Fan Engagement Plan 2024 / 2025

This document details our plans for the consultation process with our fans across 2024/2025 in line with requirements set out in the Premier League's Fan Engagement Standard (FES).

Aims and Objectives

The club will continue to use a variety of consultative methods to help the necessary two-way communication process between a club and its fans. The objective being to provide fans, particularly through its' Fan Advisory Board, to provide input and feedback into the decision-making process of club.

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Key Roles & Responsibilities

Overall responsibility (Nominated Board Level Official) for the compliance with the Fan Engagement Standard now sits with Ben Hatton, Chief Operating Officer.

Ben is supported by Chris Hornbuckle, Vice President of Business Development and Fan Engagement.

Richard Stevens, Vice President, Strategy & Analytics coordinates our wider consultation via targeted feedback mechanisms.

Emily Peacock, Marketing Executive (Women's Team) will coordinate fan liaison for the Women's Team.

Sam Ghataora, Equality, Diversity and Inclusion Lead will coordinate liaison with protected characteristic fan groups.

James Lowbridge, Senior Programmes Manager (Community Relations) leads our work on the Premier League Fans Fund Project.

Fan Advisory Board (FAB)

The current representatives on the Fan Advisory Board are as follows:

AV Supporters Trust	https://villatrust.org.uk/
Official Lions Clubs	https://www.avfc.co.uk/fans/lions-clubs
My Old Man said	https://www.myoldmansaid.com/
Villa Talk	https://www.villatalk.com/
AV Disabled Supporters Association	https://avdsa.co.uk/
Punjabi Villans	https://punjabivillans.co.uk/
Villa & Proud	https://www.villaandproud.co.uk/
Villans Together	https://www.villanstogether.co.uk

Villa Bellas @VillaBellas
AV Independent Supporters Club
https://www.facebook.com/AstonVillaIndependentSupportersClub

Additional Fan Representatives
Connor Smith
Lena Curran
Ben Redding
Kerry Lenihan

Co-Chairs
David Michael (My Old Man Said) and Mo Razzaq (AV Supporters Trust) are Co-Chairs of the FAB and represent the FAB at Premier League meetings with Fan Representatives from all 20 clubs.

The club chair each meeting.

FAB Meetings will either be agenda based (where the agenda is driven and created by fan representatives and the club) or the club will invite the FAB to consult on specific projects (for example Stadium Developments). On any occasion where the club has asked to meet on a specific topic, there will be provision for AOB, so fan reps have the opportunity to raise important matters.

We will aim to meet with the FAB on at least four times each season.

At each meeting, there will be at least one member of our Executive Group Management Team.

The host a Fan Engagement page on our website where we will publish FAB and other meeting notes plus any other relevant items.

Heritage Assets

The club has identified the following as Heritage Assets that we regard in scope for fan consultation, and when consulting, will ensure compliance with all elements of the FA Rules of Association relating to Heritage Assets:

Name	Aston Villa Football Club
Crest	Club crest
Stadium name	Villa Park
Stadium location	Villa Park, Birmingham B6 6HE
Colours	Claret & Blue (home strip only)

The club will ensure compliance with all elements of FA rules of associate relating to heritage assets – section M (M1 to M16).

Working Groups

To supplement the FAB and where appropriate and beneficial, the club will establish Working Groups (WG) to ensure consultation with fans on specific topics. Relevant and Key staff will liaise directly with these groups as outlined below.

Established last season, the 1897 fan group work to ensure the atmosphere at Villa Park remains vibrant and second to none. The club will have regular dialogue with 1897 and build on the strong working relationship established last season. Eve O'Loan, Game Presentation and Customer Experience Manager will liaise directly with the group.

Equality, Diversity, Inclusion (EDI)

Our EDI Lead has regular contact with individual groups (Aston Villa Disabled Supporters Association, Villa & Proud, Punjani Villans, Villans Together, Sathi Villans and Villa Bellas) via text/email. Regular meetings have been setup to plan for diversity specific campaigns (Rainbow Laces, No Room for Racism etc). Planning meetings have also taken place for a diversity day towards the end of the season to coincide with AV150 Celebrations.

Womens Team

Frequent consultation will occur with unofficial supporters' groups (Aston Villa Women Facebook Fan Club and Aston Villa Women Supporters Association) and their individual lead, to be conducted via email, phone calls and in person meets and to take place as and when required. There will also be four structured meetings between Sarah Breslin (FAB representative, Villa & Proud Chair, Villa Bellas Founder and Aston Villa Women's Her Game Too Ambassador) and the Head of Women's Football plus Women's Marketing Executive throughout the season, alongside more ad hoc conversations when required. Matchday surveys will be sent to all fixture attendees to gather their feedback on a frequent basis.

Lions Clubs

The club has a worldwide network Official Lions Clubs. Clubs are identified geographically, based in the UK and abroad. We will maintain direct communications with the chairpersons of each club throughout the year via Supporter Liaison.

Wider Consultation

In an effort to improve the matchday experience we will engage with supporters through targeted feedback mechanisms. We have two matchday experience surveys: one for General Admission (GA) and another for GA+ and Hospitality attendees. After each home fixture (including Women's team fixtures), these surveys will be emailed to a random sample of attendees and can also be accessed by scanning QR codes on table toppers in hospitality areas.

Each season the Club also engages fans via surveys and focus groups for research on a number of product, experience & partnership surveys. These are aligned to the current Club focusses and resource for such activity is committed at the start of each season. Examples of such research activity in the 23/24 season include a dedicated Food & Beverage survey, Member experience survey, EDI monitoring survey (to support our PLEDIS) and Partner Workshop event feedback.

2023/2024 Fan Engagement Report

A report on our fan engagement across 2023 / 2024 was published on our website in May 2024.