

FAN ENGAGEMENT PLAN

2026/27


PICKFORD
1
266

The Premier League's Fan Engagement Standard has resulted in a greater focus across the league on the need to protect and nurture the clear avenues for supporters to share feedback, raise concerns and be consulted on major decisions at their club. Everton is, and has always been, a club that has led by example in that regard.

The Everton Fans' Forum, the Everton Shareholders' Association, the Everton Heritage Society, the Everton Disabled Supporters' Association, the Everton Supporters' Club Committee and our Junior Fans' Forum are longstanding examples of how deeply rooted the avenues for structured and valued fan dialogue are here. Each of these fan groups have been part of regular dialogue with the Club Executive that not only pre-dates my time here but also the advent of the Fan Engagement Standard, in some cases by decades.

That long history of fan engagement is never taken for granted. We are always striving to progress and, in 2022, Everton became the first Premier League club to introduce, in collaboration with its fan groups, a fully independent Fan Advisory Board.

The depth and tangible evidence of work that has been shaped, influenced or driven by collaboration between fans and the Club's Senior Management is a key reason why we have achieved the highest score among Premier League clubs in the Think FE Fan Engagement Index for the last two years. We are proud of that independent validation of the structures we have put in place. But that does not mean we will be resting on our laurels.

That is why we are working with the Everton Fan Advisory Board to introduce a new consultation framework, further strengthening our fan engagement commitment. The framework will lay out in clear terms what engagement means and looks like, what our FAB and its representative members can expect to be consulted on, and when. It will be a road map that ensures time and energy is focused in the right areas and that our engagement with fan groups is used to best effect.

To that end, I would like to thank all our fan group representatives for their dedication and the free time they give up to be a voice for fellow Blues. It is no small commitment and, as always, we are grateful for the invaluable contribution they make.

This Fan Engagement Plan for 2026/27 reaffirms our commitment to them – and to all Evertonians.

Up the Toffees.

Angus Kinnear
CEO and Nominated Board Level Official (NBLO)











OUR COMMITMENT

We will continue to listen and give Evertonians a voice...

- By committing to and delivering regular and meaningful structured dialogue with supporter groups as set out in this Fan Engagement Plan, including through a newly-introduced Fan Advisory Board Consultation Framework
- By consulting supporter groups and welcoming feedback on the matchday experience, atmosphere at our stadiums, Club events and key campaigns
- By providing regular communication from leadership via evertonfc.com, the matchday programme and external channels

We will continue to create unforgettable experiences...

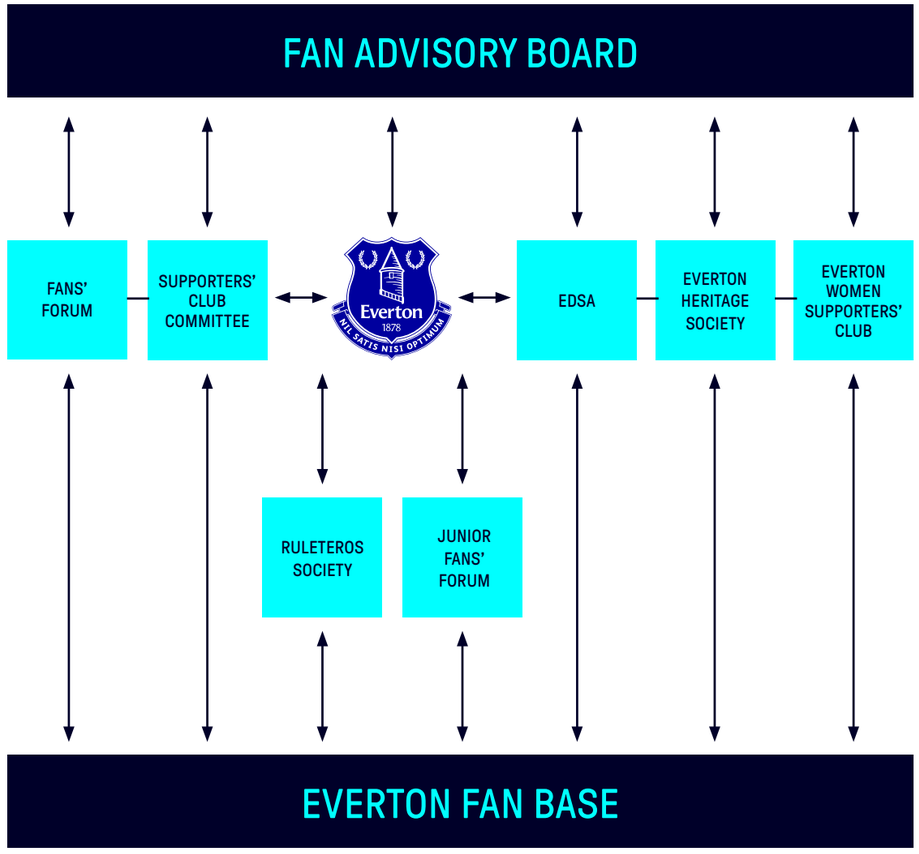
- By delivering memorable matchday and non-matchday activations that reward Evertonians from the UK and beyond
- By working with supporter groups to continue to enhance the matchday atmosphere at both Hill Dickinson Stadium and Goodison Park
- By creating meet-and-greet opportunities and money-can't-buy experiences for supporters of all ages

