



ASTON VILLA FAN ENGAGEMENT PLAN

SEASON 2025/26



Introduction

This document outlines our plans for the Club's fan engagement process throughout the 2025/26 season, in line with the Premier League's Fan Engagement Standard (FES).

There is a Fan Engagement section on our website which can be viewed via the following link: [AVFC Fan Engagement](#)

At the conclusion of the 2024/2025 season, the Club published our Fan Engagement Report which can be viewed via the following link: [AVFC FER 2024/2025](#)



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A message from the President of Business Operations

Dear Villans

Even from my short time here, I know very well that in English football, the clubs are deeply connected with their communities and with their fans. That's extremely important for me, for all the club and also for the owners – they're fully aware of that.

An open and transparent approach, for me, will be key, and I know very well what the fans represent to the club and what the club represents to them.

We'll do our best to develop the club and to build a strong and constructive relationship with the fans. I know, probably, we will not always agree on everything, but if we're able to be open, transparent and explain our decisions, that will be very useful to build a long-lasting relationship between us.

I'm looking forward to working together on our shared journey with the club.

UTV!



Francesco Calvo, President Business Operations

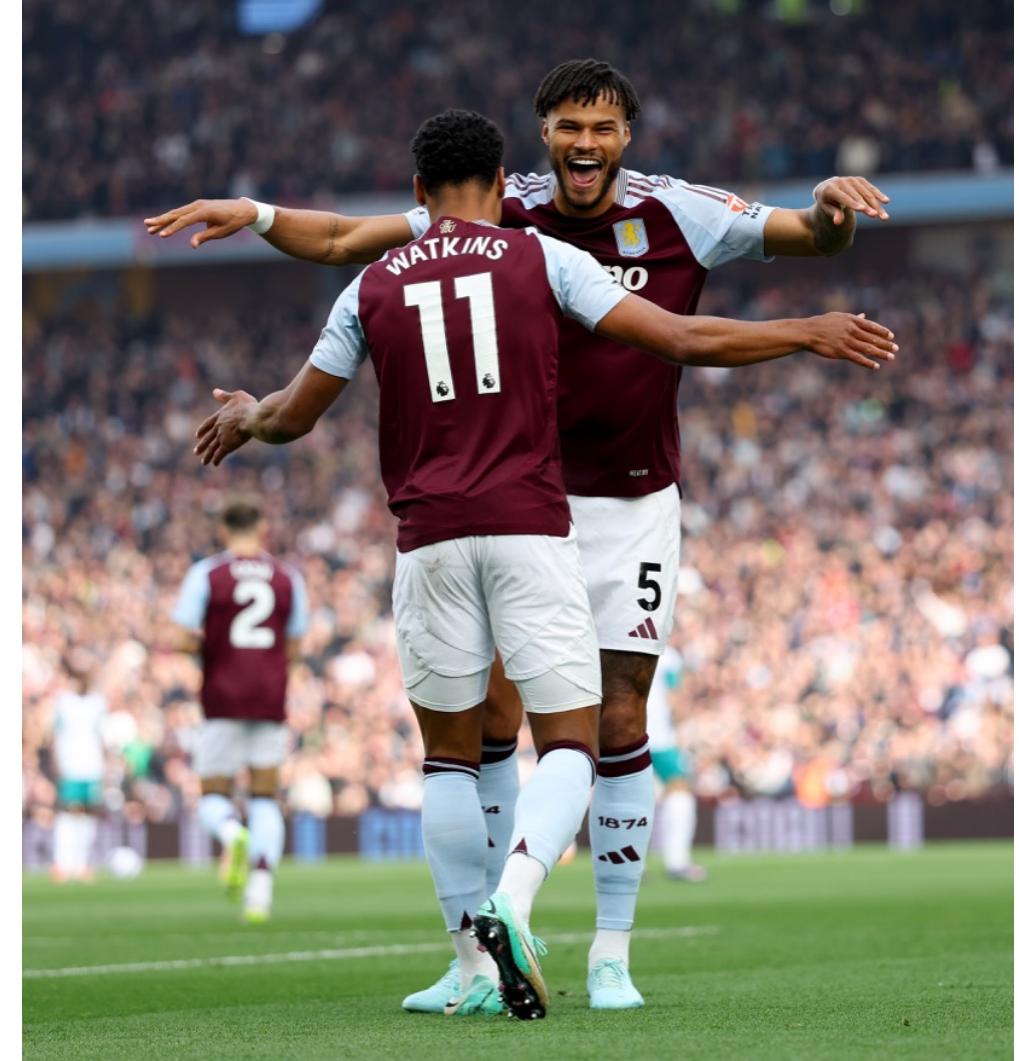


Aims & Objectives

- Aston Villa will continue to use a variety of consultation methods to assist with the necessary two-way communication process between the Club and its fans.
- The primary consultation method will be through the new Fan Advisory Board (FAB). The objective being to provide fans with a direct link to senior management for feedback into the decision-making processes of the Club.
- The Fan Advisory Board provides fans with the opportunity to influence new initiatives which directly impact fan experience.
- For the 25/26 season, the Club has also established a dedicated Supporter Services department to ensure fans are communicated with and listened to on a regular basis.
- Lastly, the Club is committed to ensuring fans feel valued and that their voices are heard. Additional consultation through dedicated extended network groups will focus on areas of strategic importance and is another new addition for the upcoming season.

Key Roles & Responsibilities (1/3)

