Aston Villa Fan Advisory Board

Meeting Agenda

Date:	Thursday 16th October 2025
Time:	6:00pm – 8.00pm
Location:	Corner Flag, Villa Park, Birmingham
Chair:	Richard Stevens
Attendees	
FAB:	Karl Bowater, Nick Hoskins, Joanne McKibbens, Jag Kalaar, Grant Adams, Andrew Carlill, Maninder Grimshaw, Craig Hamilton, Susan O'Brien
AVFC:	Francesco Calvo, Richard Cackett, Richard Stevens, Tommy Jordan, Chris Hornbuckle, Dan Walker, Matt Dainty, Anthony Richards
Apologies	
FAB:	Sarah Breslin

	Topic	Content	Owner
1	**Welcome & Introductions**	Opening remarks	Rich Stevens
2	**Francesco Update**	Club update from President of Business Ops	Francesco Calvo
3	**Guest Speaker - CFO**	Chief Financial Officer Insights	Rich Cackett
4	**FAB Topics**	1. Fan Engagement Plan 2. Maccabi Tel Aviv 3. FAB communication channels 4. Communication between Club & FAB 5. Working Group contacts & discussions 6. Ticketing & Match Info	Karl Bowater Nick Hoskins
5	**Digital Ticketing Progress**	Update on recent developments	Chris Hornbuckle
6	**Any Other Business (AOB)**	Additional matters raised	All
7	**Next Steps & Close**	Summary of key actions and agreed follow-ups	Rich Stevens

Meeting Notes

- Francesco Calvo, President of Business Operations, began the meeting with several ideas on how the club can engage with fans in the best possible way. These included identifying a former player to become an ambassador for the Fan Advisory Board. This former player would be made available on special occasions and would regularly meet with various fan groups.

- Francesco also shared the idea of a 'pop-up space' or an 'office' within Villa Park that the FAB could base themselves on matchdays. No club officials would be present in this space and it would solely belong to the FAB. This idea was well received by those in attendance.

- The FAB committed to get back to the Club with how they would like to proceed with both of Francesco's ideas.

- Richard Cackett, Chief Financial Officer, then offered some insights into various aspects of the club's financial outlook and projections for the future.

- Richard first detailed the ongoing interactions with the Independent Football Regulator and explained to the FAB its purpose and the output from the initial consultations with the club.

- The recent transactions related to Aston Villa Women was also discussed, and Richard explained a key factor is the significant interest from people who want the opportunity to invest in women's football.

- Francesco added that autonomy will allow Aston Villa Women to grow within the club group, and independent management result in full focus on each team from its respective stakeholders.

- Richard finally touched on Premier League matters, including a high-level explanation of the new Financial Rules that the Premier League is looking to introduce, subject to approval by Premier League clubs.

- The next point on the agenda saw the group discuss a detailed question list sent to the Club in advance by the FAB. The Club thanked the FAB for sharing these questions two weeks in advance of the meeting, and both Club and FAB agreed this enabled a meaningful discussion.

- For transparency, the full set of questions and answers is shared alongside these minutes.

- From the discussion, the Club and FAB committed to the following:

    1. Following guidance from the FAB, the Club has already added two FAQs to the Ticketing Info FAQs, covering Hospitality allocation for away matches and the impact of TV rescheduling

    2. The FAB will share with the Club – via the Ticketing Extended Network working group - what specifically an advance comms for away European matches could include to allow fans to book travel, especially in the case where the away club may not have provided complete information leading up to the fixture

    3. The Club has offered the FAB the final decision as to whether to continue with Travel Forms for away European matches; the FAB agreed to confirm back to the Club their proposal by 31st October

    4. The Club confirmed to the FAB that the Club does not use secondary ticket sales partners, and asked for the FAB's support in identifying any that may be reselling tickets. The Club also reminded the FAB that, as stated in Season Ticket Ts&Cs, any Season Ticket Holder found to be reselling their tickets through these platforms will have their Season Ticket removed. The FAB kindly agreed to support on the messaging of both.

    5. The Club gave an update on digital ticketing and covered the 912 physical season tickets that have been issued to fans on request. The Club reassured the FAB that the club remains open to consider any case where a Season Ticket Holder feels like they meet the criteria, and urged the FAB to put any such fan directly in touch with the Club.

- AOB included digital tickets being made available up to 24 hours before kick-off (rather than three hours as may be a misconception), and The Warehouse being on track for a first test fixture towards the end of 2025.