

ASTON VILLA

FAN ENGAGEMENT REPORT

SEASON 2025/26

A message from the President of Business Operations

Dear Villans

First of all I want to thank each and every one of you for your incredible support during this amazing season. Unai, his staff and the players have achieved spectacular things on the pitch and they are the first to recognise the role that you have played, whether supporting at Villa Park, on our travels across England and Europe, or from home, wherever that might be in the world.

At the beginning of this season I promised that we would do our best to build strong and constructive relationships with our fans, and I feel we have made good progress in doing so. I have enjoyed the discussions with our passionate Fan Advisory Board, it was great to meet many Villans at April's Fan Forum in the Sports Illustrated Warehouse and I always welcome questions or feedback, whether that be on a matchday or through any other channel.

Looking forward, I am well aware there is more to do. I have set my team the challenge of being recognised as best-in-class for Fan Engagement, so we are now busy putting together our plans for season 2026/27.

There will be more to come on that in due course, but until then I wish you all a wonderful summer break and I am excited to see where next season takes us.

UTV!



Francesco Calvo, President Business Operations



Introduction

This document outlines the principal areas of Fan Engagement undertaken by the club with our fans across season 2025/2026 and how we implemented the commitments made in our 2025/2026 Fan Engagement Plan.

There is a Fan Engagement section on our website which can be viewed via the following link:

AVFC Fan Engagement

At the start of the 2025/2026 season, the Club published our Fan Engagement Plan (FEP) which can be viewed via the following link:

Fan Engagement Plan



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Recap: Fan Engagement Aims & Objectives for 2025/26

1. 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.
2. 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.
3. The Fan Advisory Board provides fans with the opportunity to influence new initiatives which directly impact fan experience.
4. For the 25/26 season, the Club will also establish a dedicated Supporter Services department to ensure fans are communicated with and listened to on a regular basis.
5. 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.

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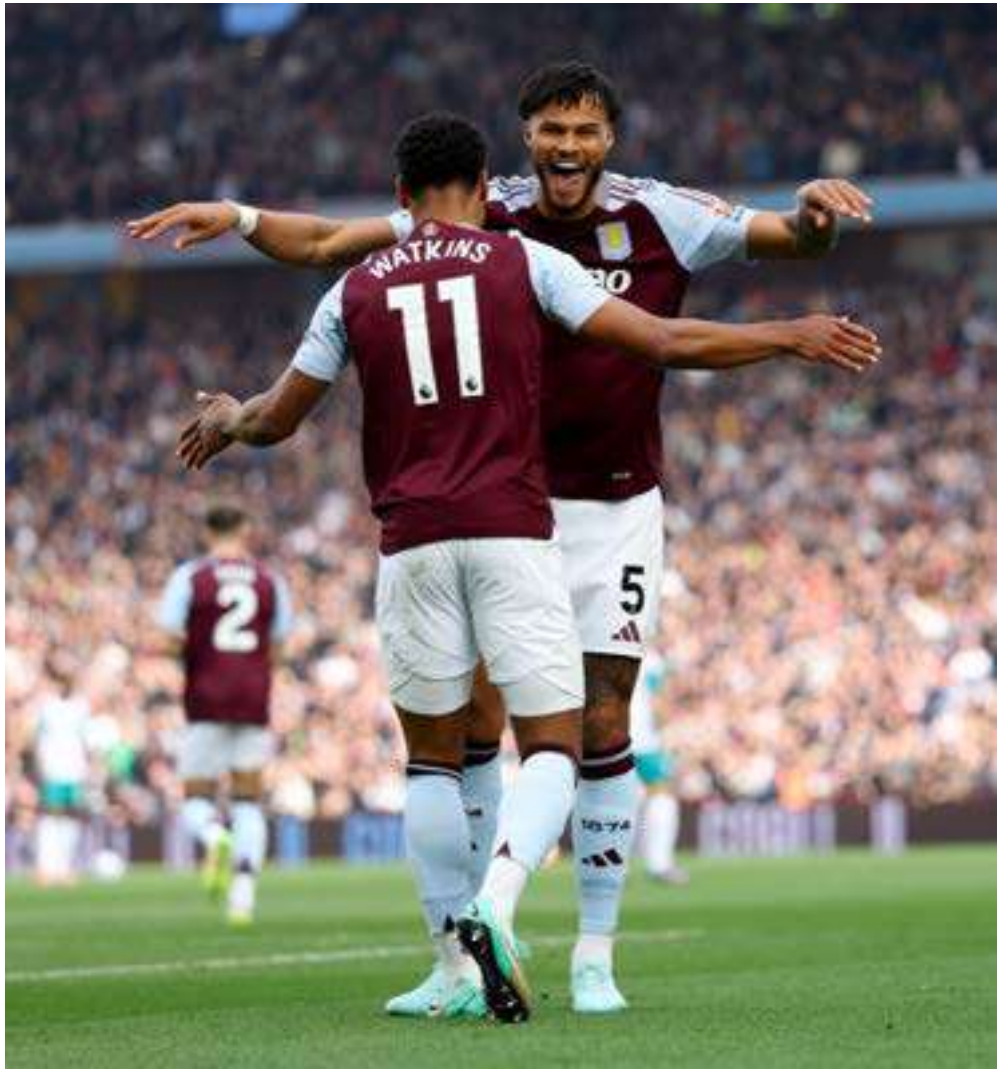
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KEY PERSONNEL, ROLES & RESPONSIBILITES