We will continue to grow...

- By collaborating with affiliated Supporters' Clubs to increase membership globally
- By working with supporter groups to grow the Everton Women fanbase and continually enhance the matchday experience at Goodison Park
- By adopting a more versatile approach to the way we respond to and communicate with supporters, while ensuring we remain consistent in what we deliver



HOW WE ENGAGE



THE ABOVE GRAPHIC ILLUSTRATES THE SCALE AND STRUCTURE OF EVERTON'S FAN ENGAGEMENT AS OF THE START OF THE 2026/27 SEASON.



2025/26 IN REVIEW

Jack Wowed By 'The Worm'

Ahead of World Down Syndrome Day 2026, players from Everton in the Community's Down Syndrome Team were invited to Finch Farm to meet players and take part in a crossbar challenge that was filmed and used on Club channels and on Hill Dickinson Stadium's big screens, entertaining supporters at half-time of the Premier League match against Chelsea. During their visit, one of the guests amazed Jack Grealish by pulling out 'The Worm' dance move on the medical room floor!

Talia Gets VIP Treatment

A young Everton Women fan described as a "warrior and inspiration" was left stunned when her trip to the Club's Finch Farm training ground turned into her spending a dream morning with her favourite players.

Talia, 11, who has cystic fibrosis, was invited to the Halewood complex for what she thought was a tour - but was instead surprised by goalkeeper Courtney Brosnan on arrival and invited to have breakfast with the entire Women's squad.

After breakfast, Talia headed out to the pitches to watch the team train, before head coach Scott Phelan broke the news that she would be leading the team out as a mascot at their next home fixture!



2025/26 IN REVIEW

Young Blues Raise Some Vital Dough

The Junior Fans' Forum capitalised on the popularity of Hill Dickinson Stadium's Toffee Doughnut by coming up with a one-match only limited edition version to raise vital funds and awareness for Everton in the Community. Ahead of EitC's dedicated annual fixture, the group of young Blues even got Charly Alcaraz, Jake O'Brien and Dwight McNeil down to the stadium to help them with the all-important taste test!







Secret Reader Kiernan A Classroom Hit

To mark World Book Day 2026, Kiernan Dewsbury-Hall became a 'Secret Reader' to stun pupils at Liverpool's Much Woolton Catholic Primary School. The midfielder read an extract from Harry Potter and the Philosopher's Stone to a blindfolded group of pupils aged 7-11, who were then tasked with guessing the identify of their VIP storyteller! The visit was part of the Club's renewed commitment to supporting education and literacy initiatives across the city.





FAN ADVISORY BOARD ASSESSMENT

Everton's Fan Advisory Board (FAB) was established in summer 2022 as the Premier League's first independent FAB.

The group is engaged on short, medium and long-term strategic issues, giving supporters a voice in, and an understanding of, some of the decision-making that directly impacts Evertonians.

AREAS OF CONSULTATION INCLUDE:

- Everton's strategic vision and objectives
- Any proposals relating to Everton heritage
- Everton's plan for broader supporter engagement
- Escalation, as agreed, of issues from organisations that have separate structured dialogue with Everton
- Proposals regarding our stadiums and matchday experience
- Finance and revenue generation; and
- Governance, regulation, and compliance

Meetings of the FAB are held monthly, with the group meeting Club representatives - including members of the Board, and executive and senior leadership teams - on a quarterly basis. Everton is committed to ensuring its Nominated Board Level Official, CEO Angus Kinnear, or an appropriate deputy from the Club's Board, attend meetings as per the requirements of the Premier League's Fan Engagement Standard. In the 2025/26 season, a Board representative attended every meeting between the Club and FAB, as well as attending off-schedule consultation and update meetings throughout the campaign.

