

FAB Theme	FAB Question	AVFC Response		
Code of Conduct & Ts & Cs	Can the Club supply 10x paper copies of these documents at the meeting on 16/10/25 to ensure all FAB members can sign if not already submitted electronically?	We are happy to and will bring along to the meeting ready for signing.		
Engagement plan	Typos in Engagement plan - can these be fixed?	Thank you for pointing this out, we have now been through and amended, and a corrected version has been uploaded. You have hopefully also noticed we published a News Story on the website highlighting the plan, in addition to the previous coverage of the FAB re-constitution.		
Engagement plan	Timeline for FAB engagement for the 26/27 version	<p>We readily acknowledge that this year we didn't engage with the FAB to complete as we were restructuring during the period in which the report needed to be submitted, however this will categorically not be the case moving forward and we are very keen on a much more collaborative process this year.</p> <p>The PL requires us to submit the final approved Fan Engagement Plan by August 31st 2026, and we will work backwards from that point in time. As an outline plan, we will share at least one draft version of the document with the FAB for review during the off season in summer 2026 and can then schedule any follow up meetings as required before the final submission. As we move nearer the time, we will provide more concrete dates and engage with the FAB in the spring to plan out the steps required.</p>		

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Maccabi Tel Aviv	How will any change be communicated to the Maccabi Tel Aviv game?	<p>As normal, via Club channels (website and social media). Conversations with internal and external stakeholders continue and when appropriate to comment, the Club will do so.</p> <p>At the meeting the Club thanked the FAB for being understanding of the complex situation, and also the FAB asked for it be noted that they felt the Club had responded appropriately to advice it was provided by safety authorities.</p>		
Maccabi Tel Aviv	Should the game be cancelled and no alternative fixture scheduled, what is the timeline for refunding fans?	We're not expecting the game to be cancelled. In the extremely unlikely event that this happens, our priority will be to communicate any refunding process.		
FAB Communication	Support on build out of FAB website and assets	The SLO is more than happy to assist, as will colleagues within the Communications and Content departments. A Teams call with Craig and Andy has taken place, and the FAB informed the Club that they plan to have the FAB website, details of the sub group priorities and the ability for fans to contact the FAB live from November. The Club welcomed this news and is happy to provide appropriate channels to grow awareness.		
FAB Communication	FAB requests that any request for information or support be acknowledged by the Club within 48 hours, with a timeline for full response provided.	Happy to follow this process.		

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Working Groups	Org chart of working groups and who their Club counterparts are	The Club will bring this to the meeting - if the FAB could please provide a breakdown of which FAB members are leading which groups, the Club will then circulate an updated org chart of working groups with Club counterparts after the meeting.		
Working Groups	Does the Club have an update on plans for Young FAB?	A follow up meeting is planned with Ashlee Milliard, Head of Safeguarding, following this we will look to advertise the young FAB through Club media channels. Matt has a small number of eligible applicants from the original FAB recruitment process who we will invite to apply for the young FAB		

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Ticketing General	Request for engagement between FAB and Ticketing working group to resolve issues	<p>We are more than happy to facilitate this and see it as one of - if not the most - critical current topics between the Club and the FAB. We have seen that informal contact at various levels is already happening, and we will formalise the Ticketing working group as a priority following the meeting.</p> <p>We are also keen to address most operational Ticketing topics through this working group, rather than in the main FAB, so that we can use the main meetings to cover a broad range of Club and fan-related topics and not just limit discussions to a narrow set of themes.</p>		
European Away	Why was the selling criteria not released months in advance to provide fans the opportunity to book flights and accommodation at better rates?			
European Away	Can this be addressed in future seasons should we qualify for Europe?			

