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| **Meeting:** | **Everton Fans’ Forum Meeting** |
| **Date:** | **Thursday 30 September 6-8:30pm** |
| **Venue:** | **Virtual Video Conference** |
| **Present:** | **Fans’ Forum Attendees –** Jazz Bal (JB), Annemharie Richardson (AR), Stan Afflick (SA), Siobhan Doran (SD), Andy Vernon (AV), Barry Williams (BW), David Wycherley (DW)    **Club Attendees –** Scott McLeod (SMc), Christine Prior (CP), Mo Maghazachi (MM), Lee Newman(LN), Georgia Bekyra (GB)  **Apologies -** Dawn Kehoe (DK), Rose Seran (RS), Tony Sampson (TS), Chris Halsall (CH) |

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| **1** | **Actions from the August meeting:**  **ACTION: SMc/CP to feedback ticketing issues to the Fan Centre ahead of the next meeting.**  RESPONSE: CP informed she had raised the points from the previous meeting, and this is ongoing. Ticketing is on the agenda to be discussed.  **ACTION: SMc to update the Forum with the results of the Fan-Led review survey.**  RESPONSE: Item is on the agenda to be discussed.  **ACTION: CP to provide updates to the Matchday Experience project group on the items raised.**  RESPONSE: CP has provided feedback on points raised to DW, and the action is closed.  **ACTION: SMc to speak to Marketing and Insight regarding a meeting with Forum to understand more on the work done to investigate the benefits offering for International memberships.**  RESPONSE: SMc informed this meeting would take place when the new Head of Marketing starts their role at the Club. |
| **2** | **Request for Club updates**  **Bramley-Moore Dock**  MM updated that the Club has started to infill the dock using sand from Liverpool bay and the Irish sea, which will take up to 4 months. The sand will reach the site via ship, and the water will be displaced to the neighbouring dock. MM added that the clearing of the dock has been successful, and a significant number of items were removed during the process.  SMc informed the Club had posted a video and detailed blog from engineers to inform supporters of the update. SMc stated the new website is not currently active yet, but the URL for supporters to access is [www.evertonstadium.com](http://www.evertonstadium.com).  The group discussed the stadium design, and MM confirmed that the Club would not be applying to have rail seating installed at Goodison Park. MM referencedthat the new stadium design has the option of rail seating as part of the North and South stands, with the possibility of converting this to safe standing areas should legislation change in the future.  **Fan-Led review**  JB asked for an update on the fan-led review survey undertaken by the Club and queried how this feeds into the work carried out by the Government.  SMc explained that there is currently no timeline for the review on a national level, but the Club has shared the feedback from the survey with MP Tracey Crouch via CEO Denise Barrett-Baxendale.  SMc presented the Fans’ Forum elements from the survey to the group.  SD suggested that all members come back to the next meeting with ideas of how the Forum can further promote their work.  **ACTION: Fans’ Forum members to send promotion ideas to the Communications Project Group.**  **Socios**  JB informed that members of the Fans’ Forum had a meeting with the CEO of Socios to highlight concerns raised to the Club in previous meetings. JB explained members questioned the timeframe for the next polls, the release of tokens and token caps. SMc and MM reiterated their commitment that no ‘key decisions’ will be subject to Socios polls. Members of the group felt there were some grey areas around the term ‘key decisions’ and informed how the Forum continues to be challenged as fan reps. MM added that the Engagement and Partnerships teams are in constant dialogue to review any activation as part of the Partnership.  **Christmas Activity**  CP explained that the Club is currently looking at plans for the 2021 Christmas campaign, which is likely to operate virtually due to restrictions. CP stated she would keep the Fans’ Forum updated with plans for any opportunities the group could be involved in.  **October Meeting**  JB queried if Club staff have returned to offices and requested the October meeting to be in person. CP explained that the phased return for staff is now complete, and she will confirm the next meeting at Everton HQ with members shortly.  **ACTION: CP to share details for the next meeting at Everton HQ with the group.**  **Club Communication events**  JB and DW queried if the Club had any planned conference-style events for supporters to attend during the season to learn more about the football and financial operation. SMc confirmed that the Club hosts the General Meeting annually, which is then made public. SMc added that the date of the meeting coincides with the release of Club accounts, and it will follow a similar timeframe as it has done previously. |