Following the conclusion of the 2025/26 season, a review of what had been achieved through the Club's collaboration with its Fan Advisory Board was conducted, as per the requirements of the Premier League Fan Engagement Standard. The assessment was conducted by incoming Everton Fan Advisory Board officers Fawad Munir, Joanne Davies (Joint Chairs) and Rob Galkoff (Secretary), alongside Everton's CEO and Nominated Board Level Official Angus Kinnear, President of Business Operations Andrew Middleton and Director of Communications and Engagement Scott McLeod.

During the review, both sides acknowledged the positives from the year, including strong access to senior Club decision-makers, regular engagement, the FAB's representation of established supporter groups and the willingness of both parties to discuss difficult issues openly.

There was also agreement that clearer structures would help avoid uncertainty in future around when consultation is required, what consultation should involve, the respective roles of the Club and FAB, and how both parties should communicate during and following a consultation exercise.

It was agreed the FAB and Club would work together to establish and agree a formal Consultation Framework during the 2026/27 season outlining:

- the matters that should be subject to formal FAB consultation;
- a proposed annual consultation cycle, giving greater forward visibility of likely engagement;
- the structure and purpose of scheduled Club/FAB meetings;
- how out-of-cycle consultation should operate where issues arise outside the agreed annual programme;
- expectations around information-sharing, timescales and feedback;
- a set of key performance indicators to assess the effectiveness of consultation and engagement;
- how outcomes and influence should be communicated to the wider fanbase; and
- provision for an annual review of the framework and the wider relationship between the Club and FAB.



FAN ADVISORY BOARD

WHO IS REPRESENTED ON THE FAB?

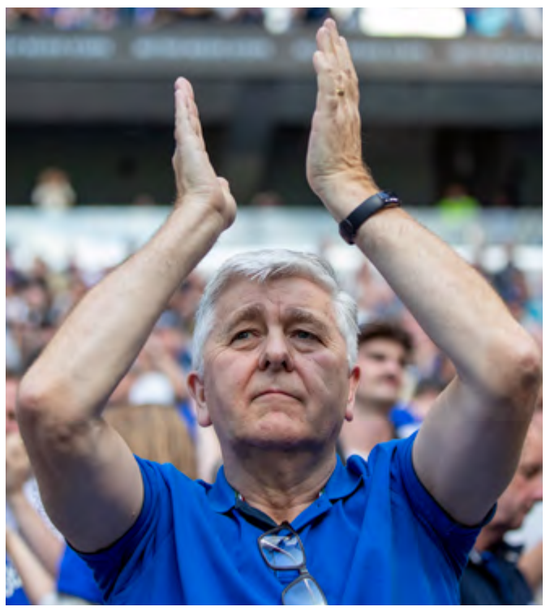
Everton's FAB was established in collaboration with fan groups the Club was already engaging, with the goal of giving representation to the broadest and most diverse range of supporters possible.

Reserved and unreserved positions were created to ensure each of the fan groups who have separate structured dialogue with the Club have a seat on the FAB, while also allowing supporters from the wider fanbase to be elected via an open supporter vote.

Each fan group with a reserved seat undertakes its own annual process to elect a representative, while the supporter vote for unreserved seats takes place annually and is verified independently by the Football Supporters' Association (FSA).

FAB election rules state that at least one unreserved seat must be held by an Everton shareholder and another by a supporter representing a group with a protected characteristic as defined by the Equality Act (2010). The remaining seats have no additional eligibility criteria other than applicants having a pre-existing Everton supporter number. Members elected to unreserved seats serve either one- or three-year terms.





CURRENT FAB COMPOSITION

Position	
Everton Disabled Supporters' Association representative	Reserved
Everton Fans' Forum representative	Reserved
Everton Supporters' Club Committee UK representative	Reserved
Everton Heritage Society representative	Reserved
Everton International Supporters' Club Network representative	Reserved
Everton Women Supporters' Club representative	Reserved
Everton Shareholder	Unreserved
Evertonian representing a group with a protected characteristic as defined in the Equality Act of 2010	Unreserved
Evertonian with no further eligibility requirement	Unreserved
Evertonian with no further eligibility requirement	Unreserved
Evertonian with no further eligibility requirement	Unreserved

In keeping with the Club's commitment to ensuring the independence of its FAB, all meetings held between the Club and FAB are chaired solely by the elected FAB chairperson/people. The FAB has two joint chairs for the 2026/27 season – Joanne Davies and Fawad Munir.

The FAB operates its own **website** and social media accounts, as well as holding their own monthly meetings.





FANS' FORUM

Everton's Fans' Forum comprises UK and internationally based Evertonians democratically elected to serve terms of up to three years.