Key Roles & Responsibilities (1/3)

- Richard Stevens, Vice President Strategy & Analytics, is the Nominated Board-Level Official and had responsibility for compliance with the Fan Engagement Standard.
- Richard has been 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, was responsible for day-to-day responsibility for the FES.
- Matthew was assisted by Anthony Richards, Assistant Supporter Liaison Officer and Laura Wright, Disability Access Officer (DAO).



Key Roles & Responsibilities (2/3)

- Gavin Forbes, Head of Marketing, and Alex Welsby, Head of Data & Insights, co-ordinated supporter surveys.
- Sam Ghataora, EDI Lead, led consultation with Fans for Diversity groups (Villa & Proud, Villans Together, Punjabi Villans, Saathi Villans and Villa Bellas).
- Emily Peacock, Women's Team Marketing Executive led consultation with the Aston Villa Women's Supporters Group and Her Game Too.
- Anthony Richards, Assistant SLO, led the establishment of the Junior Fan Advisory Board.
- Laura Wright, Disability Access Officer, led the Accessibility Networking Group.
- Chris Hornbuckle, VP Venue Sales & Commercial Development and Daniel Walker, Head of Ticketing, led the annual ticketing consultation process with the Fan Advisory Board.



Key Roles & Responsibilities (3/3)

- **Premier League Rules –** The Club 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 published 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 committed to respond to all supporter queries within 5 working days.
- The Club 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

- The Club identified the following as **Heritage Assets** and there were no changes during the season which required any form of consultation.

- Name – *Aston Villa Football Club*
- Crest – *Club Crest shown in image*
- Stadium Name – *Villa Park*
- Stadium Location – *Villa Park, Birmingham, B6 6HE*
- Club Colours – *Claret & Blue (Home Kit only)*



FAN ADVISORY BOARD



A message from the Fan Advisory Board

Aston Villa Fan Advisory Board (FAB) – Annual Summary of Fan Engagement

The Aston Villa Fan Advisory Board has continued to provide a structured and independent mechanism for supporter engagement throughout the 2025/26 season. The FAB has met regularly with senior club representatives and has been consulted on a range of strategic and operational matters affecting supporters.

Key areas of engagement during the year included ticketing and pricing, the North Stand redevelopment and associated stadium capacity changes, supporter communications, fan culture initiatives, accessibility, and the UEFA Europa League fan experience, both at home and abroad. The FAB has also operated specialist working groups to facilitate more detailed consultation on specific topics.

The Club has demonstrated a commitment to meaningful supporter engagement by responding to our feedback and incorporating supporter perspectives into decision-making processes. During the season, the Club engaged with the FAB on proposed ticketing changes, resulting in constructive dialogue and a number of supporter-led recommendations being considered and, where appropriate, adopted. The FAB were also asked to provide comprehensive advice and recommendations on improving the stadium atmosphere.

Alongside formal consultation activity, the FAB has continued to support projects that celebrate and strengthen Aston Villa's supporter culture, including a pilot of a dedicated 1897 Group section of the stadium, helping to ensure that fan voices remain central to the future development of the Club.

The FAB looks forward to continuing its collaborative relationship with Aston Villa and supporting the ongoing delivery of the Premier League Fan Engagement Standard.



Fan Advisory Board (FAB)

- The FAB is our primary vehicle for Fan Engagement.
- **Newly Constituted FAB**: The re-constituted FAB operated 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 were Punjabi Villans, and Villa Bellas. There were also 5 independent supporter reps.
- **Extended Network Groups**: During the 2025/26 season the Club launched sub-groups for Ticketing, Matchday Experience, Culture & EDI, Accessibility, and Women's Football.