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European Away	Can the Club explain the delay in making these available?	<p>Please allow us to address 12-15 in one:</p> <p>Sales criteria for all European away games are normally released when all key allocation, pricing and safety elements have been agreed with the opposition and their local authority. Once those details are confirmed we draft the relevant criteria and policy as quickly as we can and endeavour to make any information available to fans at the earliest opportunity.</p> <p>However, we understand that sometimes this is closer to the travel date than some fans may like, and on that basis and in response to the FAB's request, for the remaining away Europa League games we will endeavour to release comms in advance that provide some provisional details of allocations and the ticket selling criteria. We will also highlight where we are still awaiting information from the host Club to be transparent.</p> <p><u>The Club would be grateful if the FAB could provide thoughts on what specifically an advance comms could include, especially in the case where the away club may not have provided complete information.</u></p> <p>Please note that this will always be subject to police or local authority amends.</p>		

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European Away	Can the Club commit to better comms ahead of future European away games?			

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European Travel Forms	Why does the Club insist on these travel forms, other PL Clubs that play in Europe do not request them?	<p>The travel forms are not a UEFA or legislative requirement, but they assist the Club, and the opposition, in planning how supporters attend the game and how to assist supporters in getting to the stadium. Having an understanding of when supporters will arrive and where they will be based helps local authorities planning in advance of the games, as well as supporting with transport planning on the ground.</p> <p>As a real-life example of how the Club uses the information captured, in conversations with Go Ahead Eagles the information provide on the travel forms has ensured that we've agreed with GAE that transport will be provided from Amsterdam - information that we only knew from having received the travel forms.</p> <p><u>However, if the FAB believes that the supporters would prefer not to complete the forms, then the Club would be prepared to remove the need to complete them, provided that the FAB agrees that the Club communicates it is doing so under recommendation of the FAB, and that the FAB accepts some on-the-ground services will likely be less effective as a result.</u></p>		

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Bologna	<p>Multiple issues at this fixture. Tickets put on sale the day before the fixture via Seatpick at prices well below the bundle costs, and being advertised at £30.</p> <p>Ticket bundles being sold and fans not able to sit in the seats that they have purchased.</p> <p>Can the Club explain how this occurred?</p>	<p>The Club does not have any official secondary ticket sales partner and as such, any tickets that are made available on these types of sites are not official, and in all probability are either a scam or will not work at the turnstile.</p> <p><u>The Club would appreciate the support of the FAB to identify any such sites claiming to sell tickets on behalf of the Club.</u> Furthermore, to be clear and as stated in our Ts and Cs, we will remove season tickets from any supporters found to be selling their tickets through these platforms.</p>		
Domestic Away Criteria	<p>Can we address some of the rumours or conspiracies about away tickets (for example GA+ allocation) - can we be clearer in comms and provide an answer in an FAQ? Ticketing working group can assist</p>	<p>There is no separate allocation for GA+ Season Ticket holders, they fall into the same criteria as other Season Ticket holders. There is an allocation for hospitality members based on the percentage of Hospitality Season ticket holders to standard season ticket holders at Villa Park (9%) but they still have to meet sales criteria. Any of these tickets that don't sell are released into the general allocation.</p> <p>The Club understand that there might be some confusion over this allocation amongst the supporters and therefore will be adding this detail, as a FAQ, on the ticketing part of the website.</p>		



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Home fixture release	Can sales of tickets likely to be moved for TV because of European football or any reason be delayed until fixtures are changed for TV?	<p>We generally go on sale 4 - 5 weeks in advance of a particular fixture as this allows us to understand the TV schedule and other competition schedules that might affect our kick-off dates and times. On that basis, we don't generally have an issue. However, there are always occasions when circumstances dictate a change, such as the Crystal Palace game this season. In that instance we try and manage the situation as best we can to ensure all supporters are informed and compensated should they need to be.</p> <p>To help with general understanding of this situation we will add another FAQ onto our website.</p>		

