

# Quarterly Meeting

## Meeting Notes and Actions

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

Location: Goodison Park

23 March 2015 10:00am – 11:30pm

**Attendees:** John Blain Chairman, EFCSA  
Mark Edwards Executive Committee Member, EFCSA  
Robert Elstone CEO, Everton FC  
Richard Kenyon Everton FC  
Keith Seymour Executive Committee Member, EFCSA

### AGENDA

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| 1. Introductions                               | JohnB  |
| 2. Planning for the EFC Annual General Meeting | JohnB  |
| 3. Update on proposed new stadium              | Robert |
| 4. Tony Heslop Memorial Award                  | JohnB  |
| 5. 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 Mark Edwards and Keith Seymour.

## **Summary**

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

### **Planning for the EFC Annual General Meeting**

John Blain briefly outlined the positive discussions that have taken place so far between himself and Richard Kenyon. We have been working towards a streamlining of the AGM meeting that will reduce the amount of effort required by the Club to prepare for such meetings whilst ensuring that the Shareholders are completely satisfied by the content of the meeting.

The Association has agreed to provide a Draft Agenda to the Club for consideration; this is completing a final draft review by the Executive Committee and will be shared with the Club in the coming weeks.

The Association is keen to make the meeting as lean and productive as possible with a focus on Financial Performance and making the Directors available for questioning by Shareholders.

The next AGM is due to take place later this year and soon after the publication of the Company Accounts that Mr Elstone noted are due for publication in the autumn. Mr Elstone is aware of the obligation to have an AGM within the calendar year of 2015 and some debate was had about what should happen if the accounts are delayed (as has happened previously) and are not available until, for example, early 2016. All agreed that the target outcome was an AGM in 2015 that takes place soon after the publication of the most recent accounts however the Association agreed to be pragmatic should a short delay in the accounts require a slippage in the AGM. The Association agreed to work with the Club as part of the planning process, and as we've now re-established the annual cycle, to use a venue that is suitable for the number of Shareholders likely to attend.

Mr Elstone reiterated that at this time he was expecting the accounts to be published in good time for a 2015 AGM.

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

Mr Elstone explained that the New Stadium Project continues to absorb lots of time and effort at the Club. Planning Consultants have been working with the Club as the project continues to move forwards with the intent of submitting a planning application during 2015.

As ever in these matters funding is a major challenge as is working with multiple stakeholders. The Club is close to making a decision about which of the Master Planners and Design Architects will be selected for the project. The process of submitting a planning application for such a major project is both expensive and time consuming and so the relationships with the Planners and Architects will only be formalised when the final commitment decision is made by the Club.

No decision has yet been made as to where the stadium will be exactly located should the project proceed at Walton Hall Park. That is a task for the Master Planners who Mr Elstone reminded the meeting will be briefed to work within the overall commitment the Club has made to ensure that a successful project includes the need to give a better park back to the community.

We talked briefly about funding options and Mr Elstone again noted that this would include naming rights for the stadium, which are becoming increasingly difficult to acquire, and of course the disposal of the Goodison Park site. He also noted that any new stadium is unlikely to generate a huge increase in revenue for the Club. Indeed the value is considered marginal but what is important is the future proofing that a new stadium will bring.

John Blain queried what the project timescale was for the production of the planning application. Mr Elstone estimated this at 9-months from a 'go-decision' that would only be made by the Board if they felt the project would have a successful outcome.

### **Tony Heslop Memorial Award**

Mark Edwards explained the intention of the Association (with the Heritage Society and the Ruleteros) to produce an award for Academy Players in memory of Tony Heslop.

Mr Elstone was completely supportive and thought this was a terrific idea. He stated again what a great loss Tony has been and that recognising his huge commitment and contribution to the Club seemed very fitting.

### **AOB**

#### **Thomas Cook Sport**

Keith Seymour commented upon the service provided by Thomas Cook Sport for the away legs of our recent Europa League Campaign. He expressed disappointment about their logistical organisation and reluctance to plan, announce and book their trips early. He gave an example being the trip to Bern that resulted in Thomas Cook failing to secure a hotel actually in Bern and so fans had to endure a 90 minute coach journey after the game to a hotel at Zurich Airport. He also highlighted the recent away game in Kiev as an example of fans, like himself, planning trips themselves because the 'Club Trip' was simply not good value.

Despite this Keith said he was impressed by the Everton Stewards who typically hosted the trips.

Mr Elstone recognised Keith's comments and discussions with Thomas Cook Sport will take place.

#### **Premier League Cost Control**

John Blain queried if the existing Premier League Cost Control Rules would carry forward into the next TV deal in 2017. Mr Elstone said that this would be subject to debate by the Premier League Clubs and that Everton is, in principle, supportive of it going forward especially if it can be adequately policed.

### **Next Meeting and Actions**

1. Produce Draft Agenda for next EFC AGM
2. Plan New Stadium Consultation with the EFCSA

JohnB  
Richard

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