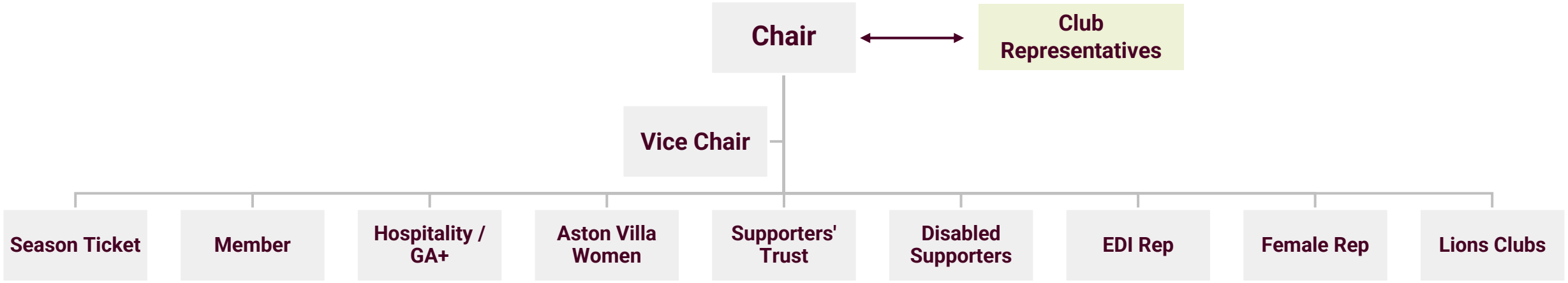


Fan Advisory Board (FAB)

- **Regular Meetings**: Across the 2025/26 season six FAB meetings took place. The meetings were held in-person at Villa Park. These meetings took place on 26th August, 16th October, 2nd December, 13th January, 3rd March & 20th April. Minutes from these meetings can be found here.
- **Ticket Consultation**: A primary focus for the Fan Advisory Board was the annual ticketing consultation process. The meetings took place both in-person at Villa Park and online via Teams. These meetings took place on 26th March, 20th April, 14th May & 26th May.
- **Club Ambassador**: In conjunction with the Club, the Fan Advisory Board appointed Villa legend, Ian Taylor, as a Club Ambassador to attend FAB meetings. Ian's role will help increase the profile of the FAB and will assist with wider communication.
- **End of Season Survey:** An end of season FAB effectiveness assessment was conducted via an anonymous survey sent to FAB members. Relevant insights and actions will be included in the Fan Engagement Plan for 2026/27.



Fan Advisory Board Structure



Extended Network Working Groups

- Ticketing
- Fan Engagement
- Culture
- Accessibility
- Women's Team
- Junior FAB

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

Fan Advisory Board Members 2025/26

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





FAB & Extended Networks: Meeting Schedule



Fan Advisory Board - Raising the Profile

Following the launch of the new Fan Advisory Board at the beginning of the 2025/26 season the Club has supported several initiatives to help increase awareness of the FAB.

- A designated website story and social media push was conducted to formally introduce the new Fan Advisory Board to the Aston Villa fanbase. This was accompanied by a matchday programme article.
- Following each FAB meeting, a designated website story is published on the Club website, avfc.co.uk an example of which can be found here.
- Meeting minutes are hosted on the FAB's designated page on the Club website which can be found here.
- Aston Villa funded a designated website for the Fan Advisory Board, avfcfab.org.
- The Club created an introductory video to the Fan Advisory Board, this was played during the live stream of the Fans Forum and is now hosted on the FAB's website and YouTube channel.
- Aston Villa facilitated a drop-in centre-style clinic for the Fan Advisory Board on matchdays, giving supporters a chance to meet the FAB in-person to raise any questions or concerns. These drop-in sessions took place in either the Holte Pub or the Sports Illustrated Warehouse and the Club funded signage and pull-up banners. The clinics were promoted via a website story and social media push ahead of the Leeds United fixture.



ADDITIONAL WORKING GROUPS



Extended Networking Groups

FAB Extended Networks

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

For the 2025/26 season the Extended Network Groups were:

- **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 & Fan Engagement –** This group focused 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 looked at enhancements for disabled supporters.
- **EDI & Club Culture –** Focused 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 focused on matchday experience, ticketing and growing attendances at Women's games, as well as supporting the Women's Team Fan Forums.
- **Junior 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.

