Fan Engagement Report

2024/2025

Introduction

This document outlines the principal areas of Fan Engagement undertaken by the club with our fans across season 2024/2025 and how we implemented the commitments made in our 2024/2025 Fan Engagement Plan.

There is a Fan Engagement section on our website which can be viewed via the following link: AVFC Fan Engagement

At the start of the 2024/2025 season, the Club published our Fan Engagement Plan (FEP) which can be viewed via the following link: AVFC FEP 2024/2025



Fan Engagement Plan & Report

The plan showed the following areas of focus:

- Key Roles & Responsibilities
- Heritage Assets
- Fan Advisory Board (FAB)
- Working Groups
- Wider Consultation

This report also details other elements of our Fan Engagement:

- AV150
- Fans Charter
- Official Complaints Process
- Club Contact Information
- Fan Engagement Plan 2025/26

Key Roles & Responsibilities (Leadership & Culture)

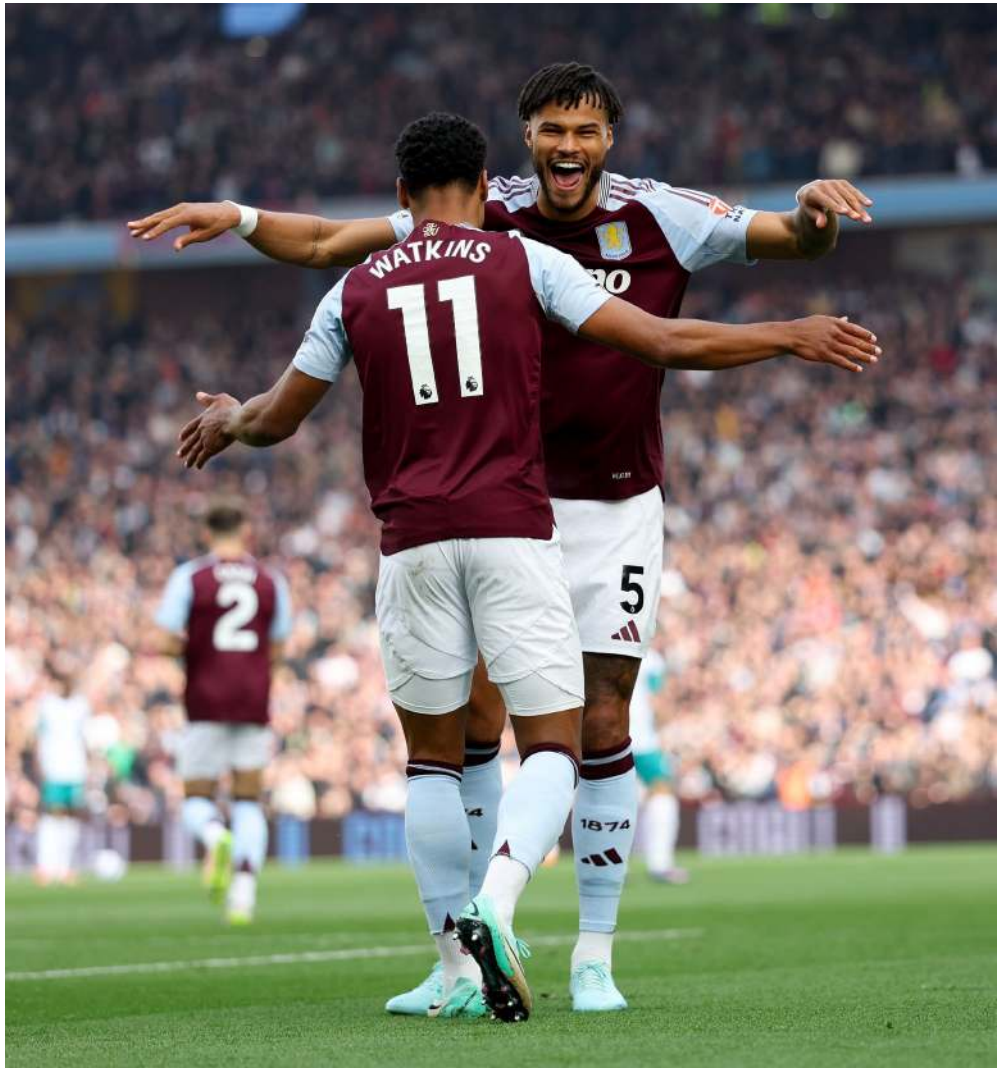
- Overall responsibility (nominated Board Level official) for the compliance with the Fan Engagement Standard (FES) sat with Ben Hatton, Chief Operating Officer for 2024/25.
- Ben was supported by Chris Hornbuckle, Vice President of Business Development & Fan Engagement.
- Our Fan Advisory Board process is supported by Tommy Jordan, Communications Director.
- Richard Stevens, Vice President Strategy & Analytics led on the AV150 project and will assume responsibility for the FES as the nominated board-level official from July 2025.





