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Meeting:	**Fans' Forum**
Date:	**Thursday 26 February 2026**
Venue:	**Everton HQ, The Royal Liver Building**
Present:	**Forum Attendees –** Barry Williams (BW), Sarah Twigg (ST), Helge Grunnevag (HG), David Wycherley (DW), Kate Brown (KB), Stan Draper (SD), Joanne Davies (JD), Mike Andrews (MA), Tony Whittaker (TW), Clare Miller (CM) **Club Attendees –** Lee Newman (LN), Mo Maghazachi (MM), Adam Clark (AC) **Apologies –** Scott McLeod (SMc)

1	**Welcome and actions from the previous meeting:** BW opened the meeting. Club confirmed it has shared written feedback received from the Fans' Forum regarding the Budweiser Plaza/pre-match fan zone with Aramark and Everton's Stadium team. Club has provided fourth kit launch feedback from the Fans' Forum with Castore and extended an invitation for Castore to use fan groups as a sounding board/focus group for future ranges/retail propositions. Club also said it will explore the possibility of a Forum visit to Fanatics' headquarters for members to understand more about its operations.
2	**TICKETING** **Season Ticket pricing** BW explained that the Forum echo the position of the Everton Fan Advisory Board (FAB) with regards to Season Tickets and support the FAB's proposal for a three-year price freeze. MM explained that a FAB meeting had taken place the previous evening at which the Club had provided a response to the FAB's proposal and outlined the financial parameters it had to consider while continuing to welcome and take on board feedback from fan groups. **Seat transfer process** Club confirmed it is finalising the process for seat moves, based on feedback from the Fans' Forum and FAB, and that the aim will be to accommodate all seat transfer

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	requests within reason and subject to availability. MM outlined the process as it stands and took questions from Forum members. MM said that, like prior to the 2024/25 Season Ticket sales window, the Club would be working on communications to educate supporters on the culture and personality of each stand and allow fans to see the view from their proposed new seat, ensuring supporters are informed when making their seat transfer choice. JD proposed that flags be introduced in the Family Stand as juniors cannot take part in the South Stand flag/banner displays at home matches. JD said this would give fans in that area an opportunity to experience flag displays and enhance atmosphere of the North Stand. Club said this could be considered for certain fixtures in future. CM asked if the Club would consider relaxing the under-14 rule in the South Lower (standing) section. MM explained that the guidance is a safety measure and, therefore, unlikely to change.
3	**ARSENAL AWAY FIXTURE** LN confirmed tickets for the Arsenal away fixture would go on sale once Club had received confirmation of the fixture date.
4	**HILL DICKINSON STADIUM** **Kiosk service** Forum raised they had received complaints about service at kiosks. Club asked Forum to provide written feedback that could be shared with relevant parties. **Concourse TVs** ST highlighted that not all concourse screens are showing the match/other live matches, causing crowding in areas where fans are congregated around one screen. **Action – Club to raise issue of screen output with relevant team** SD suggested the Club should introduce messaging on concourse screens at half-time to advise when game is due to resume to encourage fans to return to their seats prior to the second half commencing.

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	Action - Club to review half-time screen messaging on concourses **Turnstiles** ST provided positive feedback that congestion issues at turnstile 2 have eased, with fans now being able to use either turnstile 1 or turnstile 2. LN confirmed this practice has also been introduced at other turnstiles across the stadium at times of high congestion and has been positively received by supporters. **Dock Wall searches** Forum raised that they have received negative feedback from some supporters regarding their experience during entry searches. Club asked for feedback to be shared in writing to allow it to be passed on to relevant parties. ST said she had noted rising fan concern regarding egress via the Dock Wall due to crowding. Club confirmed that egress is monitored, assessed and reviewed by the stadium safety team at every fixture. Club said that it is reviewing exit process for away supporters for certain fixtures, following concerns raised by fans following the Manchester United fixture. **Away fans in home areas** Club explained that a small number of home seats had been purchased by visiting supporters via the resale platform and Seat Unique for the Manchester United fixture. Club explained that a communication was sent to Seat Unique purchasers to advise they would be ejected from the stadium should they be found or suspected to be visiting supporters and this action had been carried out where fans were identified. Club advised that the supporters in question had purchased Everton Memberships to access the GA tickets and that measures were being discussed to prevent this happening at future high demand fixtures. Club added that it had received intelligence that visiting supporters may be in the home end for the fixture in question and had bolstered the policing and stewarding operation inside the stadium as part of its learnings. Club confirmed that communications will be issued ahead of the Merseyside derby and that they will be working with police to prevent visiting supporters entering the

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	home end of the stadium. DW suggested exploring working with opposition clubs to see if a deterrent around restricting access to home tickets/season ticket removal for offenders could be viable. Club suggested level of proof could make this a challenge and that action would likely need to be on a club-by-club, case-by-case basis. **Stewarding** BW raised that Forum had received feedback of stewards being "overzealous" in some instances. Club said feedback will be passed on where specific examples can be shared. JD raised that there have also been many examples shared of stewards going above and beyond to help supporters. MM said that complaints received about stewards are dealt with and fed into subsequent steward briefings as part of the ongoing education of the matchday stewarding team. **Music** BW noted music was quiet pre-match at Manchester United. Club confirmed this was fed back to relevant teams on the day and the issue rectified. **Non-football events** Forum asked that 'home of Everton Football Club' be referenced in marketing materials for non-football events at Hill Dickinson Stadium to ensure association between the stadium and football club. Club explained that the conditions for each event are agreed with a third-party and that, while Everton may not always be referenced in marketing materials, the Club will always promote events on its own channels and within the media as part of its efforts to build the stadium's reputation and status as a world-class multi-event venue.
5	**ANNUAL CHARITY FIXTURE** ST confirmed she had sent ideas to the Club about creating an annual charity fixture. MM said ST had raised interesting points that will be considered as part of efforts to enhance the Club's annual Community Day fixture. MM confirmed that the home match against Chelsea would be this season's dedicated EitC fixture and that EitC representatives would be invited to a future meeting to discuss ideas and Forum involvement in ongoing fundraising and driving awareness.

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6	**AOB** • DW and ST suggested that the Unite for Access fixture (Everton v Burnley) be used to promote more of the accessibility provision available within the stadium footprint, including quiet rooms and accessible lifts. Club confirmed it would be sharing content on big screens and signposting **evertonfc.com/matchday** as the permanent home for this information. • JD highlighted activation that saw Celta Vigo's players led out for a match by long-serving fans and proposed that the Club explore an event to bring together the youngest and oldest generations of Evertonians. AC said an event of this nature had been discussed previously and that Fan Engagement team would explore options. • CM raised that Everton Women Season Ticket Member gift had still not been fulfilled. MM confirmed this had already been raised with Marketing team, who accept that the delay has been unfortunate. Intention is to deliver a bespoke and meaningful gift for all qualifying supporters before the end of the season. • TW asked when Direct Debit repayments for Season Tickets will restart. Club advised that it had been communicated to fans that payments had stopped and that information about 2026/27 Direct Debit option will be included as part of upcoming Season Ticket information. • DW put on record that the greater visibility of the Toffee Lady on matchdays had been well received and was an example of fans being listened to. BW closed the meeting.