

FAB Request	AVFC Response
<p>Our key message is simple: if prices are to rise, the club should also work to give something back to supporters in return. Fans have shown outstanding loyalty to Aston Villa through a wider cost-of-living squeeze and through a period in which the cost of following football has risen sharply. If the club is asking supporters to pay more, it should also show clearly how it is working with supporters and improving the offer made to them.</p> <p>We therefore believe there are five key areas in which the club could demonstrate that it is listening to supporters and help justify any increase in ticket prices.</p>	<p>We truly value the support of our match-going fans, they are the people who make Villa Park what it is and have contributed to so many memorable experiences like Thursday night over recent seasons.</p> <p>Please see below the club's detailed response to each of the discussion areas raised by the FAB in advance of our meeting on 14th May.</p>
<p>1. Improve the overall end-to-end supporter experience</p> <p>From purchasing tickets through to the matchday itself, the user experience remains below the standard supporters should expect. Fans continue to face a poor website and ticketing system, difficulties with digital ticketing, long queues at stadium entry points, long waits at concessions, and facilities for non-hospitality supporters that do not reflect the prices being charged. The Upper Doug Ellis, for example, has some of the highest seat prices in the stadium but has sub-standard facilities. If prices are rising, supporters are entitled to ask why these areas are not improving more quickly and more visibly.</p>	<p>Whilst we are aware – in part due to the discussions at FAB – that the overall end-to-end supporter experience can and must improve, in particular relating to the process of buying tickets, using the app and in some parts of the stadium the concourse experience, we would also like the FAB to recognise that in the past three years the club has invested heavily to improve Villa Park for all fans, which we outline in more detail below. As been shared at both the main FAB and the Ticketing Working Group, the club has worked hard to resolve issues with the ticketing and app experience, and there is a significant upgrade to both platforms that will be released after the end of the season. This will certainly improve purchase journey and functionality. We do challenge the point about long queues at the stadium entrance. We know there have been a small number of specific games with issues, but outside of those, monitored entry times are quicker than they ever have been, and the addition this season of WiFi at the gates and in-season app updates has only helped that. Having said that, we continue to work with our ticketing and access control providers to improve the service.</p> <p>Turning back to facilities, we know that prices have increased, but we also believe this reflects consistent and continuous improvements under the current ownership. We are very proud of Villa Park and it is a massive part of our identity that we have no plans to change, but operating a Premier League or UEFA matchday on a site that is almost 130 years old is a challenge and we ask the FAB to acknowledge there are certain physical limitations we simply cannot overcome.</p> <p>In terms of investment, since 2024 General Admission improvements totalling £6m include:</p> <ul style="list-style-type: none"> - Concourse toilets added and upgraded in the Doug Ellis Stand - All toilets upgraded in the Holte End - 50% of toilets upgraded in the Trinity Road Stand and new bathroom facilities added - By the beginning of the 2026/27 season, all seats will have been replaced around the stadium - Full redecoration of the Holte End, Doug Ellis and Trinity concourses - Expansion of the North Stand concourse space into what was previously the club office space - Additional kiosks and bottle bars added to Trinity Road Upper and Doug Ellis Upper - Upgrades to all kiosk equipment - Additional street food traders to expand concourse offer - Trinity Road Fan Zone with new bar <p>Furthermore, the club has made a significant investment and opened The Sports Illustrated Warehouse, a best-in-class facility which is free to access to all fans with a ticket on matchdays.</p> <p>Lastly, we remain committed to continue to improve and we are working closely with our partners from Levy on targeted improvements to concourse experiences for GA fans, with further investment scheduled for the next two summers. As a first step in making sure the FAB is part of those conversations, in April we held a session with the Fan Experience working group in which the club shared detailed fan feedback and invited Levy to share their initial plans and focus areas.</p>
<p>2. Protect matchday affordability</p> <p>Season ticket holders continue to pay significantly less per game than match-by-match supporters. While we recognise that season ticket prices may rise, we believe the club should commit to a freeze on matchday ticket prices for the 2026/27 season. £77 for Leeds United was already too high. We would also like to see the continuation of the £25 domestic cup pricing model, and a more balanced and transparent approach to European ticket pricing. The £99 charged for some Champions League fixtures in 2024/25 was already too high, and the high prices charged for Europa League games clearly impacted attendance. Can a fairer pricing model be considered for 2026/27 European fixtures, including bundles at reduced prices and/or a Season Ticket offer that includes European games.