- Richard Stevens, Vice President Strategy & Analytics, is the Nominated Board-Level Official and will have responsibility for compliance with the Fan Engagement Standard.
- Richard will be supported by senior management including; Francesco Calvo, President of Business Operations, and Tommy Jordan, Director of Communications, through attendance at FAB meetings and other fans forums.
- Matthew Dainty, Supporter Liaison Officer, will have day-to-day responsibility for the FES.
- Matthew will be assisted by Anthony Richards, Assistant Supporter Liaison Officer.



Key Roles & Responsibilities (2/3)

- Gavin Forbes, Head of Marketing, and Alex Welsby, Head of Data & Insights, will coordinate supporter surveys.
- Sam Ghataora, EDI Lead, will lead consultation with Fans for Diversity groups (Villa & Proud, Villans Together, Punjabi Villans and Villa Bellas).
- Emily Peacock, Women's Team Marketing Executive will lead consultation with the Aston Villa Women's Supporters Group and Her Game Too.
- Ashlee Milliard, Head of Safeguarding, will lead the Young Persons Fan Advisory Board.
- Laura Wright, Disability Access Officer, will lead the Accessibility Networking Group.



Key Roles & Responsibilities (3/3)

- **Premier League Rules** – The Club is committed to complying with all elements of the Premier League Rules relating to fan engagement contained within the Premier League Handbook, as amended and updated from time-to-time, including but not limited to Section R.
- **Accessibility** – The Club publishes communication channels for all fan-related queries. A designated supporter enquiries inbox, supporters@avfc.co.uk is displayed on all pages under the Fan Engagement tab as well as on the [Contact Us](#) page on the avfc.co.uk website.
- The Club has a designated X (formerly Twitter) account [@AVFCSupport](#) for supporters to raise queries via social media.
- The Club commits to respond to all supporter queries within 5 working days.
- The Club has nominated staff within the Stadium Safety & Security Team, Ticket Operations Team and Supporter Services Team who are responsible for responding with any queries raised by the Independent Football Ombudsman (IFO).

HERITAGE ASSETS



Heritage Assets

- **Heritage Assets** – The Club has identified the following as Heritage Assets and commits to consult with fans in a timely manner prior to any material amendment to a Club Heritage Asset subject to contractual, legal and intellectual property obligations.
- Name – Aston Villa Football Club
- Crest – Club Crest
- Stadium Name – Villa Park
- Stadium Location – Villa Park, Birmingham, B6 6HE
- Club Colours – Claret & Blue (Home Strip only)



