MINUTES OF MEETING

Meeting:	**Fans' Forum**
Date:	**Thursday 22 January 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 –** Scott McLeod (SMc), Lee Newman (LN), Mo Maghazachi (MM), Adam Clark (AC) **Apologies -** None

1	**Welcome and actions from the previous meeting:** BW opened the meeting.
2	**TICKETING** **Seat moves** MM explained that the policy and process for 2026/27 Hill Dickinson Stadium seat moves is currently being discussed and welcomed input from the Forum. Forum advised that those wanting to move due to an accessibility requirement should be prioritised and that any framework put in place would need to be fair and equitable. Forum also suggested that education on the existing demographic of each area of the stadium, and the efforts of The 1878s to build atmosphere from the lower South Stand, could help with generating and maintaining atmosphere long term. Club advised that the seat move process will be finalised and communicated alongside 2026/27 Season Ticket information later in the season. **Cup credits and resale** The Forum asked if the Club has considered introducing a transfer process for domestic cup tickets, given the potential for fixture dates/KO times to change at late notice. The Club advised it is sympathetic to this situation and exploring options for cup ticket transfer, although this would likely involve the credit being issued to the match attendee rather than the ticket purchaser to ensure fairness. BW suggested the Club evaluates a model used by England whereby two credits are

MINUTES OF MEETING

	issued – one at the point of ticket purchase and one on stadium entry. **Empty seats** The Club advised that the uptake of tickets via Seat Unique has been strong and that many factors, including non-attendance from Season Ticket Members, ticket purchasers and Club/partner guests have contributed to some empty seats during the 2025/26 season. Forum were advised that non-attendance levels at Hill Dickinson Stadium have been comparable to Goodison Park, where empty seats were less visible due to the stadium structure. The Club confirmed that tickets are made available on the resale platform and that the Membership model exists to allow the Club to fairly and appropriately manage priority and ticket misuse for fixtures where there is a high demand.
3	**HILL DICKINSON STADIUM** **Matchday annual event** ST proposed the Club and Forum explore an annual charity fixture similar to the Sydney Cricket Ground's 'Pink Test', whereby it would always fall on the same match round each season to foster familiarity and raise funds for a specific cause. Club advised that plans for the annual Everton in the Community matchday are under way and that possible learnings from the 'Pink Test' will be considered. MM said Forum can be introduced to EitC representatives to see how they can get involved/contribute to the matchday. **Stadium announcements and siren** Club stated that is aware of the causes of technical issues that have occurred at recent fixtures and working on fixes and fine-tuning processes where necessary. **Fan Zone** DW put forward anecdotal feedback that supporters are missing the Fan Zone and the focal point it gives the Budweiser Plaza and suggested introducing a covered area near the DJ to create a more obvious pre-match gathering place. SMc confirmed conversations are being held internally about how to evolve and develop the Plaza going forward. He added that a recent planning application for an event licence for the plaza will also allow Club and Aramark to explore changes to the layout and infrastructure of that area. SMc added that previous fan feedback had suggested that focusing activity around one stage was not best use of the Plaza space due to its size and multiple access points. **Action – Club to share Fan Zone/Budweiser Plaza feedback with Aramark and**

MINUTES OF MEETING

	Stadium team. The Club confirmed that loud music being played outside the stadium following matches is originating from a neighbouring property. **Transport update** It was noted that creating a drop-off zone/area close to the stadium is challenging due to the safety requirements for pedestrian footfall and necessary counter-terrorism considerations. However, the Club confirmed it is continuing talks with local authorities to understand options. The Club advised that supporters with accessibility needs are encouraged to join EDSA and to contact the Club's Accessibility team to discuss their options for travelling to and from the stadium. The Club advised that data has shown that wait times at Sandhills train station are comparable with those of stations within close proximity of other Premier League stadia but that the Club and fan groups will continue to provide feedback on transport and travel experience to local authorities.
4	**CASTORE** The Forum raised that the timing of the fourth kit launch after Christmas potentially presented a financial challenge and pressure on parents of younger supporters and that, conversely, a pre-Christmas launch would have supported sales. The Club advised that delivery/fulfilment issues had impacted the launch, prompting the move to a matchday unveiling but that sales had been in line with expectations. DW asked if the Forum/fan group representatives can meet with Castore and have greater involvement in the planning of future ranges. **Action - Club to provide kit and launch feedback to Castore and extend invitation to consult with Fans' Forum on future ranges/retail propositions.**
5	**FEEDBACK FROM FSA/PGMO MEETING** MM recapped the key points from the previous evening's meeting, attended by Club officials, fan group representatives, former referee Chris Foy, PGMO (Professional Game Match Officials Board) Chief Refereeing Officer Howard Webb and other Premier League and PGMO representatives, highlighting that discussions on the evening had been fair, insightful and constructive.
6	**AOB** DW asked for an update on the timeline for communication of Season Ticket pricing and key dates. MM confirmed all Season Ticket Members have received an email re.

MINUTES OF MEETING

	the timeline moving to spring 2026, with more information to follow in due course. He added that the Club has been engaging the Fan Advisory Board on the timeline and process to bring Everton's in line with that of other Premier League clubs. It was reiterated that, despite the sale window being shortened, Season Ticket Members will retain the option to spread the cost over 12 months. DW asked if Club can explore fans in lower sections of Hill Dickinson Stadium having access to a bar post-match or access to the upper tier bars. SMc said the suggestion had previously been raised with the relevant teams and is being explored. ST asked if the Club is exploring additional matchday reporting mechanisms. SMc confirmed an app-based solution is being considered to sit alongside the existing reporting text number and reportit@evertonfc.com email address. BW closed the meeting.