</p>	<p>Season Tickets</p> <p>As mentioned previously, we feel that Season Ticket prices are fair when compared to the wider Premier League and the sporting performance over the last season, with an average mean or median price ranked 7th in the league. As such, our intention is to increase Season Ticket prices by 5%, bringing the price of an Adult price Zone 1 season ticket to £997.50. We recognise that any price increase can be disappointing, but to help mitigate this, we are introducing or continuing a number of initiatives:</p> <ul style="list-style-type: none"> - The introduction of concession pricing in Price Zone 1 for the first time, making it easier for families to sit together in premium areas; - The introduction of a 23-match Season Ticket, incorporating the four guaranteed home group-stage fixtures. This will be offered at a discounted rate compared to purchasing those matches individually and will allow supporters to spread the cost using the Season Ticket credit facility; - The continuation of the Season Ticket credit facility at no cost to supporters. <p>Before we move to the plans for next season on match-by-match prices, we would like to address the specific price points brought up by the FAB:</p> <ol style="list-style-type: none"> 1. Leeds – we were very clear during the consultation process last year, and had agreement from the FAB, that we were looking at the way we categorised the matches, and that this would now reference elements other than the simply the name of the opposition. The Leeds game is a case in point: given it was a Saturday 3pm kick-off we felt it was appropriate to make it a Category 3 game – and this game sold faster than the average EPL match, second only to Manchester United for the entire season. In contrast, we made the Chelsea game a Category 4 match as it fell on a Wednesday evening. Despite the lower price, this sold slower than the average game, in our eyes justifying the decision to use the price categories in the way we have. 2. Europa League pricing – we do not believe that attendance in UEFA Europa League games has been affected by pricing but mainly by the appeal the competition has, and by external factors around a couple of the games (Young Boys and Tel Aviv). The FAB will note that UEFA Champions League was more expensive and sold out every game. On the specific point of the £97 ticket that has been picked up by media and fans, it is important for the FAB to note that this was not widespread, and in fact this price was restricted to less than 30 tickets made available to non-Season Ticket Holders in 1888 seats. We will be removing the price distinction in the 1888 seats from the 26/27 season and will be returning those seats to the regular price Zone 1 inventory. <p>Match-by-Match Ticketing (2026/27 Season)</p> <p>Match-by-match ticket availability will be significantly reduced for the 2026/27 season due to the previously announced closure of the North Stand. Average availability for Premier League fixtures is expected to be approximately 3,600. In light of reduced supply, we intend to increase match-by-match ticket prices by 5% across both Premier League and European fixtures for the 2026/27 season. However, we can confirm our intention to then freeze these prices for the 2027/28 season.</p> <p>Domestic Cup Competitions</p> <p>Ticket prices for domestic cup fixtures will be frozen at 2025/26 levels. Full details are also included in the pricing tables.</p>
<p>3. Extend and modernise concessions</p> <p>If the average age of season ticket holders is now 49, the club must ask where the next generation of Villa supporters is coming from. Your commitment to maintaining existing concessions for under-14s, under-18s, over-67s and Armed Forces are welcome, but they do not go far enough.</p> <p>We suggest:</p> <ul style="list-style-type: none"> - a lower price band for under 25s - properly priced family bundles to make it easier for parents to bring children - improvements to the ticketing system so that, similar to concerts and other live events, single seats are sold first before blocks of multiple seats are broken up, giving families and groups a fairer chance of sitting together - Concessions should be available in all sections of the stadium. Currently these are not available in the 1888 and P21 sections. Extended concessions to all areas of the stadium is also more important given the North Stand situation 	<p>We agree with the point on the increased age of fans at Villa Park, and we feel that the club has actually been very proactive in addressing this topic. We launched the highly successful domestic cup scheme, implemented a price cap for u18s and also froze all prices for u21s for both Season Tickets and match-by-match tickets.</p> <p>As a reminder, over the last two seasons almost 10,000 u21s attended their first game at Villa Park across the various Carabao and FA Cup games. Fans under the age of 20 are also now our strongest growing MBM cohort across all matches.</p> <p>Looking ahead, and as noted above, we intend to introduce concession pricing in the Price Zone 1 areas of the stadium from next season. In addition, the 1888 seating category will be removed, with those seats returning to standard Price Zone 1 pricing.</p>
