Ambition and Football

- A substantial part of the meeting was dedicated to questions from the FAB about the ownership group's long-term ambitions and commitment to Everton.



- The discussion recognised the impact the ownership has had during an important period for the Club, while FAB members also stressed the importance of supporters understanding the ambition for Everton's next phase.
- Chief Executive Angus Kinnear confirmed that he would relay those views to the ownership group and recognised the desire among supporters for further clarity.
- In the meantime, he reiterated that it remains business as usual across the Club, with the immediate focus continuing to be winning football matches and growing revenues to strengthen Everton's ability to compete.
- This section of the meeting also discussed:
 - Ambition for Everton Women and the continued development of the women's football operation.
 - The potential short-term improvements to the appearance and presentation of Goodison Park, including suggestions around seating and area coverings.

Next step: AK will ensure the views expressed by the FAB around long-term ambition and plans are communicated to the ownership group alongside the need for clarity around their future ownership of the Club.

Matchday Experience and Stadium Operations

- The Club provided an update on the performance of Hill Dickinson Stadium and work continuing to improve the supporter experience.
- More than 90% of Season Ticket Members are currently attending matches, but increasing utilisation further remains an important objective. This includes encouraging supporters who cannot attend to list their seat on the official resale platform so that as many seats as possible are occupied.
- The FAB asked questions about the Premium strategy and the use of Premium seating. The Club reported strong performance across its Premium areas, while confirming that member feedback is already contributing to changes across bars, restaurants and the wider Premium experience.
- The meeting also discussed supporter arrival patterns. Everton has traditionally had a culture of supporters arriving relatively close to kick-off, and work is continuing to encourage earlier arrival to reduce pressure on turnstiles and concourses.
- The £4.50 early-pint initiative has been positively received, along with the commitment in early fixtures to donate 50p from each sale to the 1878s, and the Club is exploring further pricing trials and additional partner activations on Budweiser Plaza.
- Work is also continuing with supporter groups to encourage attendance at Everton Women's fixtures at Goodison Park, following the Club's highest league attendance of the season against Birmingham City.

Commercial and Retail Update



- The Club provided the FAB with an update on commercial performance and areas of future growth.
- Key points included:
 - New front-of-shirt (CMC Markets) and sleeve (Stake) partnerships have contributed to kit sponsorship revenue increasing by 19% year-on-year.
 - Christopher Ward has joined as the Club's new training wear partner.
 - The commercial team is actively developing Everton Women-specific partnerships as part of the growth strategy for the women's team.
 - Retail remains an important and growing revenue area.
- FAB members asked questions about the Club's retail arrangements and its relationship with Fanatics, including how the outsourced model operates and opportunities for Everton to continue improving the retail offer.

Growing the Stadium Beyond Matchdays

- The Club outlined its ambition for Hill Dickinson Stadium to operate as a major venue throughout the year rather than solely on Everton matchdays.
- Work ongoing currently includes:
 - Development of a concert programme for summer 2027.
 - Building on the stadium's successful programme of major sporting events, including the return of Magic Weekend.
 - Exploring further major sporting events and potential international football fixtures ahead of EURO 2028.
 - All Everton Women's league fixtures continuing to be staged at Goodison Park during the 2026/27 season.
 - A planning application for the Hydraulic Tower, with proposals including a high-end sports bar, matchday use, private events and incorporation into the stadium tour experience.
 - Plans for a permanent memorial facility at Hill Dickinson Stadium.
 - Development of more interactive and self-guided stadium tours, including options designed for international visitors and Liverpool's growing cruise-tourism market.
 - Continued development of the recently launched Everton Business Club, in partnership with Hill Dickinson.
 - Plans to engage the Everton Heritage Society and other supporter groups as preparations begin for the Club's 150th anniversary.
- The FAB was also given an early briefing on Everton Mobile, the Club's new SIM-only mobile service. Everton Mobile will provide supporters with a choice of mobile plans alongside Everton-specific rewards and experiences, with customers able to use established O2 or Vodafone network coverage. The project forms part of the Club's wider work to create new, sustainable commercial revenue streams while providing additional value to supporters.

Evertonisation, Heritage and the Goodison Legacy

- The FAB presented a paper setting out proposals for a more coordinated approach to Evertonisation, heritage and the future relationship between Hill Dickinson Stadium and Goodison Park.



- There was agreement on the value of establishing a working group to develop these ideas further.
- The main themes proposed by the FAB were:
 1. **"Two Grounds, One Story"** - Developing a clear Club heritage statement recognising Hill Dickinson Stadium and Goodison Park as two connected parts of Everton's story.
 2. **Evertonising Hill Dickinson Stadium** - Continuing to develop concourses and creating a stronger visible Everton identity throughout the stadium.
 3. **Protecting and celebrating Goodison's heritage** - Including appropriate communication with relatives of supporters whose ashes have previously been interred at Goodison.
 4. **Bringing Everton's history to life** - Considering tributes celebrating significant figures from the Men's and Women's teams, increasing access to the Everton Collection and archive, and exploring combined experiences and tours linking the two stadiums.
 5. **Developing Goodison's long-term heritage role** - Promoting how the stadium has become a wider heritage and educational campus alongside Everton Women, Everton in the Community and Everton Multi-Academy Trust.
 6. **Connecting Everton with the regeneration of the North Docks** - Working with the city, planners and neighbouring developments to ensure Hill Dickinson Stadium is integrated into the area's long-term plans as a major Liverpool landmark.

Next step: The Club and FAB will establish a working group to consider the proposals and develop a phased programme of heritage and Evertonisation activity.

Actions and Next Steps

Following the meeting:

- The Consultation Framework will now be used to guide formal engagement between the Club and FAB and reviewed throughout the season.
- AK will relay the FAB's views regarding ownership ambition and the importance of clarity for supporters.
- Work will continue on increasing seat utilisation, earlier stadium arrival and matchday experience improvements.
- The Club will continue discussions around retail, Premium and new commercial opportunities with updates provided in due course.
- Further development work will continue around concerts, stadium tours, the Hydraulic Tower and non-matchday use of Hill Dickinson Stadium - updates will be provided in due course.
- A joint working group will be established to progress the Evertonisation, heritage and Goodison legacy proposals.

Next Meeting

- Next meeting is currently scheduled for 9 December.