Aston Villa Fan Advisory Board

Meeting Agenda

Date: Tuesday 13th January 2026

Time: 6:00pm – 8.00pm

Location: Villa Park, Birmingham

Chair: Richard Stevens

Attendees

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

AVFC: Richard Stevens, Matt Dainty, Chris Hornbuckle, David Asquith, Luke McNulty

Apologies: Francesco Calvo, Tommy Jordan, Nick Hoskins, Jag Kalaar

	Topic	Content	Owner
1	**Welcome & Introductions**	Opening remarks	Rich Stevens
2	**Francesco Update**	Club update from President of Business Ops	Rich Stevens (proxy)
3	**Guest Speaker – David Asquith, Head of Retail and Licensing**	An overview of the club's retail and licensing operation	David Asquith
4	**FAB Working Group Updates**	2-3 minutes per Extended Network / Working Group Lead on progress and status	Working Group Leads
5	**Any Other Business (AOB)**	Additional matters raised in meeting. Club proposing to check on frequency of FAB meetings now Extended Networks up and running	All
6	**Next Steps & Close**	Summary of key actions and agreed follow-ups	Rich Stevens

Meeting Notes

- Rich Stevens, on behalf of Francesco Calvo, provided an update that the club is currently undertaking a piece of work focused on tone of voice and overall brand positioning.

- The work includes defining the key elements of what makes the club unique, both at a high-level and across individual sub-elements like the Women's team. The club stressed there is no intention to change the club crest or club colours.

- There was also discussion around how the FAB, Extended Working Groups, other supporter groups and the club can work together to improve the atmosphere at home matches.

- It was noted that the away matchday atmosphere has been excellent and all parties are keen to generate a consistently strong atmosphere at home fixtures to support the continued on-field excellent performances.

- The club indicated it is open to providing funding to support initiatives that enhance matchday atmosphere and the FAB committed to develop ideas.

- David Asquith provided a detailed update on the club's retail operations, highlighting the strength of our relationship with our retail partners including adidas, and the positive impacts of both the Villa Park and Bullring retail stores.

- Updates were shared from the FAB working groups covering matchday experience and supporter insight, including the North Stand and fan zone.

- Further FAB updates from respective working groups included catering and concourse experience, supporter engagement initiatives, ticketing and the women's team.

- The club thanked the FAB for the communications support provided around the Fenerbahce fixture, which was noted as very helpful. All agreed to continue to co-ordinate across club and FAB channels when appropriate.

- The next meeting will be on 3rd March, unless rescheduled following ongoing discussions related to the best frequency for FAB meetings.