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| **Meeting:** | **Everton Fans’ Forum meeting**  |
| **Date:** | **Tuesday 25 September 2018. 6pm-8pm.**  |
| **Venue:** | **Everton HQ, The Royal Liver Buildings** |
| **Present:** | **Forum members** – Gary Evans (GE), Mark Cartman (MC), Ruth Eardley (RE), Nick Mernock (NM), Annemharie Richardson (AR), Annmarie Flynn (AF), Lisa Vaughan (LV), Louis Reed-Foster (LRF), Jeanette Salmon (JS). Mike Thomas (MT), Kieran Riley (KR), Lewis Owen (LO), Steve Ely (SE),**Club representatives** – Denise Barrett-Baxendale (DBB), Scott Mcleod (SMc), Christine Prior (CP), Mo Maghazachi (MM)**Apologies –**  Ian Ball (IB), Robert Eagleton (RE), Tom Moore (TM), |

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| 1  | **Actions covered in the September Meeting** **ACTION: CP to investigate options for reminders to travelling supporters for when games are on sale.** RESPONSE: CP explained she is working with the Insight team at the Club to identify the core group of supporters who travel to every away fixture and the best way of contacting those supporters either via email or SMS. **ACTION: CP to review the Fans’ Forum recruitment timeline and book in the necessary promotional support from the Club.** RESPONSE: CP confirmed that the press release and supporting materials that are needed for the recruitment process are booked in with the relevant departments across the Club. **ACTION: CP to share events template document with MC & GE.**RESPONSE: MC confirmed he has sent proposal to CP to review, CP confirmed that this is being reviewed by SMc. **ACTION: GE to send CP list of requests for marketing materials needed for Tea for Fans.** RESPONSE: GE confirmed that hoodies, name badges and leaflets have been ordered. **ACTION: SMc to update the group on the progress with offering support to the On the Ball campaign.** RESPONSE: SMc confirmed that the Club are going into a partnership with Lil-lets to supply free products to female supporters in the stadium on a matchday**.**  |
| 2 | **Introduction and Welcome – Denise Barrett-Baxendale (CEO)** GE welcomed Denise Barrett-Baxendale (CEO) to the forum meeting and the group congratulated Denise on her promotion to CEO of the Football Club. DBB gave the group an insight in to her appointment and the work that she has done since the announcement in June. DBB talked about the appointment of Marcel Brands, the Director of Football at the Club and the Manager, Marco Silva. DBB updated the group on the structure of the Leadership Team at the Club and the appointments she has made to the team since being in post. The group discussed their recent meeting with New Stadium director, Colin Chong and the next steps in the New Stadium project. DBB also encouraged the group to continue to hold their meetings at the new Everton HQ at the Royal Liver Buildings and what a positive and productive move it has been to have staff members under one roof at the new office space.GE informed the group that he will be carrying out a podcast with DBB ahead of the next meeting which will be shared on the Fans’ Forum channels. **ACTION: SMc to confirm timings for DBB to be interviewed for podcast by GE.**  |
| 3 | **Ticketing/Season Tickets for 2019/20** SMc informed the group that the discussion around the 2019/20 Season Ticket campaign has started internally and information will be landing earlier to supporters who are opted in to the auto renewal scheme. The group discussed Season Ticket pricing and the members stated that they would be anticipating an increase as the prices have been frozen for a few years. SMc explained that no final decision has been made and the group stated that they felt it was important that the kids’ prices remained affordable for families. The group asked if the 12-month renewal period became increasingly popular would the Club need to issue new season cards every year or maybe offer a ticket for life as an option. Others felt cards are collector’s items so if this was ever the case supporters would need the option to receive a new card or not. The group discussed the recent ticketing issues supporters have raised to the Forum. These included the timing of Auto cup payments being taken, if the £30 cap for away match tickets is continuing, issues purchasing multiple ticketing products online at the same time, ticket touting and inconsistent information.  |
| 5 | **Calendar of agenda items** CP explained that she is putting together a calendar of agenda items for the meeting which will ensure that the group are meeting regularly with a wide range of departments and staff at the Club, including representatives from the Leadership Team.  |
