



Aston Villa Fan Advisory Board

Meeting Agenda

Date: Thursday 8th October 2026

Time: 6:00pm – 8:00pm

Location: Villa Park, Birmingham / Teams, Virtual

Chair: Richard Stevens

Attendees

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

FAB Guest: Jude Aston (JFAB & DSA)

AVFC: Francesco Calvo, Richard Stevens, Tommy Jordan, Luke McNulty, Laura Worsey, Dan Walker

AVFC Apologies: Matt Dainty

	Topic	Content	Owner
1	Welcome & Introductions	Opening remarks	Rich Stevens
2	Francesco Update	Club update from President of Business Ops	Francesco Calvo
3	FAB Update	Overview from the FAB of any activity since the last meeting	Karl Bowater
4	FAB Working Group Updates	2-3 minutes per Extended Network / Working Group Lead on progress and status	Working Group Leads
5	FAB clarifications from Submitted Questions	Opportunity for FAB to seek any clarifications on club response to submitted questions	Karl Bowater
6	AOB	Any other points to address: 1. PL FES Report 25/26 2. Fan Survey Meeting date 3. Game Presentation Meeting date 4. Warehouse 31 st October	All
7	Next Steps & Close	Summary of key actions and agreed follow-ups	Rich Stevens

Minutes



General Update

- The meeting opened with thanks to Nick Hoskins for his contribution during his time as FAB Vice-Chair and congratulations to Sue O'Brien for stepping into the role for this season.
- Members welcomed Steve Jones to the Fan Advisory Board for his first meeting, representing fans in the club's hospitality spaces.
- Laura Worsey, Vice President of Venue Operations, was introduced to the group and provided an overview of her professional background and responsibilities within the club.
- Francesco Calvo highlighted operational excellence and efficiency as key principles being adopted across both the football and business sides of the club.
- Members were updated on the progress of the North Stand redevelopment, which was described as moving at an impressive pace.
- The project remains on schedule, with the lower section currently expected to be completed in early 2027, subject to works continuing as planned. Francesco also confirmed that work is underway on initiatives to improve the appearance of the lower North Stand during redevelopment works but these are constrained by the construction process.
- Francesco noted the publication of the Manchester City verdict during the international break and said it was too early for Aston Villa to comment meaningfully on the outcome.
- The club outlined ticket sales for the upcoming UEFA Champions League fixture against Fenerbahce, noting that security requirements for the fixture have impacted sales arrangements. Sales were reported as progressing steadily.
- An update was also provided on the subsequent Champions League fixture against Viking.
- Karl Bowater suggested exploring a pricing structure that reflects the stature of European opposition and encouraged the club to continue engaging the FAB on ticket pricing and benchmarking, which the club will do.
- Francesco reiterated that the club's objective is to achieve a sell-out crowd for every fixture.
- Craig Hamilton remarked that the relationship between the club and the FAB is currently built on a much stronger level of mutual trust.



Working Group Updates:

Ticketing

- Sue O'Brien thanked Dan Walker for facilitating recent online working group meetings, which have helped establish a productive rhythm of engagement.
- Members discussed the relaunch of the club's rewards platform, including a commitment to provide new members with a welcome gift. The FAB suggested an in-store voucher as a simple and practical option which the club will consider.
- Rich Stevens explained that a new member of staff has been tasked with reviewing the membership scheme and has been given the freedom to reshape the programme where necessary.
- The FAB stressed the importance of strong customer service and providing supporters with as much advance notice as possible on key decisions and announcements.
- Rich also updated members on plans to establish a dedicated Fan Services function, with recruitment underway and the team set to be built around Matt Dainty.
- While establishing a new team presents short-term challenges, work on new processes is expected to begin in the coming weeks and meaningful improvements will be delivered over the coming months.
- Min Grimshaw noted that digital ticketing and stadium access appear to be functioning much more effectively this season and Craig added that turnstile queues appear significantly reduced compared to previous seasons.
- Dan Walker confirmed that 927 physical season cards had been issued for the current campaign.

Fan Engagement & Communication

- Andy Carlill thanked the club for its willingness to share survey data and information, describing the current level of openness as a significant step forward.
- Members discussed the importance of defining what effective communication between the club and supporters should look like and establishing a clear framework for future engagement.
- Rich Stevens reiterated that the club is open to continue discussions regarding atmosphere and overall match presentation with the FAB.
- Craig Hamilton provided an update on plans for the Fulham fixture, which will serve as the club's Remembrance match, and advised that the 1897 fan group are preparing a self-funded display.
- Rich explained the scheduling challenges that influenced the selection of the Fulham fixture for Remembrance activities and outlined the club's plans for commemoration.
- Tommy Jordan committed to communicating Warehouse availability on matchdays much earlier in future to allow supporters more time to make alternative arrangements if required.
- Tommy also acknowledged recent issues involving colour clashes within marketing emails and confirmed that work is ongoing to address them.



- He outlined the club's communications structure, explaining that responsibility is shared across multiple departments rather than sitting with any one individual or team.
- Members were informed that the recent incorrect date and kick-off time published for the Carabao Cup fixture against Coventry City on the club's website was attributed to an Opta data issue rather than an internal club error.

Culture

- Members agreed that the club is well positioned in relation to Equality, Diversity and Inclusion initiatives.
- It was also acknowledged that further work is required around celebrating and preserving supporter culture and club history, but that recent additions to this working group should allow this to happen.

Women's

- The group's first Fan Forum of the season took place ahead of the recent Crystal Palace fixture.
- Attendees heard updates from Maggie Murphy and Marisa Ewers, which were described as informative and valuable.
- The Fan Forum provided a valuable opportunity for commercial staff to engage directly with supporters and gather feedback from a broad range of perspectives.
- Members praised the overall women's matchday experience, with some suggesting it ranks among the strongest in the Barclays WSL.
- A small number of issues were identified at the opening home fixture of the season, but these were addressed and resolved quickly by the club.
- Women's-specific merchandise continues to be well received by supporters.
- While attendances are not currently at the levels the club would like to see, members acknowledged several external factors influencing crowd numbers.
- The club is continuing its efforts to build momentum and awareness ahead of the upcoming Second City Derby.

Accessibility

- Members requested an update on the development of sensory room facilities in the new North Stand.
- Concerns were raised regarding the position of wheelchair bays around the North Stand redevelopment area, particularly around potential sightline restrictions.
- Rich explained that the sensory room offering has been adapted on a temporary basis this season due to ongoing stadium construction works, resulting in a more basic setup than originally envisaged.
- While no immediate solution was available regarding wheelchair bay sightlines, Rich committed to reviewing the concerns and providing a further update.



- Aside from a small number of accessibility and matchday issues, which were successfully resolved by Anthony Richards and his team, disability access arrangements were reported to be operating well overall.