The Forum meets with operational-level Club representatives monthly.

It is a valued sounding board, with members providing feedback and serving as a conduit between the Club and the wider fanbase.

The purpose of the Fans' Forum is:

- To provide a platform for open, honest, transparent and independent dialogue between the Club and its supporters on all Club initiatives and campaigns, and the matchday experience
- To offer candid feedback that helps to inform future Club decision-making
- To collaborate with the Club on establishing and developing initiatives in areas including the matchday experience at Hill Dickinson Stadium and Goodison Park, supporter conduct, retail, and sustainability
- To generate, develop and activate ideas for specific supporter-led projects
- To drive an open agenda between its members, the wider fanbase and the Club that reflects key issues and priorities.

Forum representatives also meet independently and participate in dedicated project groups as required.





JUNIOR FANS' FORUM

Everton launched its Junior Fans' Forum in 2013.

The Forum, which was the first of its kind in the Premier League, gives a voice to Evertonians aged 11-16.

The purpose of the Junior Fans' Forum is:

- To be a sounding board for the Club to help shape junior fan engagement activity and inform wider decisions impacting younger supporters
- To give feedback on ideas and initiatives, offering the perspective of supporters in their age group
- To give young Blues insight into the function and output of departments across the Club

Each summer, the Club's open recruitment process identifies a minimum of 10 children for the following season's Junior Fans' Forum. The group then meets with representatives of Everton's Fan Engagement Team every half-term throughout that campaign and updates from those meetings are published in the matchday programme and on evertonfc.com.

Following a review, recruitment for the Junior Fans' Forum will be staggered in future, with membership lasting for two seasons. This will allow for greater continuity season-to-season, while ensuring an annual opportunity for young Blues to join the Forum remains.







SUPPORTERS' CLUB NETWORK

Affiliated Everton Supporters' Clubs can be found across the globe, bringing together fans to watch matches and share in their passion for the Blues.

The Supporters' Club Committee brings together representatives of the Supporters' Club network from the UK, Europe, Asia, Australia, Africa and the United States of America.

The purpose of our Supporters' Club Committee is:

- To support the planning of Supporters' Club events and matchday activities
- To work with the Club to review the affiliation processes for Supporters' Clubs to ensure the network continues to grow
- To raise issues and concerns from within the Supporters' Club network so that members' views are heard

Every affiliated Everton Supporters' Club is allocated one place on the committee each season and meetings with representatives of the Club's Fan Engagement, Communications and Ticketing teams take place quarterly.

Separate meetings are held with Supporters' Clubs located in the UK and those based internationally, allowing agendas to be tailored to issues impacting fans in their locality.





EVERTON WOMEN SUPPORTERS' CLUB

Following the announcement that Everton Women would be relocating to the iconic Goodison Park from the start of the 2025/26 season, Everton's Fan Engagement structure was updated to officially include Everton Women Supporters' Club.

The move formalised the Club's relationship with a group that had long been a respected sounding board on the development of Everton Women and the matchday experience for supporters.

After initial meetings with leadership, it was decided to further the Club's engagement with supporters on matters relating to Everton Women and Goodison Park by creating an Everton Women Working Group comprising representatives of the Everton Women Supporters' Club, Everton Fans' Forum and Everton Fan Advisory Board.

Everton Women Supporters' Club and the Working Group will continue to provide feedback that will help inform Everton Women's longer-term commercial and growth strategies, activations, and the ongoing evolution of matchdays at Goodison Park.

Non-matchday experiences, including meet-and-greets with players and staff, will continue to reward Blues across the season, while the Club is committed to collaborating with supporters, its official partners and Her Game Too to ensure that football remains a safe and welcoming game for all.



EVERTON HERITAGE SOCIETY

The Everton Heritage Society was formed by Dr David France OBE in 2008 and consists of Evertonian authors, researchers, memorabilia collectors and statisticians who promote and preserve the heritage associated with Everton Football Club.



The society is the first point of reference for all enquiries from the Club, football historians, supporters, and the media about Everton's rich and storied history.

The society is a voluntary group, which is independent of the Club and oversees its own membership processes.

The Everton Heritage Society hosts monthly meetings on Club premises, which are attended by a representative of the Media, Communications and Engagement department.

On matchdays, the Heritage Society operates exhibitions and sells memorabilia from their base at The Bluehouse on Regent Road (opposite Stadium Gate E).



EVERTON DISABLED SUPPORTERS' ASSOCIATION

The Everton Disabled Supporters' Association (EDSA) aims to improve the matchday and non-matchday experience for disabled supporters.

