



FAN ENGAGEMENT PLAN

2025/26



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A club is strongest when it listens to its supporters and evolves alongside them.

The principle of fan engagement is not something that is new to Everton.

It is fair to say, too, that there has long been an awareness in the game of Everton's work when it comes to meaningful and authentic fan engagement.

After all, it is more than 20 years since David Moyes astutely acknowledged Everton as The People's Club.

That longstanding commitment to listening to fans means the Club is in a strong position when adhering to the Premier League Fan Engagement Standard, a Standard that was introduced to define what excellent fan engagement should look like in England's top flight.

Since arriving at the Club in May, I am delighted to say that everything I thought about Everton and its fanbase has been validated, and more.

Firstly, I would like to thank all Evertonians for the welcome I have received. The warmth has been appreciated, the advice and questions good spirited, and, as is the norm in this wonderful city, very, very honest.

Secondly, I am incredibly proud to have joined a football club that has just been recognised by Think Fan Engagement as the best for fan engagement in the Premier League. I would like to thank my predecessors, and particularly Colin Chong, for putting the Club in that position of strength.

As I have told our Fan Advisory Board, and other fan group representatives in my early meetings with them, I am fortunate to have been given such solid foundations as we now look to build on that work and improve even further.

I am fortunate, also, to work with a fanbase who care so deeply about their club, and which has supporters who are willing to commit considerable chunks of their own time to give Evertonians across the globe a voice through meaningful engagement as part of the structured pathways we have in place.

Be that the members of our fantastic Heritage Society; the aforementioned FAB; the Everton Fans' Forum, one of the longest-running groups of its kind in the Premier League; the Junior Fans' Forum that so wonderfully engages teenagers and gives us insight into the thinking and expectations of the youngest generation of Blues; our dedicated Women's Supporters' Club and Disabled Supporters' Association; or one of our four Supporters' Club Committees that represent the interests of fans from all four corners of the earth, to L4, and also now L3. The fan network in place here is wonderful.

My conversations with and about these groups since being given the privilege of being made a custodian of this club have only strengthened my admiration for those who represent them and the tireless work that goes on behind the scenes here at Everton to ensure we are maximising the relationships and the structures that have been put in place.

As I have said previously, a club is strongest when it listens to its supporters and evolves alongside them.

This document outlines how we plan to do that during the 2025/26 season - one in which feedback from our supporters will be as important as ever before.

Nil Satis Nisi Optimum.

Angus Kinnear

CEO and Nominated Board Level Official (NBLO)





OUR COMMITMENT

We will continue to listen and inform...

- By committing to and delivering regular and meaningful structured dialogue with supporter groups as set out in this Fan Engagement Plan
- By consulting supporter groups on the matchday experience and atmosphere at our stadiums and taking on board feedback to evolve our offering
- By providing regular communication from leadership, including updates from the CEO, via evertonfc.com and the matchday programme

We will continue to create unforgettable experiences...