FAN ADVISORY BOARD

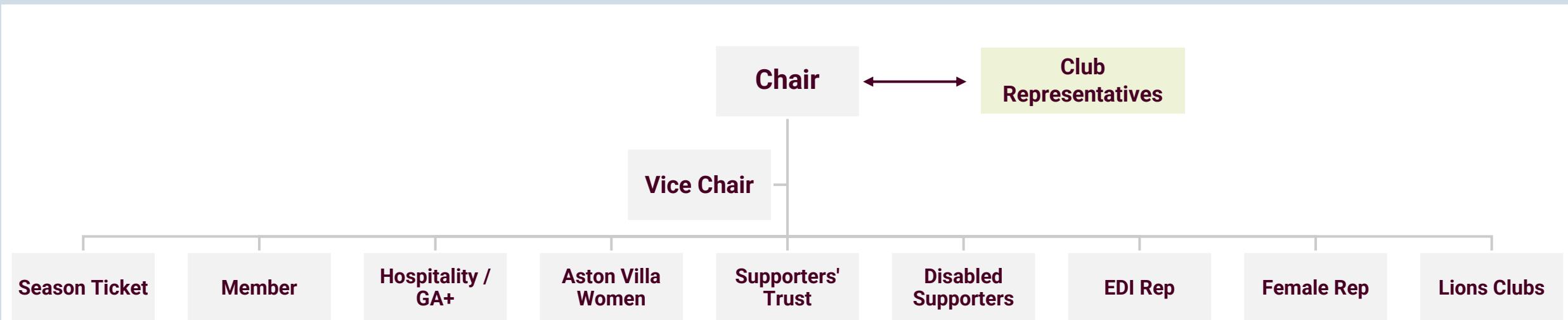


Fan Advisory Board (FAB)

- The FAB is our primary vehicle for Fan Engagement.
- **Newly Constituted FAB:** The re-constituted FAB operates under new Terms of Reference, Code of Conduct, and with fixed terms for members.
- **Diversity of Representation:** The new FAB ensures fixed seats for AVFC Supporters Trust, Lions Clubs and AVDSA. The nominated Fans For Diversity groups represented on the FAB for the 2025/26 season are Punjabi Villans, and Villa Bellas. There are also 5 independent supporter reps.
- **Extended Network Groups:** During the 2025/26 season the Club will launch sub-groups for Ticketing, Matchday Experience, Culture & EDI, Accessibility, and Women's Football.
- **FAB Effectiveness Review:** The Club will undertake mid-season and end-of-season FAB effectiveness surveys to measure improvements against last year's scores (avg. 2.3–2.5/5).



Fan Advisory Board Structure



Extended Network Working Groups

Ticketing

Fan Engagement

Culture

Accessibility

Women's Team

Young Persons' FAB

Note: Chair and Vice Chair are independently elected by the FAB members

Fan Advisory Board Members

Nominated Supporter Groups Representatives:

- Aston Villa Supporters Trust – Karl Bowater (Holte End Season Ticket Holder)
- Aston Villa Official Lions Clubs – Nick Hoskins (Holte End Season Ticket Holder)
- Aston Villa Disabled Supporters Association – Joanne McKibbens (Trinity Road Season Ticket Holder)
- Punjabi Villans – Jag Kalaar (Trinity Road Season Ticket Holder)
- Villa Bellas – Sarah Breslin (Women's Team Season Ticket Holder, Member)

Independent Supporter Representatives:

- Grant Adams (Hospitality Season Ticket Holder, Trinity Road)
- Andrew Carlill (North Stand Season Ticket Holder)
- Maninder Grimshaw (Doug Ellis Season Ticket Holder)
- Craig Hamilton (Doug Ellis Season Ticket Holder)
- Susan O'Brien (Member)

Club

- Richard Stevens – Vice President Strategy & Analytics (Nominated Board-Level Official)
- Matthew Dainty – Supporter Liaison Officer
- Anthony Richards – Assistant Supporter Liaison Officer
- Commitment from Senior Club Management to regularly attend meetings including Francesco Calvo, President of Business Operations

ADDITIONAL WORKING GROUPS



Working Groups - Collaboration & Participation [1/4]

FAB Extended Networks

The Fan Advisory Board will establish Extended Network Groups with specific areas of focus.

For the 2025/26 season the Extended Network Groups will be:

- **Ticketing** – A ticketing and membership consultation group with focus on seasonal and match-by-match products and pricing for general admission and hospitality ahead of the 2026/27 season.
- **Matchday Experience** – This group will focus on the matchday experience at Villa Park, customer service, catering and wider stadium development.
- **Accessibility** – Lead by the DSA and Disability Access Officer, this group will focus on enhancements for disabled supporters.
- **EDI & Club Culture** – Focusing on all areas of the Club to ensure Villa Park is a welcoming place for everyone.
- **Women's Team** – A network for supporters of Aston Villa Women. This group will focus on matchday experience, ticketing and growing attendances at Women's games.
- **Young Persons Fan Advisory Board** – A dedicated but more informal group for young supporters to ensure their voice is heard and to establish mechanisms to attract new supporters to the Club.

