

# Welcome

We're delighted to welcome you to 'Life with Football Legislation; preparing for meaningful fan engagement & consultation'.

As a specialist in fan engagement, Kevin Rye established the Fan Engagement Index for English football in 2019 and works with clubs, supporters' trusts and other companies and organisations in football. Rhion Jones brings an unmatched knowledge of public & stakeholder consultation over decades.

We want to understand and help to shape what is coming down the track in the industry, and bring both of our expertise and understanding of our respective fields to a wider audience. We have also grounded the event in the knowledge and expertise in and around the industry. That is why we have chosen the line-up of speakers that we have today: clubs, supporters' trusts, and experts in the fields of football governance & of communications.

We see the opportunity to shape this emerging area, working in collaboration with all of those speaking today, as well as those attending as delegates.

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We would like to thank our Lead Sponsor, Tractivity and our Event Sponsor, LCP. Also to all those who assisted us with the organising of this event.

We look forward to meeting you,  
**Kevin Rye & Rhion Jones**

# About today

## Full Programme

10.15 Assemble & networking

10.45 Start: Welcome & Introduction

11:00 Why regulation can be good for football - Aaryaman Banerji Head of Football Governance, Lane Clark & Peacock [LCP]

11:15 The journey towards better fan engagement – Kevin Rye, Think Fan Engagement

11:30 The basic concepts of public/stakeholder involvement – Rhion Jones, Consultation Guru

11:45 How we engage with our supporters – Mo Maghazachi, Head of Engagement, Everton FC & Ken Sweeney from the Everton Fan Advisory Board (FAB)

12:15 What engagement are supporters looking for? Mark Meehan, Chair, Chelsea Supporters Trust, Dave Pennington, Manchester United Supporters Trust, Kristine Green, Director, Grimsby Town FC.

13:00 Networking lunch

13:45 The emerging best practice model for fan engagement – David Lowes, Non-Executive Director & Board lead for Fan Engagement, Lincoln City FC, and Kevin Rye, Think Fan Engagement

14:15 The statutory requirement to consult; implications and best practice – Rhion Jones

14:45 Driving fan engagement through a strategic approach to communication – David Millar, Head of Communications, LCP

15:05 Workshop Roundtables: How will football change?

15:30 Conclusions and Close

# Our speakers



## **Aaryaman Banerji, Head of Football Governance, LCP**

Aaryaman is Head of Football Governance at LCP. In this role, he is involved in developing and expanding the Sports Division, with a focus on helping clients adapt to the changing regulatory landscape of the football industry. He works closely with the Sports Analytics team, collaborating on ways good governance and on-field tech-enabled innovation can dovetail into creating successful and sustainable sporting organisations.

His background is in football regulation, previously working as Football Policy Lead for a Westminster think-tank. He authored extensive reports on the introduction of the Independent Football Regulator, which were submitted to parliament and presented in the House of Lords. He also guest lectures on football governance and regulation on several university courses. Away from his work, he is a fan of Arsenal and Kolkata Knight Riders.



## **Kristine Green BEM, Director, Grimsby Town FC**

Kristine Green has been (until the end of May 2025), a supporter representative director on the board of Grimsby Town FC, and is works for the Grimsby Town Foundation as Community Projects Manager. Her involvement in the club and Foundation originally came through her voluntary roles on the board of the Mariners Trust and an SLO (Supporter Liaison Officer) at the club.

She achieved a first in Public Relations at Lincoln University. As part of her degree she studied policing and how language and statements from the police ahead of 'high risk' matches help or hinder crowd behaviour and the chances of disorder.



## **Rhion Jones, Consultation Guru**

Rhion Jones, known professionally as 'Consultation Guru' is the UK's most authoritative champion of public & stakeholder consultation

He was a Founder Director of The Consultation Institute and has written extensively on all aspects of public consultation. His entertaining presentations and stimulating training courses have assisted thousands of public engagement professionals and enhanced their career prospects. (*cont. over*)

# Our speakers

Alongside Elizabeth Gammell he wrote *The Art of Consultation* in 2008 and *The Politics of Consultation* in 2018. His thought-leadership pieces, particularly on Consultation Law are universally regarded as the most authoritative anywhere.

