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| **Meeting:** | **Everton Fans’ Forum meeting** |
| **Date:** | **Thursday 22 February 2018** |
| **Venue:** | **Brian Labone Lounge, Goodison Park** |
| **Present:** | **Forum members** – Nick Mernock (NM), Annemharie Richardson (AR), Jeanette Salmon (JS), Lewis Owen (LO), Ian Ball (IB), Mark Cartman (MC), Robert Eagleton (RE), Louis Reed- Foster (LRF), Gary Evans (GE), Lisa Vaughan (LV), Tom Moore (TM), Steve Ely (SE), Mike Thomas (MT), Annemarie Flynn (AF), Kieran Riley (KR).  **Club representatives** – Christine Prior (CP), Scott Mcleod (SMc), Niall O’Donnell (NOD). |

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| **Actions from previous meeting** | **ACTION:** Forum members to identify who would like to be involved in Mystery Shop exercises on a matchday to contact CP/RM  **RESPONSE: Item on agenda to be discussed under ‘Points of Contact’.**  **ACTION:** Forum to nominate representative to be the liaison between supporters and Sodexo to report issues that are raised by fans.  **RESPONSE: Item on agenda to be discussed under ‘Points of Contact’.**  **ACTION:** CP to circulate details to members who want to attend the meeting.  **RESPONSE: CP circulated details of the meeting that is due to take place on Monday (26/02).**  **ACTION:** Forum members to collate feedback from Everton supporters and send to CP/GD who will pick up with the Stadium Operations Team.  **RESPONSE: CP still waiting for Forum members to send over their feedback.**  **ACTION:** RK to update the group on stadium banners at next meeting.  **RESPONSE: CP updated the group that she has discussed this with the Stadium Operations Team. The Club currently bans offensive or politically motivated banners from being displayed in the stadium. The Stadium Operations Team will ensure checks are taken place on entry to prevent such banners being displayed.**  **ACTION:** CP to inform the Stadium Operations Team and request additional female steward to check the toilets in FE8.  **RESPONSE: AR thanked CP for her help and informed the group that the stewards have now stopped the smoking in the toilets.** |
| 1 | **SportPesa**  Shaun Simmonds (SS), Head of Marketing at SportPesa attended to give a presentation to the group. The presentation included information on the SportPesa brand overview, an insight into the partnership so far and a focus on plans for the future.  SS explained that SportPesa chose Everton because of its unique values, history, community engagement, the passionate fanbase and the innovation and style of the Club.  SS addressed the issues that SportPesa have had with social media, explaining the necessary measures have taken place to ensure the incidents aren’t repeated in the future. SS reassured the Forum that internal processes have been drastically improved, and a new comprehensive policy and rigid sign-off process has been implemented, whereby all posts are queued, and accountable managers must sign-off each post.  SS reiterated SportPesa’s commitment to empowering locals and informed the group that they are currently based in the Royal Liver Building and planning to expand further on to another floor. SS explained the positives of the partnership so far including the free away travel that they have provided for the Swansea and Chelsea fixtures, three shirt sponsorship swaps (Bradley Lowery, EitC and Kits for Africa), employing local people and increasing the awareness of Everton in Tanzania, as well as giving out free Everton away shirts both in Liverpool and Tanzania. SS also mentioned a local partnership with the Liverpool Echo to help local sports writers.  The group watched video highlights of the partnership so far.  Forum members thanked SS for attending and invited the team from SportPesa back to a future meeting. |
| 2 | **School Supporters’ Club Update**  LV informed the group that she has been working with CP and NOD to give feedback on the School Supporters’ Club initiative. LV has been signed up to the School Supporters’ Club initiative for three years and spoke highly of how the initiative supports the children in her class by providing them with opportunities to engage with the Club.  LV informed the group that the initiative has evolved further by becoming more interactive, most recently with the newsletters which include activities and player messages. The initiative has also allowed children from her school to attend fixtures at Goodison Park. |
| 3 | **Points of Contact**  CP and the Forum members discussed creating a points of contact list for the Forum, based on the positive feedback from TM becoming the Ticketing representative for the Forum in recent months. This gives each member of the Forum a profile and enables them to be a key representative for fans in a specific area. CP asked Forum members to let her know if they have an interest in any specific areas they are interested in and feel need representation. The group discussed big projects (such as new Stadium) continuing to be points of discussion at the main monthly meetings and other meetings when required.  **ACTION: Forum members to contact CP if they have an interest in becoming a point of contact for any of the key areas identified.** |