Key Roles & Responsibilities (Leadership & Culture)

- Gavin Forbes, Senior Marketing Manager and Alex Welsby, Head of Data & Insights, coordinated supporter surveys.
- Sam Ghataora, EDI Lead, led consultation with individual supporter groups (Villa & Proud, Villans Together, Punjabi Villans and Villa Bellas)
- Emily Peacock, Women's Team Marketing Executive led consultation with the Aston Villa Women's Supporters Group and Her Game Too.
- Daniel Walker, Ticketing Technical Manager, contributed to the Ticketing Consultation process.
- Lee Preece (to November 2024) & Matthew Dainty (from March 2025), Supporter Liaison Officers, have day-to-day responsibility for the FES.



Key Roles & Responsibilities (Leadership & Culture)

- **Premier League Rules –** The Club is committed to complying with all elements of Premier League Rules relating to fan engagement contained within the Premier League Handbook, as amended and updated from time-to-time – including but not limited to Section R.
- **Accessibility –** The Club publishes communication channels for all fan-related queries. A designated supporter enquiries inbox, supporters@avfc.co.uk is displayed on all pages under the Fan Engagement tab as well as on the Contact Us page on the avfc.co.uk website.
- The Club has a designated X (formerly Twitter) account @AVFCSupport for supporters to raise queries via social media.
- The Club commits to respond to all supporter queries within 5 working days.
- The Club has nominated staff within the Stadium Safety & Security Team, Ticket Operations Team and Supporter Services Team who are responsible for responding with any queries raised by the Independent Football Ombudsman (IFO).

Heritage Assets (Listening)

- **Heritage Assets –** The Club has identified the following as Heritage Assets and commits to consult with fans in a timely manner prior to any material amendment to a Club Heritage Asset subject to contractual, legal and intellectual property obligations.

- Name – Aston Villa Football Club
- Crest – Club Crest
- Stadium Name – Villa Park
- Stadium Location – Villa Park, Birmingham, B6 6HE
- Club Colours – Claret & Blue (Home Strip only)



Following the crest consultation process in October 2023 and the launch of the new AVFC Crest on 31st May 2024, there were no amendments to any heritage assets, or any consultation required throughout the 2024/25 season.

Fan Advisory Board

Fan Engagement Report 2024/2025

Fan Advisory Board (FAB) - Collaboration & Participation

- The FAB is our primary vehicle for Fan Engagement. The Fan Representatives on our FAB for the 2024/25 season were already engaged with the Club via our long-established Fans Consultation Group. Members of the FAB for 2024/25 were outlined in our Fan Engagement Plan (FEP) for the 2024/25 season.
- Across the 2024/25 season five FAB meetings took place. The meetings were held in person at Villa Park. These meetings took place on 11th September, 24th February, 26th March, 23rd April and 28th May. A primary focus throughout the 2024/25 season was a ticketing consultation process. Meeting notes, including a consolidated version of the ticket consultation process minutes can be found here.
- An end of season FAB effectiveness assessment was conducted via an anonymous survey sent to FAB members.



Fan Advisory Board (FAB) - Collaboration & Participation

Following Premier League best practice the Club issued all current members of the Fan Advisory Board with an online anonymised questionnaire (via Survey Monkey). The survey followed the Premier League's template with six of the FAB's current 12 members completing the survey.

A summary of the results is shown below:

Section Scores (Average out of 5)

- 1. Composition of the FAB – 2.5
- 2. Administration of the FAB – 2.3
- 3. FAB Communication – 2.4
- 4. FAB Contributions – 2.4
- 5. Fan Engagement Impact – 2.5

Common feedback themes included:

- The current FAB structure was seen as overly reliant on a few dominant voices. There's optimism that upcoming changes will lead to more diversity, transparency, and a better democratic process.
- FAB members asked for meeting dates to be set well in advance with agendas circulated in good time to encourage more structured engagement.
- Members were seen as committed and invested, but the Club's speed at circulating minutes constrained the FAB's ability to contribute efficiently.

