Aston Villa Fan Advisory Board

Ticketing Consultation for Season 2026/27

Date(s):

Thursday 26th March 2026
Monday 20th April 2026
Thursday 14th May 2026
Tuesday 26th May 2026

Location(s): Villa Park, Birmingham and Virtual (Teams)

Chair: Richard Stevens

Attendees across all meetings

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

AVFC: Francesco Calvo, Ben Hatton (via Teams), Richard Stevens, Tommy Jordan, Matt Dainty, Chris Hornbuckle, Luke McNulty, Andrew Watkin (via Teams), Dan Walker

Minutes

- Across a series of meetings between March and May 2026, the Club and Fan Advisory Board (FAB) undertook a detailed consultation process regarding the North Stand redevelopment project and proposed ticketing arrangements for the 2026/27 season.
- Discussions throughout the consultation process included the impact of the North Stand redevelopment works on supporters and the process for relocation, as well as wider themes including pricing, ticket availability, waiting list management, memberships, matchday operations and the overall supporter experience.
- The FAB provided feedback and challenge on a range of supporter matters, including affordability, concessions, supporter communications, loyalty recognition and the wider end-to-end matchday experience.
- The Club also shared updates regarding redevelopment timelines, future stadium plans and supporter communications throughout the consultation period.
- During the final wrap-up meeting, the Club and FAB addressed the remaining open points from previous discussions, as well as reviewing the communications plan and renewal timelines ahead of supporter announcements.