

FAB Theme	FAB Question	AVFC Response
General Logistics		
AVFC MEETINGS - Format	FAB members felt the separate FAB/Club seating created an unintended "us vs them" feeling.	We absolutely agree with this and will be making changes for the December meeting. The intention is to have a circular table, as opposed to a long rectangle, and we will have a mixed seating arrangement to make sure we are more collaborative.
AVFC MEETINGS - Schedule	It would assist FAB planning if we could have dates for AVFC meetings for Jan-March.	Working on our current 6/7 week rolling meeting schedule, the following meeting dates were agreed with the FAB: Meeting 1 - Tuesday 13th January. Meeting 2 – Tuesday 3rd March.
AVFC MEETINGS - Working Group updates	Can the club build in time in the AVFC meetings for a general 2-3 minute update from the Fab Meeting?	Thanks for the suggestion and a good idea. This is included in the agenda moving forward, starting with the December meeting.
AVFC MEETINGS - Advance notice of ideas and questions	At the previous meeting, the question of Clinics and FAB Ambassador were raised. In future, would it be possible to	Thanks for the feedback and suggestion, the Club is happy to follow this process.
FAB Operations		

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FAB GENERAL: Membership terms	5 FAB members are affiliated to specified groups. Can the club confirm how term lengths, repeated terms work for these members? For example, NH represents Lions Club, and JK represents EDI via his Punjabi Villans association. How do these groups/memberships rotate, and what is the impact on the two-year length of service for the likes of NH, JK. etc? Is the expectation that Lions Club/AVST elect a representative going forward? Are other groups expected to fulfil/rotate the EDI role over time? How do all board members indicate a desire to serve further terms? Is there a maximum length of service?	<p>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.</p> <p>Any Supporters Representative appointed as an Independent Supporter will be appointed for a term of 3 (three) years from the date of their respective appointment.</p> <p>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 Supporter Representatives).</p> <p>The above on the term lengths and maximum number of consecutive terms allowed are outlined in the Terms of Reference.</p> <p>The EDI groups currently represented on the FAB are Punjabi Villans and Villa Bellas, at the end of the maximum term length for these groups, other fan groups under the Fans for Diversity umbrella will be invited to apply for a seat on the FAB. The Fans for Diversity groups will then be able to elect the groups (and the nominated person from the respective group) they wish to represent them for the next term. There will always be two seats on the FAB for Fans For Diversity Groups.</p> <p>The Lions Clubs and AVST each have a permanent seat on the FAB and will be able to nominate their representative at the end of each representative's maximum term time (or sooner should the individual wish to step-down at the end of any particular term). Our preference would be for current members at the end of each term to give 90 days notice of whether they intend to stay on the FAB or not up until the maximum length of service permitted.</p>

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FAB GENERAL: Working Groups	<p>FAB has provided names of those leading the Working Groups. We note the club's decision to not shared an organisational chart, but welcome the agreement to facilitate meetings with internal/external contact relevant to Working Groups. Now that groups are established, can the club facilitate regular meetings with the Working Group contacts, beginning with initial meetings that will a) Allow Working Groups to meet with counterparts; b) Discuss Working Group plans (these are in development - Fan Engagement and Culture are complete and ready for comment) and receive feedback from the club on those plans; c) Agree schedule for regular meetings going forward.</p>	<p>Yes, we will schedule the initial meetings as requested following the December FAB meeting.</p> <p>The staff members who will lead on each group are as follows: Ticketing (Chris Hornbuckle & Dan Walker), Fan Engagement (Tommy Jordan & Matt Dainty), Accessibility (Laura Wright), Culture (Sam Ghataora), Women (Maggie Murphy & Emily Peacock), Young FAB (Anthony Richards & Ashlee Milliard).</p>