Extended Networking Groups - Ticketing

FAB Extended Networks - Ticketing

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

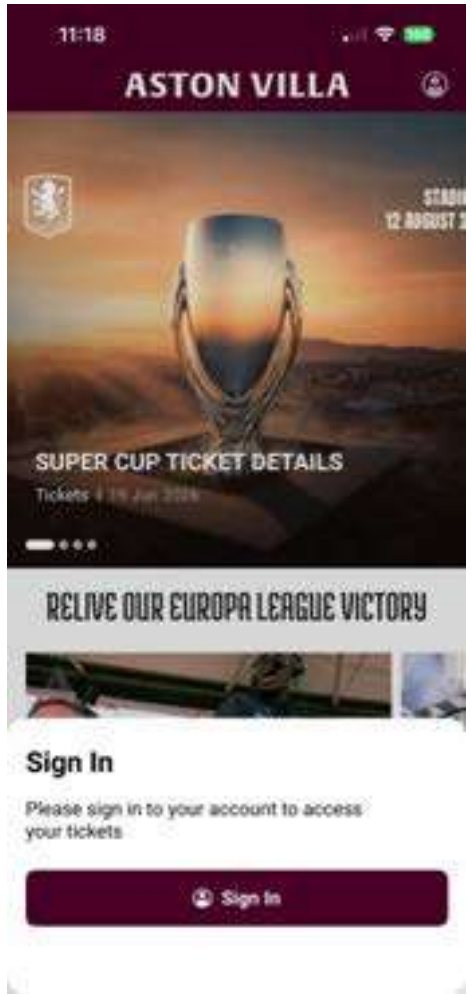
Members of the Ticketing Network Group included:

- Susan O'Brien – Ticketing Group Lead & Membership Rep
- Karl Bowater – FAB Chair & AVFC Supporters Trust
- Nick Hoskins – FAB Vice-Chair & Lions Club Rep
- Mark Goodwin – Independent Aston Villa Supporters Clubs (co-opted)
- Chris Hornbuckle – Aston Villa VP Venue Sales & Commercial Development
- Daniel Walker – Aston Villa Head of Ticketing
- James Brosse – Aston Villa Head of Digital Product

Topics for discussion at Ticketing Network Group meetings focused on:

- Digital Ticketing
- The Aston Villa App
- Ticket Prices & Ticketing Policy
- Away Ticketing
- Memberships
- Communication relating to ticketing matters

Meetings take place on a six-weekly basis in-between main Fan Advisory Board meetings



Extended Networking Groups - Matchday Experience

FAB Extended Networks – Matchday Experience & Fan Engagement

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

Members of the Matchday Experience Network Group included:

- Maninder Grimshaw – FAB Representative & Group Lead
- Grant Adams – FAB Representative for Hospitality
- Andrew Carlill – FAB Representative
- Richard Stevens – Aston Villa VP Strategy & Analytics (NBLO)
- Tommy Jordan – Aston Villa Director of Communications
- Laura Worsey – Aston Villa VP Venue Operations
- Richard Simkin – Levy Venue Director
- Matthew Dainty – Aston Villa Supporter Liaison Officer

Topics for discussion at Matchday Experience & Fan Engagement Network Group meetings focused on:

- Club Communications
- Overall matchday experience
- Matchday Activities & Fan Zones
- Supporter Surveys, Analytics & Insights
- Matchday Hospitality
- Concourse Catering

Meetings took place via Teams on 18th December, 5th February & 13th April





Extended Networking Groups - Accessibility

FAB Extended Networks - Accessibility

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

Members of the Accessibility Network Group included:

- Joanne McKibbens – FAB rep, AVDSA chair & Group Lead
- Jude Aston – Junior FAB rep
- Tom Cole, Cameron Wood, Mick Spriggs, Jon Knibb, Lyndsey B – Supporters (co-opted)
- Ben Hatton – Aston Villa Chief Operating Officer
- Stewart Bladen – Aston Villa Head of Event Safety
- Andrew Watkin – Aston Villa Transport & Estates Development Manager
- Laura Wright & Anthony Richards – Aston Villa Disability Access Officers
- Matthew Dainty – Aston Villa Supporter Liaison Officer



Topics for discussion at Accessible Network Group meetings focused on:

- Aston Villa Disabled Supporters Association
- Level Playing Field
- Villa Park Stadium Development & Accessible Facilities
- Accessible Ticketing
- Matchday Transport & Infrastructure
- Car Parking