| 6 | **The Holy Trinity Statue** SMc shared images of the Holy Trinity Statue with the Forum. SMc presented artist impressions of the statues in situ at the Stadium and explained the process for the reconfiguration of the road in that area. The group asked for timelines on when the work would be carried out and SMc explained that this is being looked at by the external construction consultants and he should hopefully be able to update the group shortly. **ACTION: SMc to update GE with any updates on the Holy Trinity Statue project.**  |
| 7 | **Catering Issues** The group reported various catering issues on a matchday including queuing at half-time, customer service, food offering for snacks and the pricing. CP informed the group that she has sent their feedback to Sodexo and that representatives will be attending the next meeting**.**  |
| 8 | **Half-time Entertainment** RE gave negative feedback regarding the current half-time game ‘Toffee Recall’, with members of the group stating that they found the game too cheesy and asked for the Club to replace it. SMc asked the group what an alternative would be, and the group were all in favour of hit the bar or an alternative that avoids using the sound system in the stadium.  |
| 9 | **Fanatics** MC informed the group that he will be taking up a new job in the buying team at Fanatics. MC stated he will be starting in a few weeks’ time and this should provide the group with more insight into the retail operation and assist with responding to supporter queries. All Forum members congratulated MC on his new role. CP informed the group that Fanatics will be inviting representatives of the Forum to the Christmas filming date taking place in October. This will give the group the chance to meet key staff members from Fanatics as well as having the opportunity to have a better understanding of how retail campaigns are put together.**ACTION: CP to share confirmed dates for the Fanatics Christmas filming with the Forum.** RE asked when the Club will be restocking children’s kits instore as they are currently out of a lot of stock in key sizes. CP stated she will ask for an update from the Partnerships team. |
| 10 | **Fans’ Forum presents event** MC informed the group that he has drafted an event proposal and sent it through to CP to be reviewed. CP stated that she has shared it with other members staff and is awaiting their feedback. **ACTION: CP to share Club feedback on event proposal with MC and GE.**  |
| 11 | **Tea for Fans Feedback** The group discussed the potential of expanding the presence to other areas around the stadium on a matchday. The group stated that the Church is a great location, but the attendance numbers should be monitored so the group are engaging with as many different supporters on a matchday as possible.  |
| 12 | **EitC Lottery** MC informed the group that he was discussing the EitC lottery with a seller from EitC in the Club shop. MC queried if there is anything the Forum can do to support the promotion of the EitC Lottery. SMc stated that the EitC lottery is currently being reviewed and potentially being relaunched in coming months, so it may be better to discuss this at a future meeting once we have more details. |
| 13 | **Floodlights** The group raised the issue of floodlights in the stadium being too bright and queried why they must be on for earlier kick-offs. SMc explained that due to the floodlight system, they are unable to switch them on in a short amount of time. CP stated she will query the reasons with the Stadium Operations team as she is unsure on the process or if it is a regulation for them to be on.  |
| 14 | **Smoking in toilets** AR reported that the smoking in the female toilets in the Family Enclosure stand has started again after reporting this at a previous meeting. CP stated that she will inform the Stadium Operations team to monitor this at future games and thanked AR for bringing it to the attention of the group. **ACTION: CP to inform the Stadium Operations team of the reports of smoking in the Family Enclosure toilets.**  |
| 15 | **Fundraising for Noah** AR informed the group of a young supporter who is currently fundraising for a new wheelchair. The group agreed that the Forum should support this fundraising campaign on social media to assist the family reaching their target. **ACTION: Forum members to share social media messages to encourage other supporters to help with Noah’s fundraising campaign.**  |
| 16 | **AOB** **Mascots** GE stated that he was contacted by a supporter who asked why the Club does not have 11 mascots each game. CP explained that the Club has three mascots and a Toffee Lady each fixture and due to the amount of activity and access given to the children as a part of their experience the numbers need to be limited. CP informed the group that this is something that has been discussed and the Club do fill all 11 spaces when possible for cup fixtures etc and it is something that will be reviewed again ahead of next season.  |