

Aston Villa Football Club

Fan Advisory Board – Terms of Reference

26th August 2025

1. Purpose

The Fan Advisory Board is an independent group for official supporters' group representatives and independent supporters that aims to represent the interests of all supporters of Aston Villa Football Club (the "**Club**") and acts as the nominated forum through which structured and strategic dialogue on off-field matters can be undertaken in order to inform the Club in its decision making processes on supporter related matters.

2. Scope

2.1 The Fan Advisory Board will assist the Club's senior management team by representing the views of supporters, where appropriate, on areas including, but not limited to:

- improving the matchday and non-matchday supporter experience;
- ticketing strategy and pricing;
- proposals regarding the Club's heritage assets;
- the Club's Culture, Equality, Diversity and Inclusion commitments;
- development plans at Villa Park;
- accessibility;
- supporting the growth of the Club's fanbase both domestically and internationally;
- communication by the Club with its supporters; and
- work in the local community through the Aston Villa Foundation.

2.2 Please note, football matters and certain commercially sensitive matters, will not be in the scope for the Fan Advisory Board.

2.3 The Club will take all suggestions from the Fan Advisory Board under genuine and serious consideration but is not obliged to act on any recommendations.

3. Membership

3.1 The Fan Advisory Board will be comprised of up to 10 (ten) members. 5 (five) of the members will be from Nominated Supporter Groups, with the other 5 (five) members composed of Independent Supporters. Each will be appointed to represent the interests of the Club's supporters.

3.2 The nominated representative of each Nominated Supporter Group and each Independent Supporter shall be a "**Supporter Representative**" for the purposes of these Terms of Reference.

Nominated Supporter Groups

3.3 The "**Nominated Supporter Groups**" are:

- **Aston Villa Supporters' Trust**, which shall be entitled to appoint 1 (one) nominated representative;
- **Aston Villa Official Lions Clubs**, which shall be entitled to appoint 1 (one) nominated representative;
- **Aston Villa Disabled Supporters Association**, which shall be entitled to appoint 1 (one) nominated representative; and
- two Fans from separate **Diversity Supporter Groups** will be selected to be represented on the Fan Advisory Board, each of which shall be entitled to appoint 1 (one) nominated representative. The Diversity Supporter Groups selected for representation for the 2025/26 and 2026/27 seasons are **Punjabi Villans** and **Villa Bellas**.

Independent Supporters

3.4 The five remaining positions will be comprised of "**Independent Supporters**", made up of at least:

- 1 (one) Aston Villa Football Club hospitality season ticket holder;
- 1 (one) Aston Villa Football Club general admission season ticket holder; and
- 1 (one) Aston Villa Football Club member.

4. Selection, Terms and Recruitment

Nominated Supporter Groups

- 4.1 Supporters wishing to represent one of the Nominated Supporter Groups will be asked to complete the Fan Advisory Board Application Form on the Club's website where they must nominate the Supporters Group they wish to represent.
- 4.2 Where more than 1 (one) application is received from any Supporters Group, the Supporters Group will then be responsible for identifying their chosen nominated Supporter Representative.
- 4.3 If a nominated Supporters Group Representative ceases to be, for whatever reason, a member of their respective nominated Supporters Group, such member organisation shall nominate a new Supporters Group Representative within 14 (fourteen) days of cessation of that Supporter Representative's membership of the relevant Supporters Group.

Independent Supporters

- 4.4 Supporters wishing to represent the wider fanbase as an independent Supporter Representative will be asked to complete the Fan Advisory Board Application Form on the Club's website.
- 4.5 Applicants must be a current Aston Villa Football Club Season Ticket Holder or a subscribing member of the Club's official membership scheme for their application to be considered.
- 4.6 The Club actively encourages applications from supporters across all protected characteristics.
- 4.7 Following receipt of the application, a shortlisting process will be carried out by the Fan Advisory Board Selection Panel (as detailed in paragraph 4.9 below).
- 4.8 An interview will then follow for shortlisted candidates.

4.9 The Fan Advisory Board Selection Panel shall consist of 3 (three) members. A representative of the Club, a representative of Aston Villa Foundation and a representative of the Football Supporters Association.