<p>4. Provide physical season ticket cards as standard for those who need them, and recognise supporter loyalty</p> <p>We believe elderly supporters and disabled supporters who need or prefer a physical season ticket card should be able to receive one without having to go through an additional application process or provide medical or other sensitive personal information. The club is already well within the Premier League's target of 70% digital ticketing, and a more humane, practical approach is justified. In addition, we believe all season ticket holders should receive a replica season ticket card at the end of the season. For many supporters these are valued keepsakes and part of the tradition of following the club.</p>	<p>We've listened to fan and FAB feedback on this topic. The EPL target is a guideline but we do expect that target to increase over the coming years, and it is also not uncommon for venues to require digital ticketing.</p> <p>Importantly, we as a club do not want to make the assumption that any supporter, just because of their age or accessibility requirement, would prefer a physical card.</p> <p>Having said that, we have always maintained the position that any supporter who needs a physical card will be provided one, and this is not means tested and there is no requirement for medical certificates or other documents to prove need. Taking the feedback from this year and acknowledging there may have been challenges for some people, we will do our best to streamline the request and approval process for next year.</p> <p>For full transparency, we would like to highlight that we received 2,107 requests for physical tickets this season, 929 were approved immediately and 197 after appeal.</p> <p>We are launching a 'Souvenir Ticket' scheme where fans will be able to purchase a commemorative season card or match tickets should they wish to.</p> <p>We are happy to discuss a timeline but ask the FAB to keep in mind some key points:</p> <ol style="list-style-type: none"> 1. Setting prices is not a race and it is to a certain degree irrelevant when other clubs choose to do this. The club has taken its time this year, and will continue to do so moving forward, in order to make sure that we can have proper conversations with our ownership and reach the best result for both club and fans. 2. We ask the FAB to consider that our business planning process is towards the end of the playing season and that pricing is only finalised as part of that wider budget-setting process. 3. No decisions have yet been taken on ticket pricing and we are not clear as to what exactly the FAB is referring to on this point. Our approach has been genuine and transparent, and we have listened to the feedback shared by the FAB, both verbally and in this written submission, as we have developed our proposals for next year. 4. Thank you for the offer to support with draft communications. We are confident in our internal communications approach and the strength of our team in developing clear, accessible messaging for supporters. That said, we absolutely recognise the value of FAB input and will ensure that draft communications – particularly on more sensitive or complex topics such as waiting list changes and physical tickets – are shared with you ahead of release.
<p>NEW 6th ASK BASED ON NORTH STAND NEWS:</p> <p>The North Stand redevelopment will cause disruption to all supporters, but specifically:</p> <ul style="list-style-type: none"> - North Stand season ticket holders who will be temporarily moved and potentially separated from friends and family - Members' access to matchday tickets will be limited given the reduced capacity and increase in proportion of season tickets in other areas of the ground taken up by displaced North Stand season ticket holders. <p>The FAB is a signatory on the FSA's campaign for a Premier League price freeze and would request that the club consider this for 2026/27.</p> <p>Ideally this would be across the board, but if the club feels this is not possible then we would ask:</p> <ul style="list-style-type: none"> - The freeze is considered for the most impacted fans described above - The club clearly communicates the need for any price rises experienced elsewhere. 	<p>We remain committed to ensuring that all supporter-facing communications are transparent, well-explained and fan-focused, and we appreciate the FAB's continued engagement in this process.</p> <p>Thank you for setting out these points.</p> <p>We fully recognise that the North Stand redevelopment will have an impact on supporters, particularly those currently located in that area, and we are committed to managing this transition as carefully and thoughtfully as possible.</p> <p>For displaced North Stand Season Ticket Holders, we will endeavour, wherever possible, to ensure that family and friendship groups are able to remain together when being relocated. We appreciate how important these shared matchday experiences are and will reflect this in our approach. In addition, displaced Season Ticket Holders will be given priority access to return to the redeveloped North Stand for the 2027/28 season. We have also committed that, for the 2026/27 season, these supporters will pay no more than the 2026/27 price of their current price zone, even where they are relocated to a higher price zone (excluding supporter-requested moves into Price Zone 1).</p> <p>We also acknowledge the broader point regarding reduced capacity and the resulting impact on match-by-match availability for members. This is an unavoidable consequence of the redevelopment works, but we will continue to consider how best to manage access and communicate clearly with affected groups.</p> <p>In relation to the request for a price freeze, we understand the FAB's position and the wider context of the FSA campaign. While we are not in a position to commit to a full freeze across all categories, we have carefully considered the impact on supporters – particularly those most affected by the redevelopment – in shaping our approach. As outlined, we have taken steps to protect displaced Season Ticket Holders, and we will ensure that any pricing decisions are clearly communicated, with appropriate context and rationale provided to supporters.</p> <p>We appreciate the FAB's ongoing engagement on this matter and will continue to work closely together as plans develop.</p>