Meetings took place on 5th March & 2nd June

Extended Networking Groups - EDI & Club Culture

FAB Extended Networks - EDI & Club Culture

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

Members of the EDI & Club Culture Network Group included:

- Craig Hamilton – FAB Rep & Group Lead
- Jag Kalaar – FAB Rep & FFD Lead
- Grant Adams – FAB Rep
- Steve Lovell, Nilesh Chauhan, Gurdev Jheeta, Meena Bibi – Supporters (co-opted)
- Sam Ghataora – Aston Villa Equality, Diversity & Inclusion Lead
- Joel Seickell – Aston Villa Equality, Diversity & Inclusion Officer
- Rob Bishop – Aston Villa Club Historian
- Matthew Dainty – Aston Villa Supporter Liaison Officer



Topics for discussion at Ticketing Network Group meetings focused on:

- Fans for Diversity Groups
- Matchday Activations
- Community Outreach
- Club Heritage Assets
- Aston Villa History & Traditions

Meetings took place on 26th January & 11th May

Extended Networking Groups - Women's Team & Women In Football

FAB Extended Networks – Women's Team & Women in Football

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



Members of the Women's Network Group included:

- Sarah Breslin – FAB Rep & Group Lead
- Priyanka Jasraj – Villa Bellas
- Lyndsey B – AVDSA Rep
- Maggie Murphy – Aston Villa Women Managing Director
- Emily Peacock – Aston Villa Women Marketing Lead
- Zoe Dawson – Aston Villa Women Marketing Executive
- Ashlee Milliard – Aston Villa Head of Safeguarding
- Charlie Painter – Aston Villa Mental Health & Wellbeing Lead

Topics for discussion at Women's Network Group meetings focused on:

- Growing the Women's Team Fanbase
- Matchday activations at Women's Team Fixtures
- Facilities for Women at Villa Park
- Violence Against Women & Girls (VAWG)

Women's Team Meetings also operated in an open forum with any interested supporters welcome to attend. The open fans' forums took place on 29th October, 16th December & 3rd March whilst an internal meeting took place on 12th May to review the progress over the course of the 2025/26 season.

Extended Network Groups - Junior Fan Advisory Board

What is J-FAB?

The Aston Villa Junior Fan Advisory Board (J-FAB) was established during the 2025/26 season to ensure younger supporters have a meaningful voice in shaping the future supporter experience at Aston Villa.

J-FAB is a club-led initiative which complements the Club's Fan Advisory Board (FAB) and provides a structured pathway for younger supporters to contribute to discussions around matchday experience, fan engagement and the future direction of supporter culture at Aston Villa.

What are the key principles?

Represents younger Aston Villa supporters from a diverse range of backgrounds.

Provides direct access to Club decision-makers and senior staff.

Acts as a feeder group into the Club's wider Fan Advisory Board structure.

Ensures younger supporters' views are considered in future planning and decision-making.

Operates within a safe and supported environment, with safeguarding embedded throughout.

What is the structure?

Four meetings per season.

Club Chair and Supporter Chair model.

Theme-based meetings focusing on key supporter topics.

Membership selected through an application process.

J-FAB: Year One Highlights

Inaugural Meeting Held: March 2026

Key Discussion Themes

- Matchday atmosphere and supporter culture.
- Music and pre-match entertainment.
- Flags, tifos and visual displays.
- Fan engagement and matchday activities.
- Matchday food and catering.
- Retail and merchandise.
- Ticketing and stadium experience.
- Future supporter communication channels.



Key Outcomes

- Established J-FAB as a permanent part of Aston Villa's supporter engagement framework.
- Generated actionable feedback on atmosphere, supporter culture and fan engagement.
- Created a direct route for younger supporters to influence Club discussions.
- Began development of a Junior Chair role to represent younger supporters.
- Agreed a programme of themed meetings for future seasons.

J-FAB: Further Information

Full details of the launch and inaugural meeting can be found in the Club's J-FAB web story:

- https://www.avfc.co.uk/news/2026/june/18/fans-junior-fan-advisory-board-launches/
- **Next Steps (2026/27) -** Meetings are scheduled for late June, September, December and March.
- The 2026/27 meeting schedule and annual workplan will be published as part of the Club's Fan Engagement Plan and will continue to focus on areas identified as priorities by J-FAB members.

FAN INITIATIVES



Fan Initiatives - 1897 Group

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 worked alongside the 1897 Group and the FAB to establish their long-held ambition of a designated area within Villa Park on matchdays.

The 1897 Group section was created in the lower North Stand with an initial 100 tickets available per match to members of the group.