Formed by fans in 1994, the group continues to engage in regular dialogue with the Club's Accessibility Ticketing Team, the Fan Engagement Team and Equity and Inclusion and Accessibility Leads.

EDSA and the Club meet bi-monthly and the agenda is shaped by both EDSA and Everton to cover any issues or areas impacting disabled supporters.

EDSA's committee of nine has five appointed officers and works on behalf of more than 900 members.

EVERTON SHAREHOLDERS' ASSOCIATION

The Everton Shareholders' Association represents many of the Club's 2000+ shareholders.

The association requires a membership and operates independently.

The Association's Executive Committee meets monthly on Club premises. Meetings between representatives of the association's Executive Committee and Club officials are agreed between the two parties.

The Executive Committee comprises four officers, a Life President and up to a further 10 members of the association.

More on the Shareholders' Association and meeting notes can be found at **efcsa.org**





RULETEROS SOCIETY

Formed in 2002, the Ruleteros Society celebrates the two Evertons separated by 8,000 miles - Everton and Everton de Viña del Mar.

Since the group was formed there has been a friendly match played between the two teams, formal visits to both the UK and Chile by Club officials, and collaborations in marketing, commercial development, and digital media.

The 2026/27 season will see students from Everton Multi-Academy Trust embark on an educational exchange visit to Viña del Mar, further strengthening ties between the two clubs.

Find out more, or contact the Ruleteros Society, at **ruleteros.com**.



BEING THERE FOR FANS

As part of its Fan Engagement commitment, Everton has adopted a model of creating teams and departments dedicated to catering for the needs of our supporters.

These teams, headed up by the Director of Communications and Engagement, provide the Club's Supporter Liaison function both on matchdays and non-matchdays.

FAN ENGAGEMENT TEAM
Responsible for managing structured dialogue with fan groups, coordinating school visits and money can't buy experiences, and overseeing the Club's charities function, the Fan Engagement Team is the beating heart of Everton's supporter activity.

FAN SERVICES & CUSTOMER SUPPORT TEAM
Working closely with all fan and non-fan facing departments, the Fan Services & Customer Support Team is dedicated to enhancing the experience of supporters contacting the Club with enquiries or feedback.

They make it easy for supporters to purchase tickets for matches, stadium tours and fan events. Dedicated points of contact for various special interest groups – such as our Disability Customer Service provision - ensure a tailored and consistent service.

FAN SUPPORT TEAM
An extension of the Fan Services & Customer Support Team, our Fan Support staff are present on matchdays to provide guidance and assistance to supporters, particularly first-time or infrequent visitors.

MATCHDAY STEWARDS
Everton's matchday stewards are a key component in the Club's engagement activity and form a crucial direct point of contact for all supporters attending matchdays at Hill Dickinson Stadium and Goodison Park.

AWAY MATCH STEWARDS
Our away match stewards are highly-visible and available to supporters every time the Men's Senior Team is on the road. The Club also works in collaboration with opposition clubs to supply Evertonians attending away fixtures with important information, including safety and travel advice.



HERITAGE ASSETS

The Club is committed to ensuring that heritage assets are retained for current and future generations of fans.

Therefore, the Club will undertake a clear mechanism for engagement should there be any proposed amendment to what are regarded as the heritage assets of the Club.

As one of the most storied clubs in world football, we recognise the importance and esteem our club name, crest, colours and stadium are held in.

For the avoidance of doubt, the Club, in consultation with representatives from supporter groups, has agreed that the following are regarded as heritage assets:

- Club name
- Formal Club crest
- Recognised home shirt colour
- New stadium move/Club relocation
- Club joining a new competition that is not affiliated to FIFA, UEFA, the Premier League or FA

Everton confirms and commits that, should there be any proposal for material changes to any of the above, the Club will undertake a thorough and extensive consultation process with supporters, which will start with the Fan Advisory Board. The Club will commit to providing evidence and clear reasoning for any proposals taken forward.





CONTACT US

Everton has a positive approach to communication, feedback, queries and complaints.

Our main aim is to resolve any queries or complaints as quickly as possible to the satisfaction of all parties.

Furthermore, feedback on services provided by Everton is always welcomed and is viewed as an opportunity to identify ways and areas in which the Club can improve its offering.

We aim to respond proactively to any initial contact and acknowledgement will be issued within seven days. A final response to contact, if required, will be issued within 21 days.

To contact Everton Football Club, visit
evertonfc.com/contactus




BRAMLEY-MOORE
ON THE BANKS
1878
OF THE ROYAL
BLUE MERSEY


Everton
1878
NIL SATIS NISI OPTIMUM