4.10 In compiling the final candidate shortlist, the Fan Advisory Board Selection Panel will assess the merits of each application against the desired skillset and eligibility criteria, and:

- consider how the applicant demonstrates appreciation of and willingness to abide by the Club's vision and values;
- assess the candidate's previous experience of attending board-level consultation meetings;
- seek to ensure that the shortlist is diverse and inclusive; and
- seek to include candidates who demonstrate strong ethics and social responsibility.

5. Eligibility Criteria

To be eligible for the Fan Advisory Board, candidates must:

- be aged 18 (eighteen) years old or over;
- be a genuine supporter of Aston Villa Football Club;
- have an understanding of the Club's history, vision and values;
- have an understanding of the issues affecting football supporters;
- have an understanding of the issues and restraints affecting football clubs;
- be committed to working collaboratively with the Club and fellow Fan Advisory Board members;
- have good communication skills, good time management, and commitment to attend meetings; and
- have an understanding and commitment to confidentiality.

6. Terms of membership

6.1 Any Supporter Representative appointed to represent a Nominated Supporters Group will be appointed for a term of 2 (two) years from the date of their respective appointment.

6.2 Any Supporter Representative appointed as an Independent Supporter will be appointed for a term of 3 (three) years from the date of their respective appointment.

6.3 Appointed Supporter Representatives may be re-appointed for one additional term (i.e. 4 (four) years in total for Nominated Supporters Group representatives and 6 (six) years in total for Independent Supporters).

6.4 A person shall become ineligible to act as a Supporter Representative or shall be removed and replaced if they:

- become incapable of contributing to meetings by reason of mental disorder, illness or injury;

- are absent from Fan Advisory Board meetings without prior consent of the Fan Advisory Board members for all meetings held within a 6 (six) month period and where the Fan Advisory Board members resolve that their office be vacated;
- being a Nominated Supporter Group representative as per paragraphs 3.1 above, ceasing to hold office or membership with their Nominated Supporter Group, for whatever reason arising unless otherwise resolved by the Fan Advisory Board members at a duly held Fan Advisory Board meeting;
- are the subject of a bankruptcy order or an order is made against them in individual insolvency proceedings in a jurisdiction other than England and Wales which has an effect similar to that of bankruptcy;
- resign from office by notice in writing to the Chair and Vice-Chair of the Fan Advisory Board, appointed in accordance with paragraph 7 below; or
- are subject to proven disciplinary action as outlined in the Code of Conduct for Fan Advisory Board members (as further detailed in paragraph 10 below).

7. Chairperson

- 7.1 The Fan Advisory Board will operate with a nominated Chair and Vice-Chair.
- 7.2 The Fan Advisory Board members will independently elect and appoint the Chair and Vice-Chair amongst themselves on an annual basis.
- 7.3 The Chair is responsible for leading the Fan Advisory Board meetings, ensuring that each agenda item is given appropriate time and attention, and that all Supporter Representatives are encouraged to contribute. The Chair will also confirm that a quorum is present before any meeting proceeds and will act as the primary point of contact for coordination with the Club's Supporter Liaison Officer.
- 7.4 The Vice-Chair will support the Chair in fulfilling these responsibilities and will assume the Chair's duties in their absence. The Vice-Chair may also take on specific tasks delegated by the Chair to help facilitate effective meeting preparation and follow-up.
- 7.5 The Club's Supporter Liaison Officer will assist the Chair with administrative and coordination duties but will not hold voting rights or decision-making authority within the Fan Advisory Board.
- 7.6 The Chair and Vice Chair's respective responsibilities will include ensuring sufficient time is dedicated to each agenda item, input is sought from all Supporter Representatives during each meeting, and a suitable number of Supporter Representatives are in attendance to form a quorum.

8. Meetings

- 8.1 Each Fan Advisory Board member is entitled to receive notice of and to attend meetings of the Fan Advisory Board. Unless otherwise agreed by Fan Advisory Board members, at least 14 (fourteen) days' notice shall be given to all members of all meetings of the Fan Advisory Board including information pertaining to the proposed meeting's date, time and location (both in-person or online).
- 8.2 Meetings shall be held a minimum of 4 (four) times per calendar year and at any other time as shall be necessary or appropriate, as determined by the Club in consultation with the Fan Advisory Board.
- 8.3 There will be senior Club representation at each Fan Advisory Board meeting relevant to the meeting's agenda (the "**Nominated Board Level Official**"). The Club's President of Business Operations will be required to attend a minimum of 1 (one) meeting per calendar year.