The group took park in consultation meetings with the Marketing Department regarding matchday flag and tifo displays and supplied volunteers for the Europa League Final in Istanbul.

Members of the group were invited to graffiti fencing in their section with 1897 branding.





Fan Initiatives - Lions Clubs

Lions Clubs

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

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

The Supporter Liaison Officer organised four meetings for Lions Club chairs during the 2025/26 season. Two of the meetings were held online via Teams, whilst two meetings were held on a matchday at Villa Park.

Online meetings were staggered across multiple time slots to enable all supporters' clubs from around the world to be represented.

Senior management attended the meetings to answer any queries or questions.







Fan Initiatives - Lions Clubs

Lions Clubs

Lions Clubs were able to take advantage of several exclusive benefits in recognition of their official status.

- North American Lions Club meet ups
- ID cards for Lions Club members
- Exclusive 'Official Lions Club' pennant
- Access to ticket ballots for home and away games
- Christmas Q&A with Francesco Calvo
- 'Holte Seat' Q&A with Lee Hendrie and Stiliyan Petrov
- End of season tour and match at Bodymoor Heath Training Ground
- Creation of a designated Lions Club website, forum and portal – due to launch in June 2026





Fan Initiatives - Lions Clubs

Lions Clubs Open Day at Bodymoor Heath Training Ground

- Aston Villa opened the doors to the Bodymoor Heath Training Centre as Chairs from the Lions Clubs, Villa's official network of supporters' clubs, were invited to take part in a behind-the-scenes tour and play on the pitch opportunity.

- Around 40 Lions Clubs were represented, from both the UK and abroad, and they enjoyed a tour of the academy and first team facilities at the training centre led by Ian Parkes, Academy Matchday Co-Ordinator, who detailed the journey players take from the youngest age groups through to the first team.

- The Lions Clubs Chairs then took part in a highly competitive match on one of the training pitches under the watchful eyes of managers, Tina Merry (Bedford Lions) and Lisa Robinson (Yorkshire Lions). The match, played in sweltering heat, ended in a 3-3 draw.





Fan Initiatives - Matchday Mental Health Hub

Together Against Suicide Project

During the 2025/26 season, Aston Villa successfully delivered the Premier League's Together Against Suicide project through the Club's ***Supporting the Supporters*** campaign. The initiative was designed to raise awareness of suicide prevention, reduce stigma around mental health, and encourage supporters to seek help when they need it.

Across 16 Premier League home fixtures, the Club worked in partnership with Birmingham Mind, Samaritans, and Andy's Man Club to provide visible mental health and wellbeing support throughout Villa Park. Through awareness campaigns, fan engagement activity, information sharing, and one-to-one conversations, the project reached and supported more than 20,000 supporters during the season.

A key element of the project was the Matchday Mental Health & Wellbeing Support Hub, located in the Holte Pub, which provided a safe, confidential space for supporters to access emotional support, wellbeing advice, and signposting to local and national services.

The positive engagement from supporters, staff, and partners has demonstrated the value of providing mental health support within the football environment. As a result, the project will continue into the 2026/27 season, building on the strong foundations established during the pilot year. The Club remains committed to working with supporters and partners to raise awareness, reduce stigma, and increase help-seeking behaviour across the Aston Villa community.



FAN ENGAGEMENT ACTIVATIONS



Fan Engagement - Fans For Diversity Activations

Activations

The Club worked alongside our Fans For Diversity groups to establish various activations on non-matchdays and 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 included:

- *Inside Matters – Suicide Prevention*
- *Play Safe – Importance of Safeguarding*
- *No Room for Racism – Celebrating Diversity*
- *Royal British Legion – 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*





Fan Engagement - Fans For Diversity Activations

Christmas Carol Service

The Club hosted its annual Carol Service in the Lower Grounds on the 9th of December 2025.

Hosted by Club Chaplain, Reverend John Grant, the event featured carols sung by the Birmingham Community Gospel Choir, readings of the Christmas story and contributions from faith leaders and former players Kenny Swain and Tony Daley.

The event finished with acapella carols sung in our famous Holte End.

Attendance at this event increased from an audience of 550 in 2024, to 800 in 2025, filling out the capacity of the Lower Grounds.





Fan Engagement - Fans For Diversity Activations

Premier League with Pride

Aston Villa was proud to support the launch of Premier League with Pride, a new initiative that brings together the ongoing LGBTQ+ work carried out across the year to help deliver long-term change.

