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| **Meeting:** | **Everton Fans' Forum meeting**  |
| **Date:** | **Thursday 25 June, 5 – 6:30 pm**  |
| **Venue:** | **Virtual video conference.** |
| **Present:** | **Fans' Forum Attendees -** Jazz Bal (JB), Annemharie Richardson (AR), Lisa Vaughan (LV), Annmarie Flynn (AF), David Wycherley DW), Tony Sampson (TS), Dawn Kehoe (DK), Mike Thomas (MT), Steve Ely (SE), Robert Eagleton (RE), Kieran Riley (KR), Nick Mernock (NM). **Club Attendees** - Scott McLeod (SMc), Rachel Meikle (RM), Christine Prior (CP), Tom Rowell (TR), Mo Maghazachi (MM).**Apologies -** Paul Quirk (PQ), Jan Syme (JS), Joe O' Reilly (JO), |

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|  | **Introduction & Welcome** JB welcomed everyone to the Fans' Forum virtual meeting and thanked RM for making the necessary arrangements to ensure that the monthly meeting continues to take place virtually.  |
| **1**  | **Actions from the previous meeting:** **ACTION: AF to discuss ideas for the End of Season awards with the events project group and send feedback to RM.**RESPONSE: AF has shared the feedback from the project group meeting with RM and the item is on the agenda to update. **ACTION: Fans' Forum to gather feedback regarding fan involvement for behind closed doors fixtures and share with CP.** RESPONSE: JB shared findings with CP and the feedback from supporters was reviewed in the planning meetings for fixtures behind closed doors.**ACTION: CP to supply figures for the Fans' Forum page of the website to JB.**RESPONSE: CP supplied updated website figures to JB to review in the communications project group meeting. **ACTION: TS to publish findings and recommendations from the Fans' Forum international supporter survey once the analysis is complete.**RESPONSE: TS, JB discussed the findings from the survey with the Club and will work with MM to publicise detail on the Forum’s section of the Club website.**ACTION: RM to send an update on outstanding retail questions to LV ahead of the next retail project group meeting.**RESPONSE: RM has provided LV with feedback from outstanding retail queries and the retail project group will meet with the Partnerships Team at the end of July.  |
| **2** | **Request for Club updates:****The End of Season awards** SMc thanked AF and members for providing feedback for the 2019/20 End of Season awards. SMc confirmed that the ideas from the group would be discussed in the upcoming planning meeting. **2020/21 Season Ticket Members** The group discussed the outcome of the latest Premier League shareholders meeting. SMc informed the group that the league is operating under a 5 stage return and we are currently at stage 3. Stage 5 will involve supporters returning to the stadium and timelines are yet to be confirmed. **Season Ticket Deadline** TR confirmed that Season Ticket member credits would be frozen until fans can return to the matches safety and fan credits will potentially be rolled out into next season.The Club is looking into all possibilities to support fans upon their return to stadiums. **StubHub** TR updated that the Club has an in-house platform that can facilitate ticket resale should the partnership agreement with StubHub not be renewed and the Club will be looking to finalise plans in the coming months. **2020/21 Kit Update** MM confirmed supporters would be able to pre-order the 2020/21 home kit on the same day the kit is revealed, which will be in early July. **Sky/BT**The group discussed communication to supporters on how to access watching Everton fixtures from home. TR confirmed that codes have now been sent to fans that can be used for Sky fixtures. Amazon has announced their plans and the Club are yet to have a game selected for BT broadcast, but conversations have taken place with no formal deal confirmed at this stage.SMc confirmed a full round-up of how fans can watch games from home had been added to the website.  |
| **3** | **Behind closed door fixtures** **Communications and Matchday Information** DW asked for the Club to ensure the Fans' Forum is given advance notice and information of key Club announcements that impact on fans. The group represent the fans and receive queries regarding Club communications so would like to ensure they can respond and support fans. TS asked for international Supporters' Clubs to be made aware of any Everton news in their area, citing the recent announcements regarding the Academy Affiliate Scheme, where the local Supporters’ Clubs had not received any advance communication. TS highlighted that involving Supporters’ Clubs in these initiatives provided potential local engagement opportunities for Supporters’ Clubs. CP explained that due to a timing change with the press release the Supporters' Clubs were not communicated to on this occasion as they had already had the information from the website and shared it on social media, but the intention is to make groups aware of Club updates when possible.**Stadium Atmosphere** SE gave an overview of opinions received regarding the design of the banners in the stadium and the overall atmosphere for the first behind closed doors fixture at Goodison Park. The comments included: * Positive feedback for the Lower Gwladys Street design and inclusion of fan imagery in the stadium
* The Howard Kendall seat covering was received positively, but some felt the design was too dark
* The use of colour and international flags around the stadium looked good
* Fans felt there could be more done with supporter, and Supporters’ Clubs flags to fill the Park End
* Would have liked to see increased messaging to thank key workers during this time
* Better use of the LEDs around the pitch
* Good to see the large fan banners displayed but could use more from past games
* Pre-match tribute was a lovely touch but also a shame this wasn't shown on the television broadcast