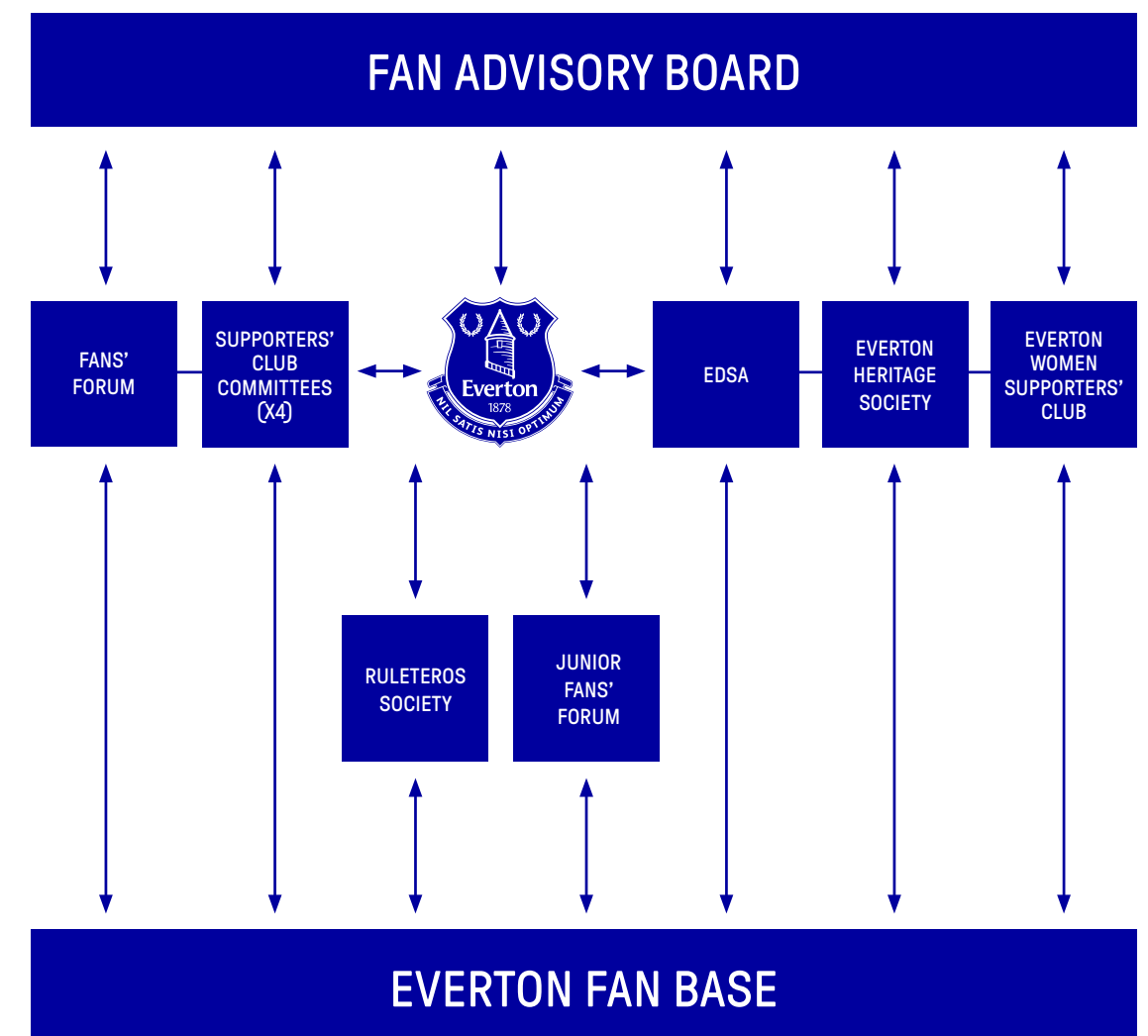
- By delivering memorable matchday and non-matchday activations that reward Evertonians from the UK and beyond
- By working with supporter groups to further enhance the matchday atmosphere at both Hill Dickinson Stadium and Goodison Park and facilitate impactful flag and banner displays at designated home fixtures
- By creating meet-and-greet opportunities and behind-the-scenes experiences for supporters who have met challenging times

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 enhance the matchday experience at Goodison Park
- By consulting supporters and taking on board feedback to inform decision-making, with the aim of continuous improvement in all areas



HOW WE ENGAGE



THE ABOVE GRAPHIC ILLUSTRATES THE SCALE AND STRUCTURE OF EVERTON'S FAN ENGAGEMENT AS OF THE START OF THE 2025/26 SEASON.



2024/25 IN REVIEW

At Everton, we remain proudly committed to delivering events and experiences that reward and bring supporters closer to the Club.

In 2024/25, we continued to create mascot and Toffee Lady opportunities at every Everton and Everton Women home match. The Fan Engagement team also facilitated pre-match pitchside experiences for hundreds of fans, and hosted supporters from Norway, the US, Ireland and Sweden at various activities during their emotive final group trips to Goodison Park.

Meet-and-greet days at Finch Farm for supporters who have met challenging times, player school visits and an end-of-season Supporters' Club tournament were also among the activities delivered throughout a historic campaign for the Club.

Here are just some of the many highlights...



Captain Coleman Surprises EDSA Members

In March 2025, Seamus Coleman surprised representatives of the Everton Disabled Supporters' Association as they enjoyed a familiarisation tour of Hill Dickinson Stadium.

With many of the members seeing the stadium in person for the first time, the occasion was made even more memorable when skipper Coleman dropped by to join them in checking out the facilities that make our new home the most accessible club stadium in the country.

The tour, to help supporters with accessible requirements to begin to prepare for their new matchday routine, was part of ongoing consultation with EDSA over the new stadium and accessibility.