Fan Advisory Board (FAB) - Collaboration & Participation

- In wider consultation with the FAB members, Premier League and Football Supporters Association, it was identified that the current set up of the Aston Villa Fan Advisory Board was not fit for purpose. The Club therefore undertook a reconstitution of the FAB at the conclusion of the 2024/25 season.
- Following the consultation, the Club identified the need to establish a Terms of Reference, Code of Conduct and Fixed Terms for members to meet Premier League guidance.
- Extended Network Groups will be created as an off-shoot to the main FAB with specific areas of focus as follows: Ticketing, Matchday Experience, Club Culture & EDI, Accessibility and Women's Football.
- Supporters were invited to apply for a position on the FAB via an advert in the matchday programme (vs Fulham and vs Tottenham), via an article on the official website and via an email sent to all season ticket holders and members.
- The Football Supporters Association worked alongside the Club throughout the process to ensure it was fair, transparent and independently audited, whilst constant feedback was sought from the Premier League.





Fan Advisory Board (FAB) - Collaboration & Participation

- Five prominent supporters' groups will have a fixed seat on the FAB, these being AVFC Supporters Trust, the Official Lions Clubs, AVFC Disabled Supporters Association, Punjabi Villans and Villa Bellas. Up to five additional seats on the FAB will be available to independent supporters who will be appointed via the recruitment process.
- Approximately 500 applications were received, with a shortlist for interview independently selected by the Football Supporters Association (FSA) and Matthew Dainty (AVFC SLO).
- Interviews were held with a three-person panel which included: Richard Stevens (AVFC VP of Strategy & Analytics), Guy Rippon (Head of Villa Foundation) and a representative from the Football Supporters Association.
- The newly constituted FAB will meet for the first time in August 2025.



Fan Engagement Initiatives

Fan Engagement Report 2024/2025

AV150- Collaboration & Participation

4

Core AV150 Projects

5

Additional AV150 Events

Projects

150 Years || 150 Images (Book)

Legacy Wall

Dream Scene Historical Painting

Statue

Events

AV150 Anniversary Fixture

Tales From The Dressing Room

AV150 Women's Team Celebration

Birmingham Heritage Week – Walking Tour

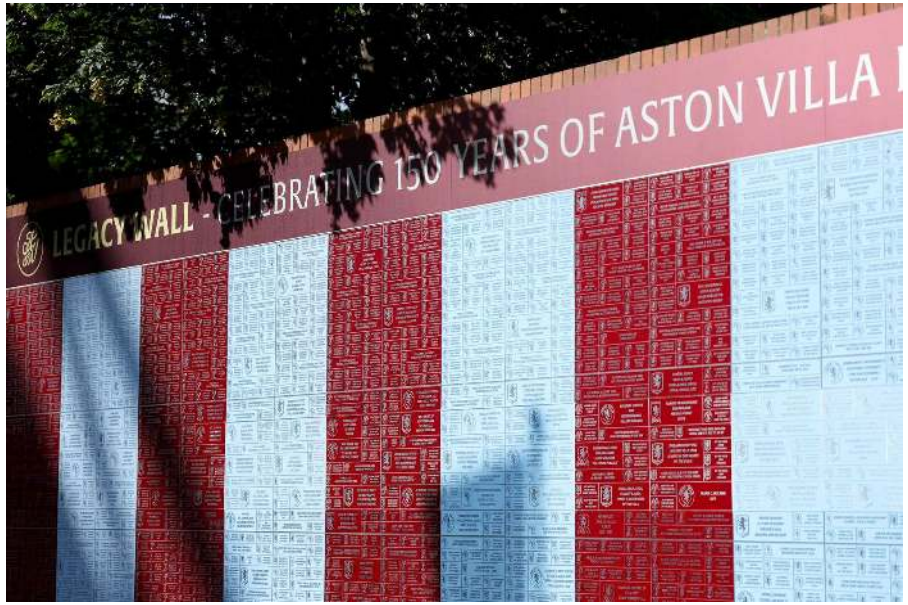
Foundation 150 Outreach

The 2024/25 season marked the 150th Anniversary of Aston Villa.

The AV150 committee, composed of an honorary board of former players, managers, community, fans and Club representatives created a programme of events to celebrate the anniversary.

