



FAN ADVISORY BOARD

Meeting Summary

Attendees:

Everton Football Club: Angus Kinnear (CEO), Martyn Hawkins (Chief Financial Officer), Aaron Duckmanton (Chief Marketing and Digital Officer), Scott McLeod (Director of Communications and Engagement), Mo Maghazachi (Head of Engagement), Andrew Scott (Head of Legal Services), Mike Gittins (Head of Data Science & Insight), Jennifer O'Brien (Corporate Governance Coordinator)

Fan Advisory Board: Paul Rigby (PR), Julie Clarke (JC), Tony Sampson (TS), Fawad Munir (FM), Joanne Davies (JD), Paul McParlan (PMc), Mark McKeown (MMc), Rob Galkoff (RG), Ken Sweeney (KS)

Apologies: Amy Wilson, Julie Makin

Welcome and Introductions

- PR opened the meeting with introductions
- As Chair, PR also explained the focused agenda and confirmed a meeting with the Engagement Team in January to pick up on any outstanding items.

New Premier League Financial Regulations

- Martyn Hawkins (MH) introduced himself and explained his background and pride to be working at Everton.
- MH explained that his update was around providing the FAB members with some background, detail and understanding of the new financial framework from the 2026/27 season replacing existing Profit & Sustainability Rules.
- MH and Angus Kinnear (AK) provided an overview of the new regulations, the framework and how clubs will be assessed.
- MH confirmed that the new rules won't significantly change overall spending levels and, therefore, commercial growth and revenue generation was essential and will need to remain a key focus for the Club in the coming years.
- In response to a question, MH and AK confirmed that relationships with the Premier League are positive and constructive.

CEO Update

- AK provided an update on year-to-date progress across the Men's Senior Team, Everton Women and the Academy, both on and off the pitch.
- AK outlined how recruitment activity for the Men's Senior Team is focused on identifying and executing opportunities that strengthen the squad in the long term, while avoiding short-term decisions that could weaken the Club's position ahead of the summer window.
- AK discussed the ongoing work within the Academy, including recruitment across all age groups and the continued strengthening of pathways into the Men's Senior Team.



- AK confirmed that further news regarding investment into Everton Women is expected later this year and emphasised its importance to the Club's long-term strategy.
- AK highlighted the significance of Everton Women's move to Goodison Park, noting the substantial uplift in attendances. Average crowds are now around three times higher than at Walton Hall Park, placing the Club second or third in the WSL depending on the match round.
- AK provided an update on continued improvements at Hill Dickinson Stadium confirming that further enhancements are already being planned following feedback.
- AK advised that there is strong interest in hosting additional sporting and entertainment events at the stadium, which will play an important role in supporting long-term revenue growth.
- AK informed FAB members that the Club expects to announce record commercial revenues this year, with the new stadium acting as a catalyst in attracting new partners and sponsors.
- AK confirmed that discussions regarding a new front-of-shirt sponsor are ongoing, with strong interest in the Club, while reiterating the importance of securing the right long-term value.
- In response to questions, Aaron Duckmanton (AD) confirmed that changes in global trade conditions have impacted overseas merchandise sales, particularly in the United States, although the overall impact on Club revenue remains limited.

2026/27 Seasonal Membership Planning

- Scott McLeod (SMc) introduced a presentation from Michael Gittins (MG) outlining insights from the Club's first season at Hill Dickinson Stadium, informed by supporter surveys issued after each home matchday and the latest experience survey. The findings will help shape planning for the 2026/27 seasonal memberships.
- MG explained how the surveys were distributed and assessed, highlighting the results covering key strengths and areas for improvement.
- Survey feedback also showed that concessions are highly valued across the fanbase, with strong support for keeping junior pricing accessible to help encourage the next generation of supporters. PR confirmed the FAB position that all existing concessions should be protected if not improved.
- MG asked FAB members to gather feedback from supporter groups on how a future seat move process could work.
- In response to a question, it was noted that, following the first season at Hill Dickinson Stadium, it is unlikely a transfer fee would be applied for seat move requests, although clear prioritisation approach would need to be agreed.
- JC raised concerns regarding the Club View experience, noting a gap between supporter expectations and delivery, including the catering offerings and lift access at Gate 21 pre- and post-match. AK acknowledged the feedback, outlined improvements that have already been made and confirmed that both structural solutions and improvements to food and beverage provision are being explored.
- AK also highlighted the strong in-bowl location of Club View seats, the exclusive food offerings not available elsewhere in the stadium, and the quality of entertainment on the Club View concourse.



- In response to a question, MG confirmed that surveys were issued to General Admission and Club View supporters only, as supporters in other Premium areas have direct access to Relationship Managers.
- The FAB were informed that responses relating to intention to renew were very positive.
- SMC outlined that, while Season Ticket renewals have traditionally launched in December, the Club is still learning from its first season at Hill Dickinson Stadium, listening to feedback from fans on timings or the process and assessing required improvements ahead of 2026/27.
- As a result, the Club expects to move to a more standard Premier League renewal window, likely running from March through to late April or early May, allowing more time to ensure decisions are fully informed.

AOB

- KS said the Everton Collection is the largest and best in English football and asked whether space was going to be found for it at Hill Dickinson Stadium and whether The Heritage Society could support in taking it on. SMC confirmed The Everton Collection will likely need to be separate from The Heritage Society and that its current ownership structure is intentionally independent of the Club to ensure long-term protection but the point on its display is something that is being explored.
- AK and AD highlighted the success of the Hill Dickinson Stadium Tours programme and acknowledged significant potential to expand the offer, with an ambition to further develop the stadium as a visitor attraction.
- It was noted that future development could include a more immersive, museum-style experience, recognising this as an important long-term stadium revenue opportunity.
- JC asked about plans for the Hydraulic Tower and whether it could be housed there. FAB members were advised that the Hydraulic Tower forms part of future capital expenditure planning; however, its listed status places restrictions on the scope of any conversion or redevelopment.
- AK formally thanked FAB members for their time and contributions during the year and wished members a Merry Christmas and Happy New Year.

Next Meeting

- Wednesday 25 February 2026, 6pm, RLB Boardroom