2024/25 IN REVIEW

Grand Old Lady Dazzles in Landmark Campaign

As part of the farewell activity that marked the Men's team's final season at Goodison Park, Everton's Fan Engagement team worked with The 1878s fan group to coordinate a number of stunning flag and banner displays to celebrate 133 years of our beloved home.

This culminated in the group's largest ever display for the penultimate home fixture of the season against Ipswich Town, when flags on all four sides of Goodison and a retro ticker tape display provided a raucous welcome for the players and stunning visual that will last long in the memory of those who witnessed it.

To thank the members and volunteers of The 1878s for their efforts throughout the campaign, the group were invited on to the pitch at half-time of the final game of the season against Southampton to receive a round of applause and take part in the Club's Hit The Bar challenge.



2024/25 IN REVIEW

The Future is Now

The Club's new waterfront home has been a key focus of the Club's fan engagement since before architect Dan Meis famously sketched his first iteration of what would become Hill Dickinson Stadium on a napkin.

But, with the Club taking the keys of the stadium in December 2024, and starting the countdown to opening its doors for the 2025/26 campaign, consultation took on an even greater significance.

In October 2024, the FAB, Fans' Forum and UK Supporters' Club Committee were engaged in focus groups about the Club's plans to move Season Ticket Members from Goodison to Bramley-Moore Dock and the key information supporters would need to choose their seat.

The input of EDSA was vital as plans for accessible provision and matchday facilities were finalised, while representatives of the FAB, Fans' Forum, Supporters' Club Committee and EDSA attended meetings of the Transport Working Group to pass on feedback from supporters directly to local stakeholders following the first and second test events at the stadium. This collaboration led to revisions to the transport plan for matchdays, with consultation on the stadium and matchday experience to continue throughout 2025/26.





EVERTON **IN THE USA**

In summer 2025, Everton headed to three US cities to participate in the Premier League Summer Series.

David Moyes' side took on Bournemouth, West Ham and Manchester United as fans in New York, Chicago and Atlanta got to see the Blues up close.

Welcome events and tailgate gatherings organised in collaboration with the US Supporters' Club network took place in each city, while Moyes and his players captivated the crowds in Manhattan at a live show hosted by Men in Blazers' Roger Bennett.

In Chicago, Seamus Coleman, Leighton Baines and Adrian Heath were among the star guests on board as hundreds of Toffees enjoyed an unforgettable Blues cruise on the iconic Lake Michigan.



EVERTON IN THE USA



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 2024/25 season, a Board representative attended every FAB and Club meeting.

Following the conclusion of the 2024/25 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 Everton Fan Advisory Board Chair Paul Rigby and Colin Chong, Everton's Nominated Board Level Official for the majority of the review period.

Chong thanked the FAB for "playing a vital role over the past season in representing supporter sentiment, providing constructive challenge to Club leadership, and helping shape policy in key areas of fan experience, governance, and matchday operations".

He added that the FAB had "been a consistent point of engagement for the Club, with regular meetings and clear feedback channels that helped test and refine decision-making" and "notably contributed to major initiatives, including the transition planning for Hill Dickinson Stadium and ticketing policy changes".

He added that the FAB had, over the period, successfully broadened the scope of supporter voices through proactive outreach to underrepresented supporter groups and worked "cohesively, with a shared focus on achieving the best outcomes for Everton supporters".

Rigby stated that, through its extensive efforts to engage the wider fanbase, the FAB had provided direct feedback on a number of key issues during what was a historic season for the football club. This included, but was not limited to:

- Expectations of prospective owner to demonstrate financial stability, meaningful fan engagement strategy, operational and leadership expertise and an understanding of the role the Club plays within the community
- Supporter priorities on the Club's transition to its new stadium
- Developing a sustainable strategy for Everton Women

He added: "We would like to acknowledge the continued commitment of the Club's senior leadership team, including interim Chief Executive Officer, Colin Chong, to meet with the FAB during an eventful 2024/25 season.

"The FAB also continued to collaborate with supporter groups and other stakeholders across the football pyramid to advance broader football reform and supporter interests. This included the election of one its members to the National Council of the Football Supporters' Association, active engagement with the Stop Exploiting Loyalty campaign, and local and national advocacy around the Football Governance Bill, to ensure the role of FABs is recognised by the new Independent Football Regulator, strengthening the voice of football supporters".



