FAN Advisory Board – Meeting – 26th August 2025

FAB Members – Grant Adams, Andrew Carlill, Maninder Grimshaw, Craig Hamilton, Susan O'Brien, Karl Bowater, Nick Hoskins, Joanne McKibbens, Jag Kalaar, Sarah Breslin

Club Attendees – Francesco Calvo, Richard Stevens, Tommy Jordan, Daniel Walker, Anthony Richards, Matthew Dainty

Guests – Tommy Guthrie (Premier League)

Apologies – None

Agenda

1. Introductions
2. FAB Recruitment Process Review
3. Tommy Guthrie, Head of Fan Engagement, Premier League
4. Terms of Reference, Code of Conduct, Appointment of FAB Chair
5. An Introduction from Francesco Calvo, President of Business Operations
6. AOB
   6.1 Lower Grounds

Notes

- The FAB members, Club Attendees and Guests introduced themselves and shared relevant personal and professional backgrounds.
- The Club shared an overview of the recruitment process and the involvement of independent bodies such as the Premier League and the Football Supporters' Association (FSA), with the below highlights noted:

    - Almost 500 applications were received via the online form following advertisements on the AVFC Website, Social Media and Matchday Programme
    - Shortlist jointly selected by FSA and AVFC Supporter Liaison Officer
    - Applications received from a broad range of season ticket holders, members and hospitality customers across all areas of Villa Park, as well as diverse applications across several supporters' groups
    - A broad range of skills and experience levels, many with prior involvement as Trustees, Non-Exec Directors or advisory board members in other organisations
    - Good level of interest from young supporters to formulate Junior FAB
    - Fifteen interviews were conducted. These interviews were carried out by three-person panel: Richard Stevens, Vice President Strategy & Analytics (Nominated Board-Level Official), Guy Rippon (Head of AVFC Foundation) and Harpreet Robinson (Football Supporters Association)
    - Strong positive feedback from the Premier League, with support for the restructure

    - Involvement from the FSA – Harpreet Robinson from the FSA acted as an independent person on the interview panel
    - AVFC liaising with other PL clubs who have recently undergone a similar process with their FAB i.e. Newcastle United, Leicester City, West Ham United to gather ideas and share best practice
    - Strong support from all parties regarding the extended network concept and the Junior FAB.

- Tommy Guthrie from the Premier League gave a short presentation on the Premier League's governance approach relating to FABs across the League and answered questions from the group.
- The Club shared the Terms of Reference and Code of Conduct with the new FAB members, and asked that the FAB independently elect a Chair and Vice Chair before the next meeting.
- President of Business Operations Francesco Calvo, who joined the club in July, also attended the meeting where a wide range of topics were discussed with the group of key stakeholders.
- Francesco explained how his past experiences at Juventus, Barcelona and Roma, before returning to Juventus for a second spell, has helped shape his commitment to supporter engagement and advised he aims to attend every meeting unless business travel arrangements prevent him from doing so.
- He also advised the group of the club's intention to reward loyalty with a 20% discount on Europa League bundles for season ticket holders and members which was welcomed by the group.
- In AOB, the FAB were also pleased to have their request for the Lower Grounds to be opened at half time for supporters in the Lower Holte to purchase food and drink, immediately approved by the club. The club will offer this from the September fixture against Fulham and then on an ongoing basis moving forward.