

# Quarterly Meeting

## Meeting Notes and Actions

### Everton Football Club and Everton FC Shareholders' Association

Location: Goodison Park

26 September 2014 11:00am – 12:30pm

**Attendees:** James Asquith      Executive Committee Member, EFCSA  
John Blain                      Chairman, EFCSA  
Robert Elstone                CEO, Everton FC  
Richard Kenyon                Everton FC  
John Vanderwerff            Executive Committee Member, EFCSA

### AGENDA

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|---|--------|
| 1. Introductions                              | JohnB  |
| 2. Changes to EFCSA Executive Committee       | JohnB  |
| 3. Young Player of the Year Award             | JohnV  |
| 4. Shareholders visit to Finch Farm           | JohnV  |
| 5. EFC Annual General Meeting                 | JohnB  |
| 6. Ticketing and Away Fans' Initiative Update | Robert |
| 7. Fans' Forum Update                         | Robert |
| 8. Update on proposed new stadium             | Robert |
| 9. AOB  | All    |

## **Introduction**

This meeting is part of a series scheduled for 2015 that will take place on a quarterly basis between Everton FC, represented by the Chief Executive Robert Elstone and supported by selected colleagues. The Association is to be represented by the Chairman, John Blain, and representatives of the Shareholders' Association Executive Committee.

For this meeting Mr Elstone was supported by Richard Kenyon. John Blain attended with Executive Committee Members James Asquith and John Vanderwerff.

## **Summary**

The meeting took place in Mr Elstone's office at Goodison Park and lasted for a little over 90 minutes.

### **Changes to EFCSA Executive Committee**

John Blain briefly outlined the recent changes to the Executive Committee of the Association as a result of Member Elections at the last EFCSA AGM.

In short;

- Mark Grayson has stood down from the Committee
- James Asquith has been succeeded as Honorary Secretary by Ian Seymour but remains a member of the Committee.
- The other offices of Chairman (John Blain), Vice-Chair (Anne Asquith) and Treasurer (Adrienne Bonwick) remain unchanged from 2014.

### **Young Player of the Year Award**

John Vanderwerff (JohnV) explained to the meeting that the presentation of the Young Player of the Year Award to Ross Barkley was rushed and we hoped that it could be improved upon next year. The award was presented pitch side near the end of the season and he thought it could be improved. Some debate took place about perhaps reinstating this award as part of the Club's Annual Awards Dinner but Mr Elstone noted that this was already time constrained and thought that unlikely but agreed the award should be presented properly.

We agreed that JohnV would, on behalf of the Association, produce some suggestions on how we can collectively improve the presentation and will liaise with Richard Kenyon (RK) to implement agreed improvements for the 2015 Award Ceremony.

### **Shareholders visit to Finch Farm**

JV raised the matter of Shareholder Visits to Finch Farm and it was agreed that he would work with RK to schedule visits during this season. Mr. Elstone noted that these are best done in small groups to minimise disruption and probably, as before, in the late afternoon / early evening.

### **EFC Annual General Meeting**

John Blain noted that after a gap of many years we had now enjoyed two successful AGM's. The Association was generally pleased with the planning and execution of the most recent AGM although we do believe there is room for improvement around the management of the Q & A part of the meeting.

Specifically the Association was concerned;

- that some questions from the floor appeared to be of a 'personal' nature and not in keeping with the business of the meeting and;
- that the number of questions allowed by the Chairman seemed to prematurely curtailed, and;
- the formality around the show of hands for the Articles of Association motion could've had more clarity.

We agreed that JohnB and RK would meet offline to discuss areas for improvement and report back to this forum in good time and before the next AGM. We specifically agreed that they would investigate the potential for making the formality of the meeting proceed quite quickly and thus allow a majority of the available time to be spent on Shareholders questioning and receiving answer from the Board on relevant matters.

JohnB queried the status of the changes to the Articles and Grant Ingles, called into the meeting by Mr Elstone, confirmed that this had been completed and provided James Asquith (JA) with a hard copy of same. JA will, in good time, post copies of the new Articles on [efcsa.org](http://efcsa.org)

Finally, Mr Elstone confirmed that the Accounts are scheduled for publication in the autumn and that the Board will in good time consider the timing of the next AGM.