The members included: Lord King of Lothbury, Mervyn King, Guy Rippon, Marisa Ewers, Rob Bishop, Ian Taylor, Brian Little, Dennis Mortimer, Katharine Merry, Thomas Hitzlsperger, Guri Nandra, Aaron Jones, Pam Bridgewater and David Bridgewater.

AV150- Collaboration & Participation



Legacy Wall



Statue

AV150- Collaboration & Participation



Dream Scene



AV150 Book

AV150- Collaboration & Participation

AV150 Anniversary Match

Emirates FA Cup 3rd Round tie against West Ham United

Special Edition AV150 Kit

Special Edition commemorative matchday programme (£1.50) which generated record sales

£1.50 promotional offer on selected retail items, concourse food and beverage

Aston Villa Women's Team also had a designated AV150 fixture vs Arsenal with many former players in attendance



Working Groups - Collaboration & Participation

1897 Group

The 1897 Group are a recently formed group of supporters who have a passion and focus on improving the matchday experience and atmosphere at Villa Park.

The Marketing Department met with the 1897 Group on a quarterly basis to discuss game presentation.

Working alongside the group, Tifos were produced for Villa's Champions League home games, and several scarf and flag giveaways were undertaken throughout the season. All designs were produced in collaboration with the 1897 Group.

The 1897 Group also provided input on the Club's AV150 anniversary game, the FA Cup 3rd Round tie at home to West Ham United.

The Club will continue to work alongside the 1897 Group to enhance the matchday experience at Villa Park.



Working Groups - Collaboration & Participation

EDI Groups - Consultations

Sam Ghataora, EDI Lead arranged several consultations with supporter groups.

The Club met with Villa & Proud, our official LGBTQ+ supporter network on 7th February 2025 to consul on the next 12 months of support from the Club. Items on the agenda included the Club's Pride involvement and our continued efforts in the Rainbow Laces campaign, as well as formalising a plan for LGBTQ+ History Month.

The Club met with Villa Bellas, our official women's supporters network on 7th February 2025 to discuss the next 12 months of work. This included formulating plans for the Club's involvement with the HerGameToo campaign and our work around International Women's Day.

The Club met with the Punjabi Villans to consult on a matchday activation around Vaisakhi and to discuss future events such as Diwali.





Working Groups - Collaboration & Participation

EDI Groups - Activations

The Club, working alongside our EDI supporter groups, held several matchday activations throughout the 2024/25 season.

Rainbow Laces – Members of **Villa & Proud** were invited to be part of the campaign for the Premier League fixture at home to Brentford and the WSL fixture at home to Crystal Palace.

Her Game Too – there were activations at three fixtures, the Men's game away at Brentford, the Men's game at home to Newcastle United and the Women's home game against Manchester United.

Fan Zone stage discussions were held with **Villa Bellas**, Her Game Too ambassadors and former players. The matches also featured LED advertisement of the campaign and Her Game Too flag waving.

Punjabi Villans ran a Vaisakhi event in the Fan Zone at the Men's home fixture against Nottingham Forest as part of the **No Room For Racism** campaign. This included cultural performances and discussion on the importance of Vaisakhi and the No Room For Racism campaign by fan group members. Proceeds from the selling of Samosas went to the Aston Villa Foundation.

Adidas Pride warm-up jerseys were modelled for advertisement by members of the **Villa & Proud** supporters' group and were then worn by women's players in the warm-up before a fixture. These jerseys were then sold in the Villa store.

The Club worked alongside the **AVDSA** to promote the **Level Playing Field** campaign at Aston Villa Women's home fixture against Everton.

Working Groups - Collaboration & Participation

EDI Groups - Activations



Punjabi Villans celebrate Vaisakhi ahead of the game against Nottingham Forest



Her Game Too ambassadors proudly display their flags ahead of the game against Newcastle

Working Groups - Collaboration & Participation

EDI Groups - Activations



Villa Women warm-up in ‘Love Unites’ Adidas jerseys



Villa & Proud attend Birmingham Pride 2025

Working Groups - Collaboration & Participation

Aston Villa Women

Over the 2024/25 season, Aston Villa Women has continued to strengthen its relationship with its most passionate supporters by creating inclusive and meaningful opportunities for fans to engage with the club. Regular dialogue is held with the Villa Bellas, Aston Villa's Women's Supporters group.