With thousands of significant consultations launched every year in the UK, and even more in other countries, Rhion applies his forensic skills and extensive knowledge to specific exercises. There is no-one better to advise on the quality of a consultation. Just ask.



## **David Lowes, Non-Executive Director & Board lead for Fan Engagement, Lincoln City FC**

Born in Lincoln, David is a lifelong Lincoln City fan.

David joined the Board in September 2018 and became the club's first ever fan engagement director in the summer of 2023, having led the club's work on the Fan Led Review and preparations for the government's Football Governance Bill.

David has enjoyed a successful career in marketing and general management, spanning more than 30 years. The majority of this has been spent in the consumer goods sector with Unilever where he worked in a variety of senior executive roles, managing some of the world's biggest food and beverage brands whilst residing in Moscow, the Hague, Singapore and London.

David also held the position of chief marketing officer Europe at Samsung where he led marketing strategy, communications and global and European major product launches and events.



## **Mo Maghazachi, Head of Engagement, Everton Football Club**

Mo has been with Everton for ten years, having started out in a Senior PR Manager position. Now the Club's Head of Engagement, as part of his role, he continues to lead the Club's PR function while also overseeing the team delivering Fan Engagement activity that connects the Club to its local, national and global audiences. Mo led on the award-winning communications and engagement plans for the new stadium from pre-planning through to the most recent test events, while also currently working on the legacy being left at Goodison Park and the opening of Everton's new home. (*cont. over*)

# Our speakers

Recently Mo has led on working with supporters groups to create Everton's first Fan Advisory Board (FAB). Before joining Everton, Mo held senior roles at communications agencies and media outlets covering sport, public affairs and grassroots development, bringing a wide-ranging perspective to his role at Everton.



## **Mark Meehan, Chair, Chelsea Supporters Trust (CST)**

Mark Meehan has sat on the Chelsea Supporters Trust board since 2019, becoming involved originally through his work on the Stamford Bridge Sleep Out that has to date raised £150k for homeless charities. He has been chair since 2022, and in May 2023, Mark was appointed to the Chelsea FC Fan Advisory Board.

He was the editor of the highly influential and award winning Chelsea Independent fanzine between 1994 and 1997 and has written previously for various football publications including Football Monthly, Action Replay, Four Four Two and regularly wrote for the official Chelsea magazine until a certain former Chairman barred him.

He was previously chair of Chelsea Independent Supporters Association and has long been an advocate for supporter representation within Chelsea FC (i.e a place on the Board). He published his first book "Blue Tomorrow the football, finance and future of Chelsea Football Club" in 2001 and has written and contributed to other Chelsea books including "Come Along and Sing this Song" "Chelsea Here Chelsea There" "Tales from the Shed" and "The Special Ones – Chelsea by the fans" and is co author of "Eddie Mac Eddie Mac" possibly the greatest Chelsea story ever told. He is a regular on the @ChelseaFancast podcast and has for a number of years now regularly written for CFCUK fanzine.

Previously, before retiring Mark has held senior management roles at many London Councils, as well as serving as a national homelessness adviser for the Department for Communities and Local Government for the last Labour Government. He is formerly Director of Housing Needs at the London Borough of Croydon and most recently Chief Housing Officer at Hammersmith and Fulham Council.



## **David Millar, Head of Fan Engagement at Lane Clark and Peacock (LCP)**

David is Head of Communications at LCP, and has recently also taken on the role of Head of Fan Engagement within LCP's Sports Consultancy division Advisory team. (*cont. over*)

# Our speakers

He has worked with all manner of organisations - large and small, private and public sector, in almost every sector of the economy – helping them to engage effectively with their audience (employees, members, policyholders or the public). No matter whether the task is to communicate consult about change, encourage action, or simply a requirement to communicate information, good communication can deliver better outcomes for the organisation and the audience alike.

