

Fan Advisory Board meeting – March 22nd 2026

Members present:

Jenny Gower

Gerry Brown

Natasha Cherryman

Mya Choudhury

Dan Clarke

Jo Davis (Chair)

Sally Freedman

Andy Goodchild

Lucy Holford

Jonathan Poole

Emily Wadge

Apologies for absence:

James Cassidy

1. EDI update

- Eve Roberts, EDI Manager, joined the meeting and gave an update on current activity.
- We discussed FAB involvement with community-based events, such as Iftar and it was agreed that FAB representatives would continue to be involved in such events to supporting raising the profile of EDI based activities.
- There are a number of focus groups within EDI, either existing or planned, and Eve stressed that FAB members are welcome to join specific groups. Play with Pride was mentioned as one group which will be meeting in the near future. **Action - Jo/Jonathan to follow up with other Eve and other FAB members to confirm FAB involvement.**

2. Recruitment

- Eve is supporting the FAB recruitment process for the 2026/26 season. She led a discussion about the application process, which will be targeted at a broad range of applicants this year.

- There was a wider discussion about the need for FAB members to be based locally, the size of our geographic reach and the time commitment we need from FAB members. It was agreed that whilst certain criteria are important, the success of the FAB is still more about the individual person than anything. However, minimum levels of engagement need to be reiterated during the forthcoming recruitment process.
- There will be a skills-based assessment as part of the recruitment process this year, which Eve will lead. The FAB was asked their opinions on the weighting of certain recruitment criteria to evaluate all applicants. We agreed on the following approach:
 - Values and integrity - 20%
 - Lived experience - 10%
 - Commitment to working groups -30%
 - Capacity and time - 25%
 - Collaboration - 15%
- Candidates will be shortlisted in the first instance, prior to being invited for an assessment day. Based on availability, May 26th is the preferred date, with an afternoon start, going into the evening.
- We have a template application form, which may need to be refined this year to ensure our approach satisfies EDI requirements.
- We shall review our recruitment in accordance with Premier League guidelines, to ensure that we are adhering to all requirements for advisory boards.
- All existing members had the opportunity to confirm their ongoing FAB involvement for the 2026/27 season. In respect of Jo Davis, Gerry Brown and Andy Goodchild, their 3 year tenure ends at the end of this season. In view of their significant contribution to the FAB over the last 3 years, it was agreed that both the club and the FAB would like to retain them all in an agreed capacity, likely as key parts of ongoing working groups. Action - Jo/Jonathan to liaise with Jenny to agree a firm position for the 2026/27 season.

3. Heritage tiles

- Jenny gave a detailed update of the current position.
- The heritage tiles will be reproduced and relocated close to the West reception (opposite wall and heading towards the South stand).
- The club is committed to finding a solution, using appropriate materials for the long-term future.

- Whilst the club has a full database regarding the wording on the tiles, they do not have information which allows them to follow up individually with people who acquired tiles in the past.
- The new solution will be a significant improvement, with a less exposed location, which is visible for all fans on matchdays.
- The FAB reviewed all options for the future tiles. The preferred one was Corion sheets, although it was acknowledged that this is a relatively high cost option.
- There is a clear desire, on the part of the club, to make the heritage tiles a recognised component of the club's branding.
- It is hoped that the heritage tiles will be in place at some point next season depending on building work in the area **and that the old tiles will not be removed until after this has taken place.** **Action - Jonathan/Jo to work with Jenny regarding a comms update, using the new FAB website. Jenny to provide imagery of the tiles in situ once available from the selected supplier.**

4. Working Groups

Atmosphere & Fan Engagement

- Andy Goodchild provided an update.
- For the 250 North Stand flags, Andy and James Cassidy are now working with seat numbers, names and photos of all fans. The uptake has improved for recent home matches, with approximately 50 flag bearers for the Liverpool match.
- The aim is to have all 250 flags with designated flag bearers to boost the atmosphere during home matches.
- Andy requested whether the club can communicate with all 250 flag bearers to thank them for their involvement. **Action - Jo/Jonathan to follow up with Jenny.**
- Andy also updated the FAB regarding the crowd surfing flag initiative.
- North Nine group are supporting it. They have come up with a design, which Andy will run past the club. **Action - Andy Goodchild to follow up with Jenny.**
- We discussed wider competition for a for a flag design. Andy shared a possible design with the group with was well received.
- Jenny confirmed that Jerry Newman, new CMO, is passionate about the atmosphere project and wants to be personally involved. **Action - Jenny to arrange for Jerry Newman to join a future FAB meeting to discuss atmosphere and fan engagement.**

Families

- We had a group discussion regarding the future direction of this working group.
- Junior FAB - There is no further update at this stage. Kyle Ward is happy to set up a separate meeting to provide an update to the FAB.
- Family rules are not currently well publicised.
- We can use the FAB website for FAQs.

WSL

- Jo Davis provided an update.
- For the Tottenham match at The Amex, Samaritans approached us about the possibility of running a workshop. We agreed that it wasn't the right approach on this occasion.
- Jo is speaking to Eve and Emma about voiceovers, recorded messages, which will make the campaign more personalised for a female audience.
- Jo requested that we put some content on the large screen. **Action - Jo/Jonathan to follow up with Jenny regarding this initiative.**
- A meeting with Clare from The Samaritans has been scheduled for April 8th to follow up on this initiative.
- We agreed to use the newly launched website to provide a positive news story on The Samaritans initiative when we have more information to hand.
- Jenny provided a high level update on season ticket renewals and the scheduling of future games at The Amex.
- We are targeting 4-6 WSL matches at The Amex during the 2026-27 season.
- The club is using the Tottenham game to target as many new fans as possible; Brownies, Rainbows; Sussex FA teams and local schools will be approached. There will be opportunities for fans to sign up as season ticket holders at this game.

EDI/Community

- Beyond the initiatives discussed earlier in the meeting with Eve, we had a general discussion regarding current activity.
- With Mark Butler having stood down from the FAB, we do not currently have a DSA representative. **FAB Action – Discuss a replacement for Mark with the DSA.**

5. AOB

- Jenny confirmed that when tickets come up for resale on the ticket exchange, the club cannot sell adult tickets at child prices but that junior tickets can be purchased as concessions.

- Gerry Brown confirmed that we are on track for the Supporters club event on April 14th. Russell Wood, Rose Read and Jenny Gower will attend.
- Dan Clarke updated the FAB on the website and all members thanked him for his considerable effort in launching a vastly improved FAB website.
- We agreed that a FAB article would be included in a future men's matchday programme. Sally Freedman is leading this initiative.

With no further business to be discussed, the meeting was closed.