- 8.4 The Fan Advisory Board shall meet in person. Members unable to attend in person may be able to attend virtually with prior consent from the Club.
- 8.5 In addition to Fan Advisory Board members and senior Club management, any Club employees may also attend a Fan Advisory Board meeting if the Club would like them to observe or contribute to a particular meeting or agenda item topic.
- 8.6 The quorum at any meeting of the Fan Advisory Board shall be 6 (six) Supporter Representatives present in person or by proxy. No business may be transacted by any meeting unless a quorum is present at the commencement of that meeting and also when that business is voted on.
- 8.7 The Fan Advisory Board is encouraged to meet independently, without the Club in attendance, on a regular basis (at least bi-annually).

9. Meeting Agenda and Committee Summary

- 9.1 Supporter Representatives may propose items for discussion at each meeting of the Fan Advisory Board by sending these to the Club's Supporter Liaison Officer at least 15 (fifteen) working days in advance of the meeting.
- 9.2 The Club shall circulate an agenda to the members of the Fan Advisory Board at least 5 (five) working days ahead of each meeting of the Fan Advisory Board with AOB no later than 24 (twenty-four) hours prior to the scheduled time of the commencement of the meeting.
- 9.3 The Club shall also produce a written summary of each Fan Advisory Board meeting which will be approved by the Club and the Fan Advisory Board. Meeting notes will be made available on the Club's website within 20 (twenty) working days of each meeting.
- 9.4 During Fan Advisory Board meetings, the Fan Advisory Board may agree to pass recommendations to the Club's Board relating to any of the agenda items discussed. The Nominated Board Level Official will be responsible for communicating such recommendations to the Club's Board.
- 9.5 The Club's Supporter Liaison Officer will keep the Supporter Representatives updated on the status of any such recommendations.

10. Code of Conduct

- 10.1 The Code of Conduct sets out the standards of behaviour expected of any Supporter Representatives serving on the Fan Advisory Board.
- 10.2 Each Fan Advisory Board member will be required to sign the Code of Conduct. Fan Advisory Board members may also from time-to-time be required to sign a non-disclosure agreement. Each document shall be in a form approved by the Club.
- 10.3 The Fan Advisory Board may suspend or expel any member whose conduct renders them unfit for membership in the opinion of the Fan Advisory Board. No member may be suspended or expelled without first being given the opportunity to make representations in writing. Any such representations should be sent to the Fan Advisory Board Chair and the Club's Supporter Liaison Officer.
- 10.4 All Fan Advisory Board members must always adhere to the Fan Advisory Board Code of Conduct.

11. Voting and Conflicts of Interest

- 11.1 Any Supporter Representative who has a conflict of interest in relation to any agenda item at a Fan Advisory Board meeting must, at the start of such meeting, declare their interest and when the agenda item is tabled for discussion, abstain from voting or vacate the meeting for the duration of

that agenda item's discussion. Any decision pertaining to that agenda item will be made by those remaining non-conflicted Fan Advisory Board members provided that a quorum of members remains present.

- 11.2 Subject to the declaration of any conflict of interest, each Supporter Representative has the right to vote at all meetings on a 'one Supporter Representative, one vote' basis. In the event of a deadlocked or split vote, the Chair will have the casting vote.
- 11.3 Members are required to attend a minimum of 75% (seventy-five per cent) of meetings annually unless there are extenuating circumstances which prevent them from doing so and for which sufficient notice is given to the Club's Supporter Liaison Officer. Failure to do so could result in the Supporter Representative being removed from the Fan Advisory Board.

12. Communication

Fan Advisory Board members representing Nominated Supporter Groups are required to ensure regular dialogue is maintained with the Nominated Supporter Group they are representing. This is to ensure that any issues, successes or areas for improvement can be raised in advance of Fan Advisory Board meetings.

13. Complaints

The Fan Advisory Board shall adopt a complaints procedure by which the Fan Advisory Board can investigate any complaints or charges that a Supporter Representative may have breached the Code of Conduct that they have signed up to as a condition of their membership.

14. Review

The Club shall, in consultation with the Fan Advisory Board, review the Fan Advisory Board's performance and these Terms of Reference on an annual basis to ensure that it is operating effectively.