Fan Engagement Plan 2023/2024

This document aims to set out our plans for how we will consult with fans across 2023/2024 in line with requirements set out in the Premier League's Fan Engagement Standard (FES).

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Key Roles & Responsibilities

Paul Tyrrell, Chief Corporate Affairs & Security Officer has overall responsibility for compliance with the FES.

Our Fan Advisory Board will be supported by Tommy Jordan, Communications Director.

Gavin Forbes, Senior Marketing Manager will coordinate any requirements for Fan Surveys and oversee any formal consultation processes relating to our Heritage Assets. Lee Preece, Supporter Liaison Manager will have day to day responsibility for the FES.

Fan Advisory Board (FAB)

The current representatives on the Fan Advisory Board 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	
Connor Smith	Villa fan
Lena Curran	Villa fan

At each FAB meeting, we will also hold places for two guest representatives from the wider fan base to ensure opportunity for others to see the process in action. Please email lee.preece@avfc.co.uk if you wish to be considered to attend a FAB meeting as a guest.

Lee Preece, Supporter Liaison Manager will chair each meeting.

FAB Meetings will either be agenda based (where the agenda is driven and created by fan representatives and the club) or the club will invite the FAB to consult on specific projects (for example Stadium Developments). On any occasion where the club has asked to meet on a specific topic, there will be provision for AOB, so fan reps have the opportunity to raise important matters.

We will aim to meet with the FAB on at least four times each season.

At each meeting, there will be at least one member of our Executive Group Management Team which is led by the President of Business Operations, Chris Heck.

Across 2023, the club will enhance the Fan Engagement page on our website where we will publish FAB and other meeting notes plus any other relevant items.

Heritage Assets

The club has identified the following as Heritage Assets that we regard in scope for fan consultation, and when consulting, will ensure compliance with all elements of the FA Rules of Association relating to Heritage Assets:

Name	Aston Villa Football Club
Crest	Club crest
Stadium name	Villa Park
Stadium location	Villa Park, Birmingham B6 6HE
Colours	Claret & Blue (home strip only)

Working Groups

To supplement the FAB and where appropriate and beneficial, the club will establish Working Groups (WG) to ensure consultation with fans on specific topics. At each WG, we will look to ensure fans acting on the FAB are represented, but the majority of representation coming from fans with direct connections to the subjects being discussed.

- **Away Ticket Working Group (ATWG)**

The ATWG continually evaluates & establishes fair process for the distribution of away tickets and helps the club identify processes to ensure loyalty is genuine. Appropriate sanctions against those who pass tickets to others are also agreed with the ATWG.

The ATWG is led by Lynne O'Reardon, Head of Ticketing. This group will meet a minimum of two times per year, and notes from these meetings will be published on the Fan Engagement page of our website.

The Fan representatives were randomly chosen from the following groups (at the time of selection in November from the 21/22 season – away match criteria changes as each season progresses):

Two season ticket holders currently unable to access away tickets

One season ticket holder with a booking history of 6+

One season ticket holder with a booking history of 9+

One season ticket holder with a booking history of 12+

One season ticket holder with a booking history of 15+

One season ticket holder with a booking history of 18+

We have also included One representative from each of the FCG, Official Lions Clubs and the Aston Villa Disabled Supporters Association.

- **Other Working Groups**

At any point the club identifies a need for a specific WG, either on a short or long-term basis, we will ensure a fair process in identifying fan representatives and meeting notes will be published within the Fans Consultation Page on our website.

Wider Consultation

Wherever possible and appropriate, the club will look to engage with as many fans as possible via the use of electronic surveys.

Gavin Forbes, Senior Marketing Manager will lead this process. Information on the results of surveys and related information will be published within the Fans Consultation Page on our website.

2022/2023 Fan Engagement Report

A report on our fan engagement across 2022/2023 was published on our website in May 2023.