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 seats 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
Football Supporters' Association member	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

The Fan Advisory Board elects its own chair on an annual basis through a vote of its members.

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. The FAB chair for 2025/26 is Paul Rigby.

The FAB operates its own **website** and social media accounts, as well as holding their own monthly meetings. Committee summaries of all FAB meetings with the Club are available by visiting evertonfc.com/fans.





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 project groups. For 2025/26, these projects groups are: International, Everton Women/Goodison Park, New Stadium and Retail.





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 11-17.

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.

Membership of the Junior Fans' Forum lasts for one season only to ensure the maximum number of young Blues are afforded an opportunity to get involved.

In previous years, the Junior Fans' Forum has been consulted on ideas to improve the Everton matchday experience for junior supporters, helped shape the look and feel of the official Everton website, discussed ideas for introducing a new Club mascot, influenced marketing campaigns, and helped create fun content for official Club channels.





SUPPORTERS' CLUB COMMITTEES

Everton's Supporters' Club Committees ensure regular, structured dialogue with affiliated Supporters' Clubs in the UK and across the world.

To enhance the quality and scope of dialogue, there are four committees covering designated geographical areas – the UK, EMEA (Europe, Middle East and Africa), the Americas, and Asia-Pacific. This allows for the focus of each committee's engagement with the Club to be tailored to their locality and the specific needs of their members.

The purpose of our Supporters' Club Committees 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 relevant committee each season. Each committee meets virtually with representatives of the Club's Fan Engagement, Communications and Ticketing teams on a quarterly basis, and each committee has a nominated fan chairperson to ensure agendas are supporter driven.

Updates are provided in the matchday programme and published on evertonfc.com each quarter after all four committee meetings have taken place.





EVERTON WOMEN SUPPORTERS' CLUB

In recognition of the important role supporters will play in Everton Women's historic relocation from Walton Hall Park to Goodison Park, Everton's Fan Engagement structure has been updated for 2025/26 to officially include Everton Women Supporters' Club.

Since the announcement that Goodison would become the permanent home of our Women's team in May 2025, the group has been a vital sounding board, helping to inform decision-making around short-term plans to change the look and feel of Goodison and improve the matchday experience at Women's games. Group representatives have also met with incoming Everton Women Chief Executive Officer Hannah Forshaw to share ideas and outline their hopes for the team and future matchday experience.

The group will continue to play an important role as a longer-term strategy to grow Everton Women both commercially and in terms of its fan base is implemented and evolves in the coming seasons.

The Everton Women Supporters' Club is also represented with a permanent (reserved) position on the Fan Advisory Board and is a long-time member of Everton's affiliated Supporters' Club network.

Non-matchday experiences, including meet-and-greets with players and staff,

will reward Blues based at home and abroad, while the Club will continue to collaborate with its official partners and Her Game Too to ensure that football remains a safe and welcoming game for all.





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.

The group has also been consulted extensively as part of the Club's efforts to ensure Hill Dickinson Stadium is the most accessible club stadium in the country.

EDSA's committee of 10 has five appointed officers and works on behalf of more than 900 members.





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.

Having previously had a presence in St Luke's Church prior to home matches at Goodison Park, the Heritage Society will operate exhibitions and sell

memorabilia from a new base at The Bluehouse (Regent Road, opposite Gate E) on matchdays during the 2025/26 campaign.

In 2024/25, the Club and Heritage Society worked together to present 1966 FA Cup hero Derek Temple with the Dixie Dean Memorial Award at a special Goodison event attended by Temple, manager David Moyes and assistant boss Alan Irvine. The group was also consulted on a special edition commemorative Cambridge blue shirt that was made available to supporters to mark a historic campaign at Goodison Park - Cambridge blue being the colour worn by the first Everton teams to play at the stadium between 1892 and 1901.