As part of the Rainbow Laces campaign, our home match against Crystal Palace in November 2024 was dedicated to *Villa & Proud*, recognising their ongoing commitment to LGBTQ+ inclusion.

In March 2025, we celebrated International Women's Day by dedicating our fixture against Manchester United to the theme of accelerating action. Fans were invited to submit video and text messages about how special Villa is to them and what International Women's Day means to them, alongside a submission of a photo of themselves and/or loved ones as part of our IWD Fan Wall. On the 8th March, we provided a unique offer of 25% off match tickets for our dedicated IWD fixture as well as running a retail campaign on women's fit training wear for the weekend. More information on our IWD activation can be found here.



Villa & Proud flags

Working Groups - Collaboration & Participation

Aston Villa Women

We also proudly supported the Her Game Too campaign by continuously liaising with our Ambassador, Sarah Breslin, who said the following: *"Being able to represent Her Game Too and Aston Villa is a huge honour. The Club's visible support across both the Premier League and Women's Super League is powerful. It shows global fans that we stand for equality and inclusion. From social media recognition to in-person appreciation, the backing the club provides is invaluable."*

Season ticket holders were also treated to an exclusive open training session at Bodymoor Heath in May 2025, working in collaboration with our supporters' groups to provide access to players and coaching staff and unite the community feel throughout the club.

With every Barclays WSL fixture committed to Villa Park once again for the 2025/26 season, our objective is clear; to make football at Aston Villa Women feel like home for everyone, everywhere and to build something special.



Former AVFC Women players celebrate AV150

Communication, Surveys & Enhancements

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Wider Consultation - Share

Communication from Ownership, Chair or CEO

Chris Heck, President of Business Operations, delivered several key videos to fans (free to view) on our Villa TV platform and via Club social media channels.

The videos gave key updates on Club matters, many of which had been raised and discussed with our FAB.

- Chris Heck discussed improvements and new additions to Villa Park ahead of the 2024/25 season; including the new Villa Store and Villa Fan Zone – Watch here.

- Supporter generated feedback and consultation with the FAB highlighted the need for improved Fan Zone facilities on matchdays. In December 2024, the Club announced the Villa Park North Grounds Development.

- In April 2025, the Club announced plans for the redevelopment of the North Stand. Nassef Sawiris, Executive Chairman and Chris Heck, President of Business Operations outlined the development proposal to fans.



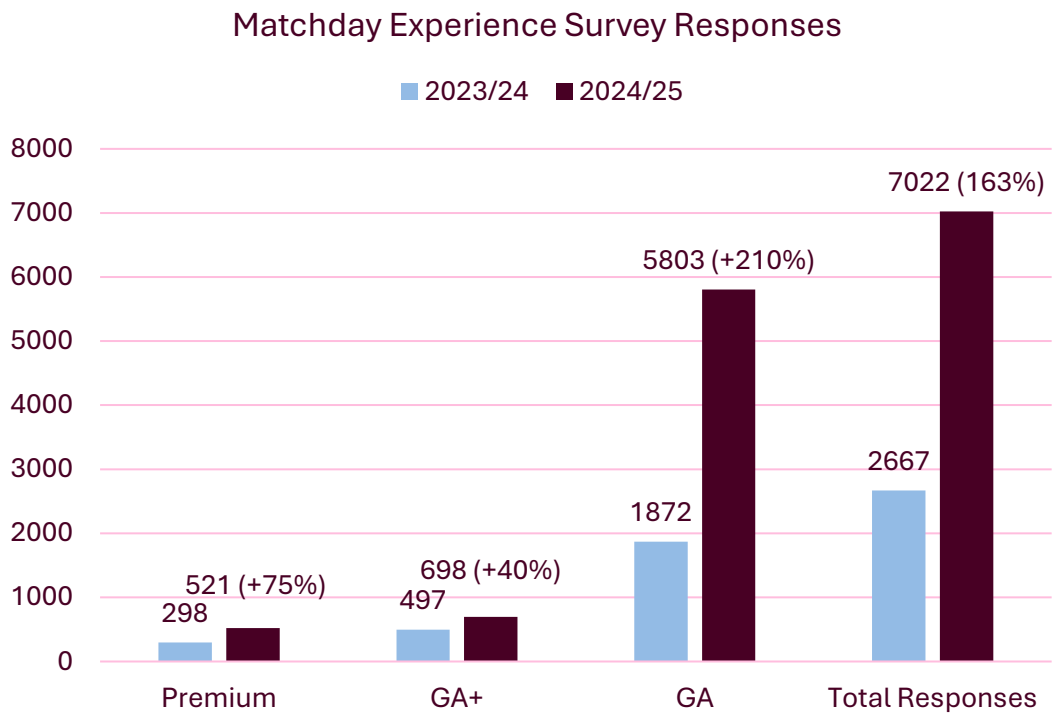
Wider Consultation - Learn & Improve

Across the season, we conducted surveys and research activity ranging from areas such as matchday experience to partner engagement.