Working Groups - Collaboration & Participation [2/4]

1897 Group

The 1897 Group are a group of supporters who have a passion and focus on improving the matchday experience and atmosphere at Villa Park.

The Supporter Liaison Officer and the Marketing Department will meet with the 1897 Group on a quarterly basis to discuss game presentation.

From the beginning of the 2025/26 season the group will lead on the introduction of Honesty Flags in the Lower Tier of the Holte End.

Working alongside the group, Tifos will be produced for selected Aston Villa home games. The 1897 Group will be invited to contribute to the design of these displays.

The Club will continue to work alongside the 1897 Group to enhance the matchday experience at Villa Park.



Working Groups - Collaboration & Participation (3/4)

Lions Clubs

The Club has a worldwide network of Official Lions Clubs. Clubs are identified geographically, based in the UK and abroad.

Aston Villa will maintain direct dialogue with the chairpersons of each Lions Club through the Supporter Liaison Officer.

The Supporter Liaison Officer will hold regular calls with the Lions Club Steering Group.

The Club will host two meetings per season for Lions Club Chairs at Villa Park ahead of matchdays where senior management will be available to answer any queries or questions.



Working Groups - Collaboration & Participation (4/4)

EDI Groups - Activations

The Club will work alongside our Fans For Diversity groups to establish various matchday activations at Men's and Women's team home games throughout the 2025/26 season.

The Club is committed to the designated Premier League Fan Engagement Campaigns. For the 2025/26 season these include:

- Inside Matters – Suicide Prevention
- Play Safe – Importance of Safeguarding
- No Room for Racism – Celebrating Diversity
- RBL – Poppy Appeal and Remembrance Day
- LGBTQ+ Inclusion & LGBTQ+ History Month
- Premier League – More than a game – Community Showcase
- Mental Health Awareness Week
- Her Game Too



WIDER CONSULTATION



Wider Consultation - Share

Communication from Ownership, Chair or CEO

Francesco Calvo, President of Business Operations, is committed to dialogue with supporters throughout the 2025/26 season. This engagement will be through attendance at in-person meetings, or via key videos to fans (free to view) on our Villa TV platform and via Club social media channels.

- Following his arrival at the Club, Francesco Calvo discussed his vision for the 2025/26 season in a free-to-view video on Villa TV. [Watch here.](#)
- Francesco has committed to attend all Fan Advisory Board meetings as his diary allows.
- Francesco will attend a meeting with the Lions Club Chairs during the 2025/26 season.
- Club Ownership are committed to providing updates on major projects such as the ongoing North Stand development.
- Fan Engagement and Sentiment to have a permanent position on Club Ownership meeting agendas.



Wider Consultation - Learn & Improve

Surveys

As part of our ongoing objective to improve the matchday experience, fans will be consulted through targeted feedback mechanisms.

- Dedicated matchday surveys will be emailed to groups of supporters following each home matchday (including Women's fixtures).
- One survey will focus upon General Admission (GA), whilst the other will focus upon GA+ and Hospitality attendees.
- These surveys will be emailed to random groups of match attendees and can also be accessed by scanning QR codes on tables in Hospitality areas.

Each season the Club also engages fans via additional surveys with specific areas of focus.

Current areas of focus include Food & Beverage, Memberships, and EDI.

Wider Consultation - Other Information

Fans Charter

The Club will maintain our Fans Charter across the 2025/26 season which can be read [here](#).

Official Complaints Process

Fan complaints can be registered by fans via our designated email address; fancomplaints@avfc.co.uk

Complaints are logged by the Supporter Services Team and forwarded to the appropriate department to respond accordingly.

The Club endeavours to respond to complaints at the earliest opportunity.

Club Contact Information

Key contact information can be found on the [Contact Us](#) page on our official website.

The Supporter Liaison Officer is Matthew Dainty.

The Supporter Services Team can be contacted via a designated inbox; supporters@avfc.co.uk

Fan Engagement Report 2024/25

In line with Premier League commitments, the Club published its Fan Engagement Report for the 2024/25 season. This can be viewed [here](#).



THANK YOU