### **Ticketing and Away Fans' Initiative Update**

As he has consistently explained in previous meetings Mr Elstone remains disappointed with the inconsistent implementation of the scheme with the Premier League not being interested in applying uniformity across all Clubs. He noted this is the second year of the current 3-year initiative and Everton will not support it in its current guise after next season. The Everton scheme plan for 2014-2015 was again lauded by the Premier League as being the most comprehensive of all clubs. Mr Elstone further noted that the effectiveness of the initiative, in increasing away match attendances, is really quite difficult to gauge on a year-by-year basis as a number of other variables inevitably come into play.

RK noted that the details of the first "Everton Road Trip" to Burnley will be announced within the next few days.

### **Fans' Forum Update**

JohnB queried the progress of the Review done by the Club into the operation of the Fans' Forum; in particular he asked when the results of the review (including Survey of Fans) and the proposed changes would be made public.

RK announced that the Survey Results would be published today (September 26<sup>th</sup>), he gave some details of the outcome with the most interesting one being that a "large majority" of fans wanted this to be an Elected Forum.

He explained the high level approach to electing members will be;

- Fans apply to be members of the Fans' Forum via [evertonfc.com](http://evertonfc.com)
- All applicants are assessed against published criteria to reduce the election to 20 candidates
- The selected candidates are then elected via a process monitored by the Electoral Reform Society
- First elections, for six new members, will take place to allow new members to be in post for January 2015

Existing members of the Forum will complete their 3-year term (this will mean the Forum will have 14 members for a period) and all future members serve a reduced 2-year term as part of a 12 member forum.

### **Update on proposed new stadium.**

JohnB queried Mr Elstone as to whether he was able to tell us anything that we didn't know with regards to the potential move to Walton Hall Park? Not surprisingly he said he couldn't and that the position was pretty much the same as it was when he interviewed on radio after the last AGM. He confirmed that the recent

announcement was driven by Liverpool City Council having to publish their City Plan which included their need to regenerate the Walton Hall Park area and of course includes the stadium opportunity.

He said that he had been working with the Council for 12-18 months and was enthused by the potential but there was still a long way to go before a Planning Application could be submitted and indeed, as ever, funding streams and the business case remained a high priority. He said "we wouldn't be doing this if we didn't think we would have a chance"

RK noted that Stakeholder Consultation would start soon and that Club really is keen to understand from the fans what a desired match experience should be in a new stadium. What followed was a healthy and interactive debate around what "having the most atmospheric home end in football" could mean and it's clear that there are likely to be diverse views on this across the whole fan base. Mr Elstone has his view and referenced Borussia Dortmund as being an example of where his preferences lie. JohnB noted that having the whole of the Park End and the Gwladys Street behind the same goal in a new stadium certainly appealed to him!

The Association offered and RK readily accepted the offer to work with the club on, and support, the communications strategy around this subject.

## **AOB**

- JV noted that the Friends & Family section of eTicketing is hard to read due to the colouring used. RK promised to investigate.
- JV queried the large advertising hoarding behind the Park End was not advertising the club as it had in the past. RK noted that this isn't owned by the Club although we do use it.
- JA suggested that club could create some form of "Away Fans Initiative" for the European Games to promote both our great club and the City of Liverpool with reciprocal arrangements for away games. Mr Elstone thought this was an excellent idea, as did RK who will discuss and (perhaps) develop off-line with JA
- Mr Elstone noted that there was a significant drop-off in lounge member attendance at the Wolfsburg home game and indeed 9,000 season ticket holders didn't attend the game. The club is seeking to understand why this happened.
- RK noted that mural at the end of the Main Stand in Goodison Road will be changed for the home game against Villa and will feature "The Holy Trinity"

## **Next Meeting and Actions**

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|--|-------------|-------------|
| 1. Suggestions for improving EFCSA Young Player of the Year Award presentation | JohnV       |             |
| 2. Plan Shareholder Visits to Finch Farm                                       | RK / JohnV  |             |
| 3. Plan lean format for next EFC AGM   | RK / JohnB  |             |
| 4. Confirm status of changes to Articles of Association                        | Mr. Elstone | <b>DONE</b> |

The next meeting needs to be confirmed but will take place in three months time.