Hospitality survey responses were collected via QR codes on tables and an automated email sent to lead bookers.

GA+ & GA survey responses were collected via an automated email sent post-match to a selected % of ticket holders.

7,022 total survey responses were received during the 2024/25 season; a 163% increase compared to the previous season.



Wider Consultation - Learn & Improve

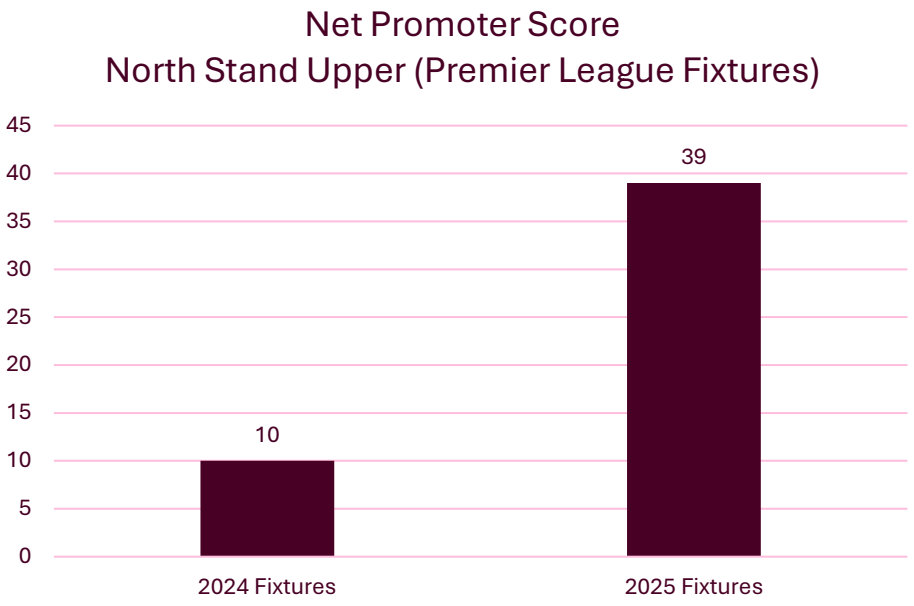
The respondent profile represented a broad and diverse overview of the Aston Villa fanbase, with representation from Season Ticket Holders, Members and individual match purchasers.

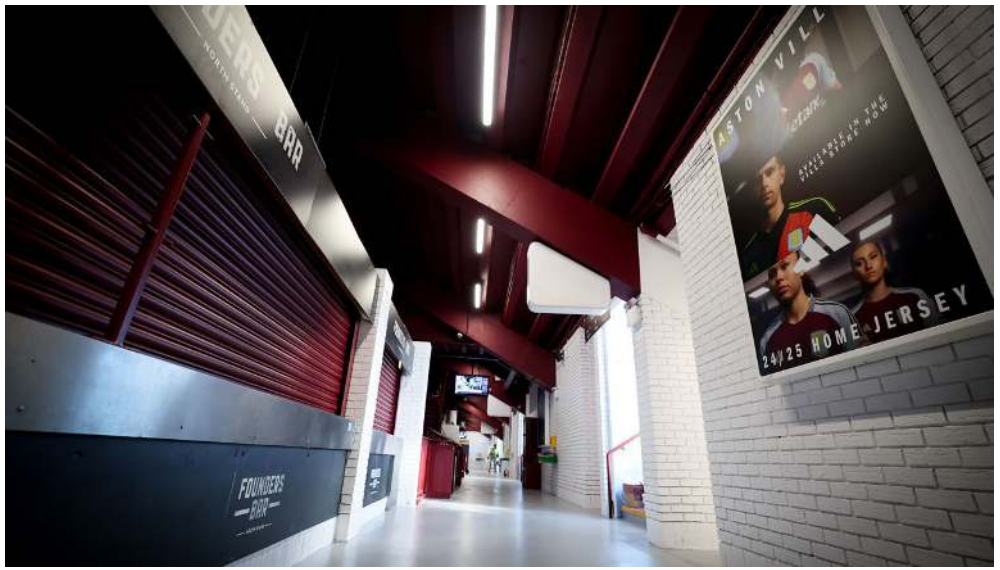
	Previous Visits	Aston Villa Relationship	Age	Stand
GA	60% - More than 16 games	• 57% Season Ticket Holder • 30% - Current Member	51% - 45 to 64	• Trinity Road - 34.25% • Holte End - 33.35% • Doug Ellis - 17.17% • North Stand - 14.24%
GA+	33% - 1st visit 30% - 10+ visits	• 63% - Individual Match Ticket	50% - 25 to 44	• Lower Grounds – 40% • Terrace View – 43% • The Cells – 17%
Hospitality	26% 1st visit 44% - 10+ visits	• 44% - Season Ticket • 32% - Individual Match Ticket • 24% - Guest	47% - 45 to 64	• 82 Champions – 17% • Trinity Boxes – 15% • The Star & Lion – 11%

