

# Meeting Notes and Actions

## Everton Football Club and Everton FC Shareholders' Association

**Location:** Royal Liver Building – September 29th, 2022 – 16:00

**Attendees:** Dave Kelly, Chair, EFCSA  
Julie Hobson, Vice Chair, EFCSA  
Ian Seymour, Secretary, EFCSA  
John Blain, EFCSA  
Robbie Daniels, EFCSA  
Barry Hancox, EFCSA  
Tom Hughes, EFCSA  
Paul Murphy, EFCSA  
Michael Owen, EFCSA  
Tony Rimmer, EFCSA  
Keith Seymour, EFCSA  
Richard Kenyon, Director of Communications, Revenue and International Growth, Everton FC  
Aidan Miller, Head of Finance Stadium Development, Everton FC  
Scott McLeod, Head of Communication and Engagement, Everton FC

**Apologies:** Ian Webster, Treasurer, EFCSA  
Dave Gillam, EFCSA  
Phil Parker, EFCSA  
Professor Denise Barrett-Baxendale, CEO, Everton FC

### Agenda

1. Introductions & Apologies
2. Elevate Sports – Their remit
3. Stadium Update
4. Stadium Funding Update
5. Transition from Goodison Park to Bramley Moore Dock Update
6. AOB

### Introductions

Richard provided an apology on behalf of Denise who was unable to attend. The Association were disappointed that she was not able to attend and understood that as CEO urgent business can quickly arise, however, the consensus was that she should attend more often than not.

Julie Hobson suggested that we should have a generic fixed Agenda and any additional matters added at least a week prior to the meeting. This was agreed by all.

Richard went on record to specifically thank John Blain for his 10 year tenure as Chair of the Association and congratulated Dave Kelly on his appointment as the new Chair.

## **Stadium Update**

Aidan provided a summary of the progress made to date and stated that the project was on track to be completed on time and that they were approximately 1/3 of the way through.

He stated that they had spent some considerable time repairing the brickwork of The Hydraulic Tower and that no decision had yet been made regarding its use. It was said that the club was looking at making it as useful as possible within the space it provided.

We asked about the construction of the stadium roof ?

**CLUB RESPONSE** – Aidan said that this was under construction now at ground level and subject to the winter weather conditions it was anticipated that it would be lifted into place and completed in the spring of 2023.

We asked if there had been any safety issues to date ?

**CLUB RESPONSE:** Aidan stated that there had been no major incidents and only a small handful of minor accidents which considering the size of the project was very pleasing.

We asked the reasons for the union protest outside the site ?

**CLUB RESPONSE:** Scott said that Lang O'Rourke had offered some limited access to the site, however, Unite was seeking broader access in order to speak to their members and this was the sticking point at present.

## **Stadium Funding**

We asked if any progress had been made regarding additional investment that Mr Moshiri was seeking ?

**CLUB RESPONSE:** Aiden said that they would consider investment partners for the stadium but that it must be the right solution at the right time. He also provided an update on other potential financing solutions.

We discussed the commercial business plan and Richard offered to provide more detail on some of the principles within it at our next meeting.

## **Elevate Sports**

Richard stated that the club had bought in this agency experience and expertise with the primary remit to help the club to secure the best stadium naming rights deal possible. They are also supporting the club's sales processes around the bars, restaurants and hospitality areas in the stadium.

We asked what the length of the naming rights contract likely to be ?

**CLUB RESPONSE:** Richard stated that the club will be looking for a deal which offers a good term and value for Everton but wouldn't give specific details on potential fees or tenure.

## **Transition from Goodison Park to Bramley Moore Dock**

We asked what plans are in place regarding seating arrangements ?

**CLUB RESPONSE** – Richard stated that their intention was to try and provide as many fans as possible with seats within the area that they wanted and to that end they would be starting a more detailed insight process through surveys with fans in the coming months.

He advised that at present there were approximately 20k on the season ticket waiting list.

## **Any Other Business**

Due to time constraints there was no other business discussed.