| **3** | **Ticketing**  JB introduced Georgia Bekyra, who is the new Senior Ticketing Manager, to the meeting.  The group discussed the new resale platform. LN explained that the Club is aware of teething problems with the system regarding the notifications being automatically sent to sellers, so the Club is now managing this manually. LN added he hopes for this to be resolved by early November. LN informed that Season Ticket members are using the platform, and there has been a healthy take-up on tickets so far. Members of the group referenced they have used the platform and discussed their user experience.  LN noted that he is currently working through a series of requests for additional functionality to the system with the service providers. JB continued to raise friends and family transfers, refund options and concession purchases. The group also encouraged future refund options to be available for supporters. JB informed of sanctions that other Clubs have put in place for supporters to transfer home match tickets, and LN informed that the Club currently has no plans to put sanctions in place as done by Manchester United and Aston Villa.  BW raised the on-sale times and information release dates for away fixtures. BW reiterated that this is causing issues with supporters going to work not being able to be online for 10am to purchase. LN informed that the ticket news is released as soon as possible and is largely dependant on the host Club responding with ticket allocations. LN noted that operationally the team need to stagger the on-sale dates to ensure this can be managed in-house. GB explained that for the process to remain fair, phone lines and online sales must start simultaneously. GB added that she is reviewing the operational processes to alleviate the strain on the department during the unprecedented busy period. GB informed that the team are supported by external providers that do not start until 9am and if any issues arise, there is no support for the team to resolve these quickly. The Forum pushed for the 8am away ticket sale time to return. GB confirmed she is committed to reviewing this with service providers in the future.  JB proposed that if the sales window remains at 10am, an option for fans to register their interest ahead of the window opening should be considered, in a similar manner to Supporters’ Clubs buying on behalf of their qualifying members.  JB asked when the ticket criteria to qualify for away fixtures will switch to 2021/22 away credits. LN informed that he is currently looking at this, and it may be after the Brentford fixture due to the small allocation available.  **ACTION: Ticketing to remain on the agenda so that processes can continue to be reviewed and the Forum can be updated on any developments.** |
| **4** | **Evertonians against Hate**  SD updated on the Evertonians against Hate campaign and how the group would like to continue to build on this. SD explained that thegroup would be liaising with the Heritage Society to form a piece for Black History month for the matchday programme. SD added the group would also have discussions with EDSA to work together on plans for key awareness days around disability.  CP suggested meeting with members of the Equality and Diversity and Engagement teams at the Club to look for future collaborative opportunities.  **ACTION: SD & CP to set up a meeting to discuss the Evertonians against Hate campaign.** |
| **5** | **Everton Giants**  Forum members suggested an interest for further nominations for Everton Giants to be identified now that time at Goodison Park is limited.  SMc explained that the Club are investigating this already, and it is part of ongoing conversations around the final seasons at Goodison Park. SMc is committed to keeping the Forum informed on any plans in this area.  **ACTION: SMc to keep the Fans’ Forum informed of any planned activity to announce future Everton Giants.** |
| **6** | **FSA Update**  JB updated on the recent meetings with the FSA around the Premier League Covid guidelines and structured dialogue with Clubs. |
| **7** | **New Stadium Project Group**  SD thanked MM for arranging the recent visit to the Bramley-Moore Dock site for the project group members.  SD informed that the project group would meet separately to finalise the terms of reference. |
| **8** | **AOB**  **DKMS Clinic**  SMc asked for the Fans’ Forum to promote the DKMS Clinic on-site at Goodison Park on 9-10th October, which is open to all in good health from 17-55 years old. The Forum also suggested reaching out to Evertonian Andy Mitchell, who is an advocate for the DKMS sign-up process. |