



Fan Advisory Board – Meeting Minutes

Date: 01/12/25

Time: 6pm – 7:30pm

Location: Online (Teams)

Chair: Karl Bowater (KB)

Minute-taker: Craig Hamilton (CH)

Summary

The Fan Advisory Board (FAB) met to receive updates from the Culture, Women, Accessibility, Fan Engagement, and Ticketing Working Groups; discuss co-opted membership practices ahead of the Villa Park meeting on 2nd December; confirm launch arrangements for the FAB website; and consider an update regarding Grant Adams' work commitments.

The meeting also confirmed next steps for the new website launch, the approach to co-opted members, and follow-ups required from Working Groups

1. Attendance

- Members present:
 - Karl Bowater (KB); Nick Hoskins (NH); Craig Hamilton (CH); Jag Kalaar (JK); Andy Carlill (AC); Sue O'Brien (SO); Min Grimshaw (MG); Sarah Breslin (SB); Grant Adams (GA)
- Apologies:
 - Joanne McKibbens (JM)
- Absent:
 - None

2. Agenda Items & Discussion

Item 1: Discussion on last FAB meeting at Villa Park

Summary of discussion:

- No substantive updates or reflections were raised.

Agreed actions:

- None.

Item 2: Grant Adams Update

Summary of discussion:

- GA explained recent changes to his work circumstances, involving increased travel and reduced availability.
- Members agreed that fluctuating personal commitments are normal and that GA should continue in his role within the FAB.

Agreed actions:

- None.

Item 3: Website Update

Summary of discussion:

- CH confirmed that the website is complete and the Aston Villa Comms Team are satisfied with the final version.
- Launch date confirmed: **4th December**, featuring a “First 100 Days” story.
- CH will provide training for FAB members on accessing group email accounts and using the backend system.

Agreed actions:

- CH to deliver website/email training to FAB members.
- Website to launch 4th December with accompanying announcement.

Item 4: Issues for Resolution

Summary of discussion:

- No new issues requiring resolution were raised.

Agreed actions:

- None.

Item 5: Working Groups – Additional Support / Co-opted Members

Summary of discussion:

- Recent Club responses ahead of the 2nd December meeting indicate the Club may prefer supplying co-opted members from a central pool.
- FAB preference remains to appoint co-opted members ad hoc, based on expertise relevant to specific projects, rather than selecting from a pre-curated pool.
- To revisit with the Club during the Villa Park meeting.

Agreed actions:

- KB to raise co-opted membership approach with Club

Item 6: Working Group Updates

Women (SB – update shared in meeting)

- Women's clothing range still requires expansion — to be raised with the Club.
- Next Women's Fan Forum: **16th December**.
- Several attendees from the last forum wish to join the extended group; this is currently with the Club for approval.
- No update on the "Women in Football" strand — awaiting responses and meetings from Club staff.

Culture (CH)

- 3-year plan of 14 initiatives has been submitted to the Club.
- CH has requested meetings with key internal stakeholders - club to facilitate

Accessibility (JM – written update provided)

- Premier League Disability Meeting update:
 - PLEDIS (Premier League Equality, Diversity, Inclusion Standard) being prepared, with three levels of recognition.
 - PL is reviewing disability-related ticketing challenges; more openness to alternatives to digital-only tickets.
- Disabled supporters' feedback requested; JM has asked Matt to collaborate to ensure appropriate questions are collected.
- JM has not received responses from most bodies she reports to regarding European away games, despite sending five reports (FSE, West Midlands Police, CAFE, Level Playing Field, and one additional).
- Wheelchair allocation concerns:
 - Club did not initially request full allocation for Basel; only 6 bays were offered despite 15 available.
 - After raising concerns, Basel later offered 10 additional bays.

– UEFA confirmed allocations depend on requests made by the Club; site-visit personnel may require stronger disability knowledge.

- KB has contacted Katrina Law at Spurs for best-practice insight.

Agreed actions:

- JM/Matt to gather disability feedback for PL.
- KB/NH to ensure Accessibility issues are included on the Club agenda where appropriate.

Fan Engagement & Communications (AC / FEC Group)

- Significant input into website content and structure.
- Meetings set up to progress matchday experience priorities.
- Reviewing matchday survey framework to identify priority areas.
- Ongoing discussion about coordination between Ticketing communications and Fan Engagement messaging.

Ticketing (KH)

- Continuing follow-up with Club on outstanding ticketing queries.
- Digital ticketing access remains the primary concern.
- FAB reiterates support for the **FSA Price Freeze**, and the Club is aware.

3. Decisions Taken

- Website launch confirmed for 4th December (with First 100 Days story).
- FAB will maintain preference for ad hoc co-opted members based on expertise.
- Grant Adams remains in post despite increased travel commitments.

4. Actions Agreed

Action	Responsible	Deadline	Status
Circulate meeting minutes	CH	03/12/25	DONE
Provide website/email system training to FAB members	CH	31/12/25	PENDING
Raise co-opted member governance with Club	KB	31/12/25	PENDING
Submit agenda to club	KB/NH	18/11/25	IPENDING
Include stadium atmosphere in Culture workstream	CH	31/12/25	IP
Gather disability-supporter feedback (Accessibility)	JM	TBC	IP

Develop Ticketing Survey	Ticket WG	TBC	PENDING
Ensure Women's clothing range issue is tabled with Club	SB	TBC	PENDING
Prepare for Women's Fan Forum	SB	16/12/25	PENDING
Follow up on Ticketing questions with Club	Ticket WG	31/12/25	PENDING

5. Any Other Business (AOB)

- FAB discussed proposed dates for early 2026 Internal and AVFC meetings. Dates to be confirmed with club.

6. Next Meetings

Next Club Meeting (Villa Park): Tuesday 2nd December 2025