FCG to Fan Advisory Board **Thursday 17th March** **Bodymoor Heath**

Fan Representatives

Scott Jones	Villa Talk
Mo Razzaq	AV Supporters Trust
David Michael	My Old Man Said
Sam Timms	Villa & Proud
Sarah Breslin	Villa Bellas
Gurpal Sandhu	Punjabi Villans
Stephen Gough	AV Independent Supporters Clubs
Joanne McKibbens	Aston Villa Disabled Supporters Association
Nilesh Chauhan	Villans Together

Apologies

Jonathan Fear	Vital Villa
Nick Sanders	avillafan.com
John Gillett	Lions Clubs

Club Representatives

Paul Tyrrell	Chief Operating Officer
Tommy Jordan	Communications Director
Lee Preece	Supporter Liaison Manager

Discussions led by the club are outlined below.

Fan representative questions or comments raised during the discussions are shown in italics.

1 Fan Engagement Standard (FES) / Fan Advisory Board (FAB)

Fan Engagement Standard

The purpose of tonight's meeting was to discuss the FES and the creation of our FAB.

On March 22nd, the Premier League (PL) will publish a digital, public version of the FES. The club has been asked to support the launch with the publication of our own statement, pointing fans to the PL documents, but also outlining our own approach to fan engagement and the requirement for a FAB.

Important to note that the Government White Paper currently under consultation, praises the proposed FES framework and states that once this is implemented, it is likely to be more than sufficient for clubs to meet the requirements of any related licensing condition.

Targets set by the PL to each club include the FAB to be in place by the end of the current season, and for clubs to produce a Fan Engagement Plan (FEP) by the start of 23/24 season.

The PL are commencing a pilot scheme, working with Price Waterhouse Coopers and volunteer clubs, to test models of assessment. The PL aim to iterate the FES framework into PL rules at their summer AGM.

Fan Advisory Board

The club has seen our relationship with the Fans Consultation Group (FCG) grow over the last few years, and as a solid starting point, the club has invited the current FCG representatives to help us form our first FAB. The Groups invited to have a representative on the FAB are as follows:

AV Supporters Trust	https://villatrust.org.uk/
avillafan.com	https://www.avillafan.com
Heroes & Villains	https://www.heroesandvillains.info/
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/
Vital Villa	https://astonvilla.vitalfootball.co.uk/
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

Due to the heightened exposure that the FES has and will bring, the club have already been contacted by numerous fans and fan groups asking to be a part of the FAB. The club cannot hold an individual consultation with every fan who may have a strong wish to be on the FAB, or indeed, provide access for them simply because it is requested.

Some clubs have opted for an election-based process to identify their FAB Representatives.

From the outset with the FCG, we focussed our invitation to fan groups, not individual fans. Fan Groups such as message boards, have existing platforms and communication channels that allow fans to talk about club matters, helping reps find out what is important to fans. These channels also allow for an independent method of communicating responses from the club and more importantly, comment on those responses.

Therefore, the club will need to continually ensure those invited to partake are giving fair opportunity for other fans to engage in the process and being representative. It is essential that the platforms of those on the FAB are open and available for fans to engage.

We will have two guest spaces each FAB meeting to allow others to see the process in action and provide opinion, and as we are sure all will understand, the club will also keep an open mind as we go forward with the FAB, and when necessary and where appropriate, invite or withdraw invitation if required.

Tonight, is therefore, the last meeting of the FCG as we move forward to the FAB. The club wants to place on record our appreciation to all FCG reps, for their time (given voluntarily), effort and feedback to the FCG process. It has been clear throughout our meetings and communications that FCG reps have always had the clubs' best interest at heart and have been engaging with the club on behalf of the wider fan base.

From 2023/2024, as will be outlined in our FEP, we will look to convene the FAB on at least four occasions across the season. Two of these meetings will be held with Christian Purslow present. In addition, and has been demonstrated over the last two years, there may be occasion for us to invite FAB reps for discussion on specific topics. Agenda items may be raised either by the club or by Fan Reps.

The Fans Consultation section will be updated on the website. This will house not only FAB meeting notes, but also historical meeting notes from FCG, working groups, FEP and end of season Fan Engagement reports.

Lee Preece, Supporter Liaison Manager will chair meetings to ensure those present are afforded equal opportunity to engage and that respect for all opinions is maintained throughout.

The following items were raised by FCG reps in advance of tonight's meeting. These will form the basis of the first FAB meeting in April 2023.

What are the Club's plans for relocating supporters in preparation for the North Stand and Trinity Road Hospitality redevelopment? In particular, how will the reallocation to other parts of the ground be determined, the timing, notification to supporters and the impact on season/ticket pricing?

What was the feedback from the survey to Holte End Season Ticket Holders regarding possible upgrades? Also, following consideration of the recent feedback, what are the Club's plans now to improve the fan experience?

Aston Villa was one of 11 Premier Clubs that raised prices for this season. Given the pressure on household budgets, what can supporters expect for 2023/24, and when will the sale window open?