SMc thanked SE for the matchday feedback and assured the group there are plans in place to expand on the layout of stadium banners and additional messaging on the matchday screens. SMc informed the group that the idea is to change the look of the stadium by moving the banners around for each fixture. CP informed the group that Supporters' Group logos would be displayed on the matchday screens and there are plans for increase thank you messages for key workers. **ACTION: CP to inform SE about planned changes to the stadium ahead of each remaining home fixture.**  **Fans in the Stadium** JB wanted to take the opportunity to discuss fans return to stadiums in advance of the next Premier League Shareholders meeting. JB stressed the importance of fans attending safely with their family members or friend bubbles. JB also mentioned that fans with underlying health conditions may not be able to attend and a sabbatical should be considered for these fans. SMc confirmed that the Club’s main objective throughout the pandemic is the welfare of supporters, staff, players and the local community and that will remain unchanged. This message also echo’s the primary goal of the Premier League shareholders meetings, which is safety.**ACTION: SMc to share the Fans' Forum feedback to senior club representatives attending the Premier League shareholders meeting.**  |
| **4** | **Fan of the Year**The Forum discussed the vote for the 2019/20 Fan of the Year award. JB stated that there was clear separation from the top four supporters who received the most nominations as part of the process, which has led to a natural shortlist for the members to vote from. JB gave an overview of each nominee which was circulated to members ahead of the meeting. The Forum members took part in an anonymous online vote to select the winner of Fan of the Year 2019/20 and members who were not present cast their vote in advance to RM. JB confirmed that following the members vote he will work with CP to promote and announce the winner. **ACTION: CP to work with JB to plan the announcement of the Fan of the Year award winner for 2019/20.**  |
| **5** | **Catering Project Group Update**JB updated the group that Homebaked have recently announced that they have completed the agreement with Sodexo to have homebaked products available in the FanZone on a matchday. The Forum stated this was a positive step to support local suppliers. RM confirmed that she is in regular contact with the stadium catering team at Sodexo and when the team are back at full capacity and it is safe to do so, a project group meeting will be scheduled.  |
| **6** | **Communications Project Group Update**JB informed the group that moving forward the Fans' Forum podcasts will be scheduled to focus on Forum matters and to provide supporters with updates from the monthly meetings and any additional updates as required. JB requested for the Club to update the project group on any topics they could help communicate on moving forward. **ACTION: MM to provide updates to the communications project group to support with addressing issues in the fanbase.**  |
| **7** | **Events Project Group Update**AF presented the group with the feedback received regarding the end of season awards, the Dixies. The feedback included suggestions for how the Club can involve supporters throughout the digital event to make them feel more included from home. The group made the following recommendations: * Fans to be a part of presenting the awards via video, which could potentially be a competition to select the supporters.
* A member of the Fans' Forum to present the Fan of the Year award, recognising a shortlist of nominees before announcing the winner.
* Potential for the introduction of an international fan-voted Player of the Season award, which will engage with the global fanbase.
* Options for International Supporters’ Groups to host their own ‘end of season awards’; leveraging online content from the Club.
* Videos that include exclusive content of behind the scenes at USM Finch Farm, a bloopers reel for the year, recognition for key workers and a tribute to supporters who have lost their lives during the pandemic.
* Supporters' Club voted awards.
* Supporters to perform songs as part of the event.

CP confirmed that the Club already host a Supporters' Club end of season event which allows Supporters' Clubs to vote for their player, goal and member of the season. The Engagement Team are looking at continuing with this and exploring different ways during this time. |
| **8** | **International Project Group Update**TS informed the group that following the International Fan Survey, he and JB had a follow-up meeting with CP and Beth Jones from the Fan Engagement Team to review feedback and discuss recommendations on potential areas for action, from the survey. TS gave positive feedback for the Club using Supporters' Club logos in the stadium on a matchday and for including International Supporters on the Premier League Fan Wall.  |
| **9** | **Kits with Black Lives Matter and NHS badges** JB stated a fan had asked on Twitter if the Club have any plans to distribute the squad shirts that include the Black Lives Matter and NHS badges. SMc informed the group that the Club is currently looking at the opportunity to acquire match-worn shirts that can be used to engage with key workers. CP confirmed that the shirts from the first round of all Premier League games had been donated to The Shirts for Change online raffle, which is raising money for an anti-racism charity and runs until the end of June.  |
| **10** | **AOB****New Stadium** TS requested clarity on the new stadium project plans and any further updates following the comments made by Dan Meis on social media. SMc confirmed that the new stadium is on track and now running into the technical development stage. MM explained that now we are in the concept design phase, Laing O'Rourke has the design and build contract and they have appointed their own technical architect. Stadium plans are still progressing, and the Club is awaiting a planning decision.  |