Wider Consultation - Learn & Improve

During the 2024/25 season the Club undertook significant improvements to the North Stand concourse.

This led to a marked increase in the Net Promoter Score for Premier League fixtures in 2025 when compared to those in 2024.







Wider Consultation - Learn & Improve

- NPS, Experience and Service scores across our surveys feed into regular operational reviews, including a monthly working group with Executive contribution, supported by live dashboarding to ensure continuous development.
- Beyond the dashboards, the Club applies statistical methods including regression analysis of service/experience scores in relation to the NPS score and open-response text summaries/categorisation.

Example surveys include:

Title	Category	Research Period	Status	Completed Responses
2024-25 Villa Park Hospitality & GA+ Matchday Experience Feedback	Matchday Experience	Full Season	Closed	1254
2024-25 Villa Park Matchday Experience Survey (GA)	Matchday Experience	Full Season	Closed	5996
Aston Villa Partner Survey	Partnerships	October 2025 - June 2025	Closed	4915
Premier League Matchday Experience Survey	Matchday Experience	November 2025 - January 2025	Closed	1264
Villa Story Survey	Retail Experience	May 2025 - Present	Open	47
Villa Park Concert Experience Feedback	Concert Experience	June 2025 - July 2025	Closed	550
Legends Lounge Experience Survey	Matchday Experience	March 2025 - April 2025	Closed	13
2024-25 Villa Park Food & Beverage Ratings	Matchday Experience	January 2025	Closed	30

Stadium Development- Learn & Improve

Over the course of the 2024/25 season, in consultation with and following feedback from supporter groups, various improvements were carried out to Villa Park to enhance the match day experience.

A summary of these included:

- A refurbished and extended Villa Store
- Self-service Food and Beverage concourse kiosks, reducing queuing times
- An enhanced Fan Zone experience with dedicated ‘Player Arrival’ zone
- Replacement of life-expired seats throughout Villa Park
- Enhanced Game Presentation – Tifos, Flag Wavers, Flag and Scarf Giveaways, Fireworks
- Extensive refurbishment of concourse toilet facilities
- New concourses in the Upper North Stand and refurbishment across other stands
- LED installation across Villa Park for enhanced matchday experience
- New external branding – North Stand exterior, car park flags and improved way-finding
- Villa TV pre-game show and podcast
- Opening of new City Centre store at the Bullring





Other Information

Fans Charter

The Club maintained our Fans Charter across the 2024/25 season which can be read here.

Official Complaints Process

Fan complaints continue to be registered by fans via our designated email address; fancomplaints@avfc.co.uk

Complaints are logged by the Supporter Services Team and forwarded to the appropriate department to respond accordingly.

The Club endeavours to respond to complaints at the earliest opportunity.

Club Contact Information

Key contact information can be found on the Contact Us page on our official website.

The Supporter Liaison Officer is Matthew Dainty.

The Supporter Services Team can be contacted via a designated inbox; supporters@avfc.co.uk

Fan Engagement Plan 2025/26

In line with Premier League commitments, the Club will publish our Fan Engagement Plan for the 2025/26 season in August 2025.



Thank you

Fan Engagement Report 2024/2025