The same elements which make up communication best practice apply to the world of fan engagement as much as any other communication task – amplified in many cases by the emotional nature of the fan/club relationship. By applying a strategic approach, we can help to achieve the organisation's priorities, deliver better engagement and satisfy regulatory needs, providing a foundation for future success.



**Dave Pennington - advisor, Manchester United Supporters Trust (MUST)**

Dave has been an active advocate and participant in fan engagement at both club and national level for more than twelve years.

He is an active member of Manchester United Supporters Trust (MUST) serving on its Board as a vice-chair in 2017 from 2017 to 2024 and retains an advisory role. He was prominent in MUST's response to the European Super League and the consequent reshaping of fan engagement with the club including collaborative development of a pioneering Fan Advisory Board, on which he has served since it was established in late 2021.

At national level, Dave has been active over many years in networks of club supporter groups in both the old Football Supporters Federation and Supporters Direct. In 2018 he was elected to the newly formed Football Supporters Association as a Premier League Network Manager and a Board director, stepping down in 2023.

He was part of a Board sub-group that led the FSA's input to the Fan Led Review drafting its evidence document and presenting to the FLR Panel. His personal contribution focussed in particular on fan engagement and corporate governance. That group has since maintained dialogue with DCMS through several stages of consultation leading to the current legislation, ensuring that fan engagement is part of the Regulator's remit.

# Our speakers



## **Kevin Rye, Think Fan Engagement**

Kev was part of the Wimbledon Independent Supporters Association (WISA) Committee that tried to prevent the franchising of the club's EFL place in 2001/2002, and helped in the reforming of the club as AFC Wimbledon.

He spent 11 years at pioneering Supporters Direct as a caseworker & Head of Policy & PR, helping to respond to the huge changes across English football. He helped establish & grow SD Europe over a three-year period and advised SD's work in Scotland and Wales.

He established Think Fan Engagement (TFE) in 2019 & since then helped to reshape fan engagement and its understanding in the game. TFE launched the Fan Engagement Index in 2019, the respected and independent measure of fan engagement.

TFE now advises a range of clients from football clubs to supporters' trusts and commercial organisations seeking to understand fans better. They also publish a podcast, run industry events, develop training, education and insights into fan engagement in football.

He is also a lecturer in Football Business and Media at UCFB Wembley, has a Diploma in Public Relations and is also a Fellow of the Royal Society of the Arts (RSA). He was an elected director of the Dons Trust, owners of AFC Wimbledon, from December 2022 to December 2024.



## **Ken Sweeney (Everton Fan Advisory Board, Supporters Club Committee (SCC) Representative)**

Ken had the privilege of representing the Supporters' Club Committee (SCC) on the Everton Stakeholder Steering Group (ESSG) to ensure the Everton Fan Advisory Board became a reality and now sits on the FAB as a representative of the SCC.

He has been a passionate Evertonian for over 50 years that goes to all Home and Away games and can even say he stood in the Boys Pen for many a year and survived!

He is a founder member of the SCC and has 28 years' experience of running an active Supporters Club. He has the knowledge and the passion to represent all supporters from inside & outside the Merseyside area as he has wide experience of representing fans directly to the Club at all levels. He has also helped organise two Bike Rides with the help of the SCC to raise over a 100k for Everton in the Community (EitC).

# About TFE & Consultation Guru

**Think Fan Engagement (TFE)** was founded by Kevin Rye, an expert in Fan Engagement & the relationship between fans and clubs, and creator of the Fan Engagement Index.

TFE advises and works with owners, administrators, other rights holders (leagues, associations), brands and other organisations who seek to understand fans and the relationships they have with their clubs. We strongly advocating a culture of listening.

We publish the annual Fan Engagement Index, published in August every year, covering English men's football, and the Fan Engagement Pod, available wherever you get your podcasts.

## Consultation Guru



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