Aston Villa worked closely with the official LGBTQ+ Supporters' Club, Villa & Proud, one of the largest such networks in the country, with over 600 members to make Villa Park a welcoming environment for all.

As part of celebrating the occasion, the fixture against Brighton & Hove Albion on the 11th of February 2026 was designated our 'with Pride' match.





Fan Engagement - Fans For Diversity Activations

Unite for Access

The Premier League fixture against Chelsea at Villa Park on 11th of March was our dedicated Unite for Access fixture for the Level Playing Field charity.

Players wore Level Playing Field t-shirts during the warm-up and the occasion was promoted across Club media channels.

Junior FAB and AVDSA member, Jude Aston, was heavily involved in the campaign, providing an article for the matchday programme, displaying the 'Unite for Access' flag on the pitch pre-game, as well as filming his journey to and from Villa Park to highlight the challenges disabled supporters face when travelling on matchdays.





Fan Engagement - Fans For Diversity Activations

Vaisakhi at Villa Park

As part of their Vaisakhi celebrations this year, Aston Villa official supporters group, Punjabi Villans, raised over £1,000 for the Aston Villa Foundation.

Prior to the fixture against Sunderland, on the 19th of April, the group celebrated with a Vaisakhi Mela on the Trinity Fan Zone stage, with performances from the Wiggles, Gurcharan Mall, Steven Sahota and Ultimate Bhangra.

The Club is committed to working with the Punjabi Villans and the Foundation's 'Everybody's Game Programme' to bring more inclusive opportunities to British South Asian communities, Women and Girls to get involved across mainstream football.

Jag Kalaar, from Punjabi Villans, is the designated Fans For Diversity representative on the Aston Villa Fan Advisory Board and leads the EDI & Club Culture extended network group.





Fan Engagement - Fans For Diversity Activations

Her Game Too

Aston Villa's designated 'Her Game Too' fixture took place at the Tottenham Hotspur fixture on the 3rd of May 2026.

Villa Bellas, Aston Villa's official women's supporters club, wrote dedicated programme notes and members, Priyanka Jasraj and Lena Curran waved the #HerGameToo flag on the pitch pre-game. Players also wore dedicated t-shirts for the pre-match warm up.

Her Game Too raises awareness, educates, conducts research and builds community for women and allies in football.

Sarah Breslin is the dedicated Villa Bellas and Her Game Too representative on the Aston Villa Fan Advisory Board and leads the Women in Football extended network group.



Fan Engagement - Fans For Diversity Activations

Birmingham Pride

Aston Villa celebrated Birmingham Pride in May 2026 alongside our official LGBTQ+ supporters club, Villa & Proud.

The festivities kicked-off with a pre-Pride meet-up, where attendees enjoyed a brunch and a chance to reminisce about the recent Europa League victory.

The group entered the Parade at Victoria Square, with our open-top bus decorated with banners that highlighted the Club's and Villa & Proud's joint commitment to inclusivity and celebrating our LGBTQ+ community.

Our Villa & Proud DJ filled the streets with feel-good tunes as the bus travelled through the heart of the city.



Fan Engagement - Fans For Diversity Activations

Eid Prayer

Aston Villa hosted an Eid Prayer in the Sports Illustrated Warehouse which brought together over 700 supporters and members of the local community to mark the festival of Eid al-Adha.

The event, organised in conjunction with Councillor Mumtaz Hussain and the Witton Islamic Centre, ensured a welcoming space was provided where residents could observe the prayer.

The gathering creased a sense of unity and inclusion, reflecting the values of faith, togetherness and mutual respect at the heart of Eid.



COMMUNICATION



Video Interview with President of Business Operations

Francesco Calvo Sets Out His Vision for Aston Villa – July 2025

President of Business Operations Francesco Calvo, in a lengthy video interview, spoke of his determination to build a sustainable and solid club for the long-term, while pledging an open and transparent relationship with supporters.

Francesco described his leadership style and how he focuses on putting those around him in the best position to succeed rather than leading as a lone voice.

He also praised the progress made on the pitch under Unai Emery and said his role would be to support the football department and build on the foundations laid over the past seven years off it.

On the club's relationship with its fanbase, Francesco was candid and acknowledged that not every decision would be universally popular, but he stressed that openness would be central to building trust.





Lions Club Chairs Q&A with Francesco Calvo

Christmas Lions Clubs Teams Call

President of Business Operations, Francesco Calvo, attended a series of Teams meetings on the 18th of December 2025.

Calls were held throughout the day to give the opportunity for all our Lions Clubs across the world to attend.