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Physical Season Card	<p>The PL guidelines state that the issuing of digital tickets should be set at 70%. The Club has totally disregarded these guidelines and made this 100%. This creates a massive issue for the old fans, or those who do not have smart phones. FAB would like to know how many requests the Club receives, and how many are granted. Numerous anecdotal examples of fans struggling with this technology. Staff training to triage and assist with this would help but - alternatively - can blanket exceptions be made for certain groups (e.g. the elderly)</p>	<p>The Club has decided to make digital ticketing a key component of the ticketing policy, and as a result, all tickets this season will be distributed through the AVFC app. We feel that this is consistent with most other venues and football clubs, and the reasons for such a decision are not only benefits to the Club, but also to supporters, allowing them to share and resell tickets much more easily.</p> <p>Having said that, we understand that a certain number of supporters are physically unable to use digital tickets and as a result we have distributed 912 physical season cards. Each of these applications was treated on a case-by-case basis to ensure that all worthy requests were granted. We're confident that we've now provided physical cards to all that require them, however, we've not and wouldn't want to assume that physical tickets are required just based on age as there are many older supporters who are comfortable with this technology.</p> <p>We have also provided support for all Season Ticket holders to be able to access the tickets in their app, this support ranges from direct email comms and "How to..." videos, through to trained on matchday. We've opened the ticket office specifically to deal with these issues and for the Burnley game, we wrote specifically to all first-time visitors to Villa Park this season to explain how to use the tickets. As we are now several home games into the season, we are increasingly confident that the majority of supporters are now comfortable with the technology.</p>		

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Comms errors / typos	What checks and balances are in place over scheduled and ad hoc comms to check spelling, typos, match info etc?	AVFC Support is an important communication tool for our ticket office to interact with supporters. We accept that sometimes the language in the communication is not entirely accurate. We are committed to working through how to improve this, whilst still maintaining a speed and relevancy of communication.		
ST Friends & Family Window	Have the Club made a decision on this, and can FAB Ticketing group assist?	Based on the valuable input from the FAB at the previous meeting, the Season Ticket Friends and Family sales window has been kept in place as is.		
Phone Line	Can the Club explain or discuss any plans they have to increase the capacity and availability of the ticket office via phone?	<p>We operate with a staff level aligned to manage the peaks and troughs of the business, and we employ temporary staff to help manage the times of highest volume. We are looking at new technology through our website and a new telephony system that will leverage AI to help our ticket office staff on the phone. We will also roll out a Chatbot functionality on the website to answer many of the queries and removing the need for a contact.</p> <p>This new technology will be launched in the coming months, and we will keep the FAB informed.</p>		
Phone Line	Does the Club have data on the types of calls received, and can this be made available to the Ticketing group to inform suggestions for solutions?	Our new telephony system will hopefully make the collation of data more straightforward. <u>We'd be prepared to share some of the call handling data to the Ticketing Working Group and would welcome any ideas that they might have as a result.</u>		

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Ticket Transfer in different price bracket	Can the Club investigate an update to the ticketing app to facilitate this?	We agree and this is absolutely how we want our app to work. This functionality is in the pipeline and is currently being developed by our ticketing provider along with improved resale functionality. Estimated arrival is late 2025, In the meantime this functionality is currently available via our ticketing website, or we can help supporters who call the ticket office (as we have in previous seasons).		

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Gameday ticket office queueing	Before the Fulham home game, many fans were late gaining access to the ground because of long queues Could queue-walking triage of those waiting in line at the ticket office on Matchday, or those waiting for turnstile access, reduce wait time?	<p>We experience queues at the ticket office on every game, and this season has been consistent with previous seasons and matches. However, we do track data of supporters who enter the ground after kick-off as this seems to be the most appropriate measure of ticket and turnstile queues.</p> <p>On average over the past couple of seasons, the number entering the ground after kick-off is anywhere between 400 and 2000, and this season has been no different.</p> <p>For the Fulham game the number was 1,300 - slightly higher than the previous games, but lower than Burnley. The delay in fans accessing the stadium was probably down to problems on the motorway rather than any other issue.</p> <p>For the first few games of the season, we had increased staff at ticket office and turnstiles, with an additional 25 promotional staff on hand to assist with queues and queries at the turnstile. They were all there to support fans to use their app and download their tickets.</p> <p>We're confident that any issues or queries relating to the use of tickets within the app have now been resolved.</p>		

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