

Quarterly Meeting

Meeting Notes and Actions

Everton Football Club and Everton FC Shareholders' Association

Location: Finch Farm

14 March 2014 08:30am – 10:05am

Attendees: Anne Asquith Vice-Chair, EFCSA
John Blain Chairman, EFCSA
Robert Elstone CEO, Everton FC
Mark Grayson Executive Committee Member, EFCSA
Mark Rowan Everton FC

AGENDA

1. Introductions JohnB
2. Update on progress towards 2014 General Meeting Robert
3. Update of Fans' Forum Review Robert
4. EFCSA Forum Planning – Safe Standing Demonstration JohnB
5. Away Match Experience, notably Liverpool, Stevenage and Arsenal All
6. Away Fans' Initiative, Season 2014/2015 Robert
7. Appointment of next Director of Communications Robert
8. Update on proposed new stadium. Robert
9. AOB

Introduction

This meeting is part of a series scheduled for 2014 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 Mark Rowan. John Blain attended with Vice-Chair Anne Asquith and Executive Committee Member Mark Grayson. The meeting was concluded early as Mr Elstone was committed to attend a subsequent meeting at 10am with Chang officials. Items 8 and 9 on the agenda were only discussed very briefly.

Summary

The meeting took place at Finch Farm and lasted for a little over 90 minutes.

Update on progress towards 2014 General Meeting

Mr Elstone informed the meeting that whilst informal discussions with the Chairman had taken place, there had been no formal discussions at board level concerning the timing of the 2014 Annual General Meeting (AGM).

After some dialogue Mr Elstone commented that the meeting could take place in the summer or, as has been the tradition, within a few weeks of the publication of the next Company Accounts which he expects to be in October. Should the accounts be delayed, as was the case this year, Mr Elstone confirmed that the AGM would definitely take place in 2014. Mr Elstone also commented that if the AGM takes place after the publication of the 2013/14 accounts, time would be made available to also discuss the 2012/13 accounts.

John Blain noted that they had written to Mr Kenwright on February 10th urging him to notify shareholders of the location and timing of the 2014 AGM and as yet had not received a response.

Update of Fans' Forum Review

Mark Rowan explained that after a management review in October 2013 it was decided to do a review of the Fans' Forum. He explained that the intention was to complete the review and have implemented any necessary changes in time for the start of the 2014/2015 season. He said that good progress has been made so far with benchmarking of best practice at other football clubs and other sports in both the UK and the USA having been completed. The views of the wider fan base will be added during the coming months via a questionnaire with his current expectation being that he and his team will be able to formulate recommendations, for management review, during May 2014.

The Fans' Forum is currently one less than its full compliment (of 14) and this will remain the case until after the review, the recommendations and any subsequent changes have been completed.

EFCSA Forum Planning – Safe Standing Demonstration

John Blain explained that the Association was considering including a demonstration of rail seats as a small part of a future EFCSA Forum. He commented that, like the Club, the Association does not have a formal position on the subject. However, the Association was currently counseling opinion from key-stakeholders and this included a meeting scheduled to take place with Alan Bowen the EFC Stadium Manager.

Mr. Elstone noted that like almost every leading club EFC had been asked to declare their stance on 'safe standing', at the moment, the club feels it has little relevance to EFC and accordingly, it has not been discussed.

Everton does not have an official opinion- for or against, on the matter. In that sense it is important to ensure that the trial, if it goes ahead, is independent of the Club and is not positioned in any way as an endorsement of, or an interest in, safe standing.

The Association reaffirmed their understanding of the Club's view and ensured that they would keep Mr. Elstone updated on progress.

Away Match Experience, notably Liverpool, Stevenage and Arsenal

The Club provided a report to the FA with regards to the challenges faced at Stevenage and the matter is in their hands.

With regards to the issues faced prior to the derby the general understanding was that the report initiated by the Mayor of Liverpool was due for publication. Mark Rowan committed to obtaining an update on the current status and referring that to the Association.

Mr Elstone informed us that he had expressed his concerns strongly to the Football Association and that the FA position is very much one of being led by the Safety Advisory Group. The Association noted they too had written to the FA and found their response inadequate and are in the process of agreeing a time and place for the EFCSA Chairman to meet formally with the FA's Director of Football Services.

Away Fans' Initiative 2014-2015

As he has explained in previous meetings Mr Elstone has been disappointed with the inconsistent implementation of the scheme this season.

He believes that the Premier League needs to give more direction to clubs as to what is expected out of this drive to increase away fans attendances. He has placed this subject on the agenda for the next meeting of the Premier League.

He noted that the Premier League had presented data indicating that so far this season both Home and Away fan attendances are higher than last season.

Appointment of next Director of Communications

Mr Elstone said that an organisational review had taken place that resulted in the appointment of a new Head of Legal and a Head of Strategy. The appointment of a replacement for Alan Myers would therefore be considered in the wider context.

He said he would hope to plug the gap as soon as possible but didn't have a view as to when this might be.

Update on proposed new stadium.

There was a very brief discussion concerning progress of a proposed new stadium during which Mr Elstone confirmed that discussions were ongoing with the Council and potential partners. There is a favoured site, about which he's excited, but he wasn't (obviously) able to confirm our views as to where it might be.

The Club is working with leading architects who in turn are working to the general brief of creating an atmospheric stadium. One key element of the brief is for fans to be as close to the pitch as possible, with a defined home end. The main stand should be of a high standard and including all the necessary corporate and hospitality facilities. Mr Elstone also confirmed that the Club will not be using the design from the Destination Kirkby proposals but a completely new design.

Mark Grayson explored the location but Mr Elstone wasn't been drawn, however Mark pushed strongly the view that should the Club wish to relocate from Goodison Park then the board should try to deliver the stadium as close to the city centre as possible where it could be serviced by a better transport infrastructure.

As this conversation was brief, Mr Elstone agreed to meet again with shareholders specifically to discuss progress on a new stadium.

AOB

StubHub

The Association expressed some concern about the high pricing of some tickets on the StubHub platform. Mark Rowan commented that the club monitored this and that on average tickets were being sold for close to face value. The Association queried whether statistics were available that could be shared; he said he would investigate although Mr Elstone warned that StubHub may consider certain statistics to be commercially sensitive.

Player Appearances

Whilst discussing fans forum issues, Mr Grayson raised the issue of player appearances, typically at hospitals and local schools with Mark Rowan noting that these had increased this year in comparison with 2012-2013.

Mr Grayson explained that his son had spent a considerable time in Alder Hey over recent years and that whilst there he noted that there were multiple visits made by the youth team of Liverpool FC but none by the youth team of Everton FC. Mr Grayson expressed the view that whilst the Club do very well with EITC initiatives, this is something he would like to see the Club improve upon.

Mr Grayson believes that a programme should be adopted by the academy whereby youth players are required to regularly attend schools and hospitals to visit children in order to develop their personal confidence, social skills and responsibilities whilst representing the Club. Mr Grayson believed that such a programme, whilst grounding the players, would also generate goodwill and an allegiance amongst the children in the community to ensure that the Club builds on its existing fan base.

Mr Elstone thought this was a good idea and promised to bring the matter to the attention of the Academy Management when he meets with them next week.

Next Meeting and Actions

The next meeting is scheduled to take place at Goodison Park at 10am on June 13th 2014