Francesco discussed progress at the Club since he joined at the start of the 2025/26 season and outlined plans for the months ahead.

The meetings then took the format of an open Q&A session, chaired by the Supporter Liaison Officer.

Over 140 Lions Club branch chairs attended the meetings including representation from the UK & Ireland, Europe, North America, South America, Africa, the Middle East, Asia and Australia.



Inaugural Fan Forum at The Sports Illustrated Warehouse

Live Fan Forum – April 2026

The Club welcomed supporters to The Sports Illustrated Warehouse at Villa Park for an open and informative session which offered fans a valuable opportunity to engage directly with senior figures, hear key updates and share their views.

The event, the first Villa Fan Forum session which will continue to operate moving forward, was streamed live on Villa TV. A replay of the forum can be viewed here.

Rich Stevens, Vice President of Strategy & Analytics, delivered an overview of the Club's approach to fan engagement.

Supporters were then introduced to the Fan Advisory Board (FAB), with Karl Bowater outlining its role, key objectives and current priorities.

The forum concluded with an open Q&A, as President of Business Operations Francesco Calvo and Director of Football Operations Damian Vidagany took questions directly from supporters.





WIDER CONSULTATION



Wider Consultation - Learn & Improve

Surveys

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

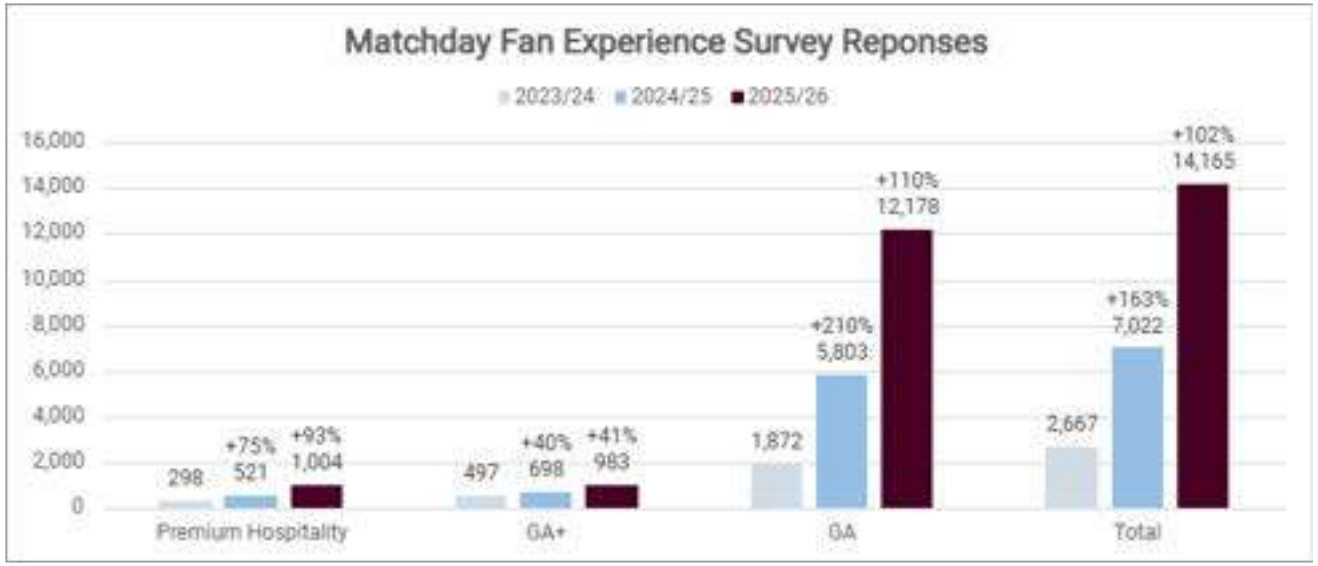
- Dedicated matchday surveys emailed to groups of supporters following each home matchday (including Women's fixtures).
- One survey focused upon General Admission (GA), whilst the other will focus upon GA+ and Hospitality attendees.
- These surveys were emailed to random groups of match attendees and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

14,165 survey responses were received during the 2025/26 season, an increase of 102% from the 2024/25 season.

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.

Survey data is reviewed in detail at a monthly internal management meeting and action taken as necessary.



Wider Consultation - Other Information

Fans Charter

The Club maintained 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 Plan 2025/26

In line with Premier League commitments, the Club published its Fan Engagement Plan for the 2025/26 season. This can be viewed here.



THANK YOU