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FAB GENERAL: Working Groups – Co-opted Members	FAB seeks guidance on the governance process for inviting co-opted members with specialist expertise to Working Groups. Does the Club require any approval or safeguarding checks for these roles? How is recruitment handled? What is the length of service term for co-opted members? Are they subject to same COC? Some guidance on this before we co-opt members would be welcome.	<p>The Club has a database of applicants from the original FAB who made the longer shortlist, and therefore we recommend we revisit that in the first instance, especially as during the application process many expressed interest in specific areas relevant to the extended network groups.</p> <p>The Club SLO now also has a greater knowledge of individuals within the fanbase who he believes would be positive additions to particular groups because of their background and skill sets.</p> <p>Having discussed in the meeting, the Club and FAB agreed to take a pragmatic approach in which any member of a Working Group must be approved by both Club and FAB, and that term lengths depend on the situation - again, agreed by both sides.</p>
FAB GENERAL: Young FAB	Please can the Club provide an update on the Young FAB following the planned meeting with the Head of Safeguarding, and confirm next steps and timeline for recruitment and promotion?	<p>Following the recent meeting with the Head of Safeguarding we can confirm that we currently have 18 qualifying applicants from the original FAB application process who meet the criteria for the Junior FAB.</p> <p>The next stage will involve developing and publishing an advert to invite additional applications. This will target applicants from the original process who were not keen on joining the main FAB but may be interested in the Junior FAB, as well as other supporters aged 14–21 who may wish to get involved. Once the advert is live, we will set a timeline for recruitment and promotion to ensure a diverse and representative group. Our plan for the advert is to create a Microsoft Form this week and liaise with the Comms team to publish a web story and share the link via social channels (Twitter). The aim is to have this ready by the end of the week beginning 24th November or at the start of next week (1st December), ideally before the FAB meeting on 2nd December.</p>

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FAB WEBSITE - Comms and Launch	FAB thanks the club for the financial support enabling us to establish independent comms channels. With the website nearing completion FAB requests a meeting with CH and AC and AVFC to walk through the site, and to discuss plans and support for launch and promotion.	We are more than happy to continue to meet to discuss how the club can support on assisting with the launch and promotion of the new FAB website and social channels. We could utilise AVFC Support to assist as well as look to include in the matchday programme and marketing email/newsletter.
Working Group Questions		

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CULTURE - 2026/27 KIT RUMOURS	There are have been rumours circulating on Social Media regarding the 2026/27 kit colours (see: https://www.footyheadlines.com/2025/11/aston-villa-26-27-home-kit.html), specifically regarding a lack of blue on the home shirt. While these rumours may be unfounded, can the club explain how decisions around kit design and colours consider the heritage assets elements of the Football Governance bill - specifically in this instance around club colours. Will the FAB / broader fan base be consulted?	<p>The Club takes the integrity of our heritage assets extremely seriously and there is no intention to change our traditional home colours of claret and blue. There will naturally always be flexibility to change the colours of the away and third kit, but we assume this is something that is well understood by the FAB and wider fanbase.</p> <p>In terms of the design process, the club takes input from ownership, the football staff, the business staff and of course our kit manufacturer. The club is very satisfied with kit sales in recent seasons, with record shirt sales recorded last year and a strong start to the 25/26 season..</p>
FAN ENGAGEMENT - Ambassador	FAB supports the introduction of an Ambassador Programme (with both male and female ex-players). Could the Club outline the feasibility, potential individuals, expected availability, and how such a programme could operate?	<p>As a next step, the Club will provide the FAB with a list of potential FAB Ambassadors from which the FAB ultimately select.</p> <p>The ambassador(s) would be invited to attend meetings, could potentially attend matchday clinics, they could contribute to programme articles and video content to help with the promotion of the FAB and its public image. They could also be present at any fan forum-type events.</p>

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FAN ENGAGEMENT - Matchday Clinics	FAB would like to proceed with Matchday Clinics and the Fan Engagement and Comms (FEC) group have provided a proposal which the club have provided comments on. Based on that, is it possible to set up meetings between FEC and relevant club staff to work towards deliver of the clinics.	<p>Both sides agree that it makes the most sense to begin this in early 2026.</p> <p>The Holte Pub seems an obvious first location for this as it is a warm, dry space. The Club need to check that this space can be made available for the FAB to use and will get back to the FAB once that is established.</p>
FAN ENGAGEMENT: Membership Pack Fulfilment	Can the Club provide an update on fulfilment, current backlog, and intended steps to resolve delivery issues? Some members are still to receive their 'free gift'	<p>As mentioned in the last FAB, we're in the process of changing our third party supplier for membership - they've now been notified of termination but this doesn't happen until end of May 2026. This is a major contributing factor to the delay in the membership packs being delivered and we're working hard to resolve this delay.</p> <p>We're expecting some gifts will be going out in early December, subject to the third party completing the fulfilment and more gifts are on order. Communications are also planned which will update members on the status and timeline for member packs delivery.</p>