EVERTON SHAREHOLDERS' ASSOCIATION

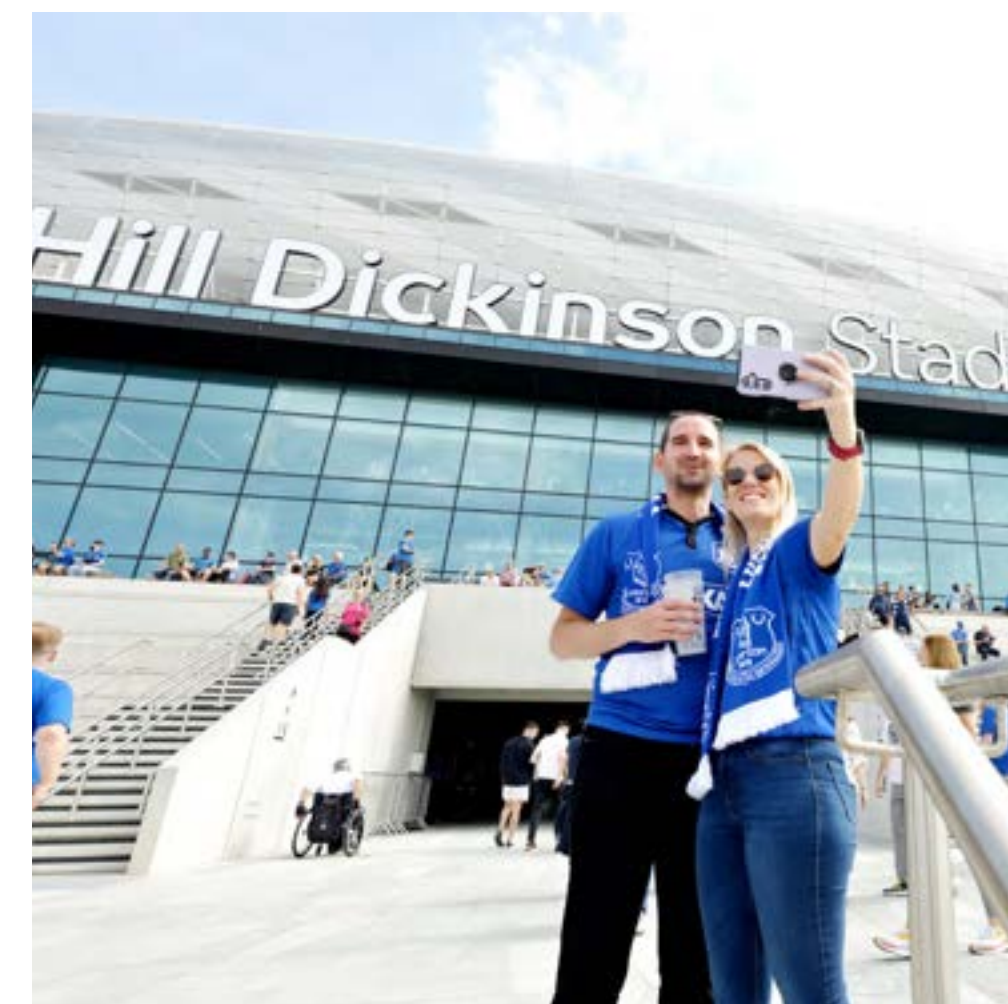
The Everton Shareholders' Association represents many of the Club's 1,500 shareholders.

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.





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.

Vina del Mar by providing football kit and clothing for those tragically displaced from their homes.

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

In February 2024, the Club supported the Ruleteros Society's efforts to help the victims of devastating fires in the city of





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 TEAM

Working closely with all fan and non-fan facing departments, Everton's Fan Services Team is dedicated to enhancing the experience of supporters contacting the Club with enquiries or feedback.

FAN SUPPORT TEAM

An extension of the Fan Services Team, the Fan Support Team are present on home matchdays to provide guidance and assistance to first-time or infrequent visitors.

FAN CENTRE TEAM

Our Fan Centre Team 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 Ticket Liaison Officer - ensure a tailored and consistent service.

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 prepare pre-match guides, which include safety information, for Evertonians travelling to away fixtures.



LEARN MORE

To find out more about the structured dialogue we have with supporter groups, to read meeting notes, or to find your nearest affiliated Supporters' Club...

FAQs

To get answers to queries related to ticketing, Membership, Everton Women, Stadium Tours, careers at Everton and more...

FAN CHARTER

To read our Fan Charter and get more information about accessibility, our equity, diversity and inclusion commitment, Everton in the Community and more...

...visit

evertonfc.com/fans





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.

Our dedicated Fan Engagement Team aims to respond proactively to any initial contact and acknowledgement will be issued by the Fan Engagement Team within seven days. A final response to contact, if required, will be issued within 21 days.

To contact the Club's Fan Engagement Team, visit
evertonfc.com/contactus