| 4 | **International Supporters’ Representative**  SMc confirmed that the Club has the technology and the location for members of the Fans’ Forum to contact/meet international fans on a matchday and non-matchday.  MC to follow up with some of the international applicants for the Fans’ Forum and NOD agreed to keep MC informed about visits from International Supporters’ Clubs to Goodison Park, as there are several groups visiting Goodison Park before the end of the Season.  SMc mentioned that it is important to engage with the right people in the right territories and social media would be a good option.  **ACTION: NOD to send the details of the international Fans’ Forum applicants to MC.**  **ACTION: NOD to keep MC up-to-date with International Supporters’ Club visits to Goodison Park.** |
| 5 | **Recruitment Process Review**  CP asked for feedback from those involved in this year’s recruitment process and the new members on their thoughts on how the process it went.  SE stated how it was very professional but queried the re-election of current members due to the need for rotation. NM explained that it is about getting the balance right between continuity/experience and new ideas. GE added that all members who applied for re-election had to go through the same process and that there were four members who decided not to go for re-election.  MT mentioned how it would be better to have more of a personal profile on the candidates page rather than just 100 words, whilst SE added that the vote needs to be more visible on evertonfc.com.  GE suggested that the Fans’ Forum should have their own website domain but SMc mentioned how this would affect the Search Engine Optimisation to their page and the page would have more traffic visiting evertonfc.com for Fans’ Forum news and information.  Forum members suggested beginning the recruitment process earlier this year to give them more time to promote applications, whilst the group highlighted that having the same interview panel was a positive as it provided greater consistency.  Forum members stated they had been contacted by supporters who had asked if they will be releasing additional information on the number of supporters who had voted as part of the process. SMc stated that it was agreed at the beginning of the process that the information released would be based on the previous season recruitment process to keep the information consistent. The group shared the percentages of the vote for each candidate as a part of the process, all additional feedback can be considered as part of the 2018/19 recruitment process. |
| 6 | **Stadium Consultation**  MC asked what the next steps are following the close of the survey on Friday 23 February. SMc explained that the next steps are to collate the survey results over the next few weeks and confirm dates with Dan Meis and the team of architects for workshop events. |
| 7 | **Club Mascot**  RE asked if the Club will be replacing Changy as a matchday mascot. CP explained that this has been discussed with the Junior Fans’ Forum but there will not be a new in place before the end of the season. CP mentioned that this can be added back to the agenda for a future meeting during the close season. |
| 8 | **Celebrating Mother’s Day**  LRF asked if the Club has any activity planned for Mother’s Day. CP informed the group that the Brighton fixture will celebrate the Academy but confirmed that specific Mother’s Day content has been planned for the week. CP agreed to supply the Forum with giveaways that they can use on Twitter.  **ACTION: CP to work with the Forum to create social media giveaway for Mother’s Day.** |
| 9 | **Fans’ Forum Social Media**  NM explained that a separate meeting will be set up with Forum members to discuss this further. CP mentioned that it is important to get the tone right and added that the Club are happy to support the Forum with their plans if needed.  The group agreed to hold a Communications meeting on Monday (26/02) at 5pm.  **ACTION: Forum to meet to discuss social media strategy and expansion for 2018.** |
| 10 | **Atmosphere Meeting**  SMc explained that it is important to get things happening and mentioned how meetings so far have been positive with the next meeting due to take place on Monday (26/02).  NM informed the rest of the group that there is an action from the first meeting to create a survey to go out to the wider fanbase for ideas and suggestions. TM asked for an update on the survey and SMc informed the group that they are in the process of building the survey and test links will be sent to representatives from the Forum for their feedback. |
| 11 | **Season Ticket Sales**  SMc informed the group that Season Ticket Sales are exactly where they are expected to be and explained that the Club has recently appointed a new Head of Marketing, who is overseeing the ‘Home’ campaign.  TM raised that his partner had a positive call from the ticket office following a seat transfer and thanked the Club for the personal touch and update. |
| 12 | **Election of Chairperson**  The group discussed the election process of the roles for Chair and Vice Chair of the Forum.  SMc proposed that those interested in running for the roles of Chair and Vice Chair should inform the Club by next week. Following this, they should put forward what they feel they can bring to the role and then the Forum can vote anonymously on who they would like to elect.  SMc highlighted that the role as Chair is demanding and time consuming, so a lot of commitment is required. |
| AOB | **Future Meetings**  CP mentioned that Jen Edwards from the Partnerships team will be attending the next meeting. CP also agreed to pull together a calendar of agenda items covering who will be attending the Forum each month, this will ensure the meetings are proactive and consistently attended by key staff members and partner representatives.  **ACTION: CP to create calendar of future meetings and circulate to the group.** |