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TICKETING: Young Boys Home fixture	FAB acknowledges that the early kick off for this game is not ideal, but there are two questions related to this game: a) What additional efforts have been made to ensure a full Villa Park given the low ticket sales (as of 17/11/25, there are many tickets left); b) Why have people who purchased bundle tickets been prevented from moving their seats?	<p>We agree that the kick-off time for the game is challenging - it is very unusual for a British team to be allocated an early kick-off, and we agree that this is the major contributing factor to the ticket sales. It is worth noting that our sales rate for this game is similar to other UK teams who have been allocated an early kick-off in European competition.</p> <p>Having said that, we've obviously increased our marketing communications around this game in an effort to drive further sales, and will continue with additional promotion in the lead up to the game as we will look to drive sales as much as possible before kick off.</p> <p>With reference to ticket bundles, these were sold as non transferable and non refundable as it is difficult to change details of seats bought in packages in our ticketing system. As with everything, we do always consider any extenuating circumstances and will move people on a case by case basis. If the FAB is aware of any specific cases, we ask that they share the relevant details with the Club for consideration.</p>
TICKETING: Digital Tickets (Home)	Can the Club provide any news updates on digital ticketing support, including staff resourcing, matchday assistance, and whether any further learnings have emerged following the initial implementation period?	<p>In response to feedback provided by the FAB both before and during the meeting, the Club can confirm that this remains an active ongoing priority to support those fans encountering problems entering the ground - whilst we are confident that many of fans enter the ground smoothly, we do acknowledge there are issues in some cases.</p> <p>The Club has been working on a solution for the main issue - namely the need to log in and out to see tickets in the app in order to then be able to scan at the turnstile - and are working to have this fixed by the home game against Manchester United.</p> <p>The Club also commits to include a question in the post-match survey to gain further insights on fan experience entering the ground.</p>

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TICKETING: FSA PRICE FREEZE CAMPAIGN	The FSA has launched the "Fair Ticket Price Freeze" initiative. The FAB has co-signed this and will make our support public when our website launches. Can the Club outline its position on this campaign, and is there scope for collaboration or joint messaging?	<p>Firstly, the Club would like to thank the FAB for the transparency it has shown in terms of communicating the FAB's intention to support the campaign. The Club respects the FAB's right to participate in any campaign and notes the requests raised.</p> <p>As a general update, the Club will shortly begin the complicated task of setting pricing for next season. This is a process that takes time and requires detailed planning of all revenue and cost across the Club. We will also monitor developments in the wider football and sports industry as part of this work.</p> <p>As a result of the fact that work is yet to begin on next season, in the immediate term the Club has no specific comment, but the Club commits to full dialogue with the FAB at a later date, and before the pricing for next season is finalised. The Club would like the FAB to note that there has been significant investment in fan experience over the past seasons and those improvements will continue with the North Stand works.</p> <p>Lastly, if the opportunity presents itself and works for both sides, the Club would naturally be open to joint communication with the FAB at a later date.</p>
TICKETING: Phone Lines	Can the club provide an update on the new telephony system, and will any call-handling	The new phone system will be implemented from 1st December. Once we are through the initial implementation and have adequate data this will be made available to the Ticketing Working Group in an appropriate format and we welcome any constructive feedback that will support us in providing an improved service for supporters.
TICKETING - Interim survey	Ticketing Working Group would like to run an interim survey regarding urgent issues. This is separate from a major survey currently in development to be released via FAB website. Ticketing Group has provided an outline of the Qs, but request assistance from the club on how to develop and deploy this further.	<p>We are happy to help and comments and suggestions for slight tweaks to some of the survey questions have already been provided by the Club. This will help make the data insights collected more actionable and compatible with similar surveys run by the club.</p> <p>Could the FAB please outline how they are looking to distribute this survey and when would you like it to go out? The Club may be able to incorporate some of the new questions into our own surveys and share the findings with the FAB.</p>

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TICKETING - Ticket Transfer Functionality	Could the Club provide an update on the in-App ticket-transfer and resale functionality	The majority of the functionality in the app is working as expected, however we did discuss an improved functionality linked to in app payments and refunds. Whilst we were hopeful this updated functionality would be available by the end of the year, our software provider has now informed us they expect to complete the work in early 2026. We'll keep
TICKETING: European Away Criteria	Can the Club outline any progress on the agreement to ensure selling criteria for European away games	As agreed, the club will look to release selling criteria for the group stages of European competition earlier. Once the draw has been made and allocations have been confirmed we will look to release the criteria. The only caveat to this would be if there are any high risk fixtures which need to be handled differently, but we will aim to inform both the FAB and the wider fanbase were this to be the case.
TICKETING: European Comms	FAB will provide proposals for what "advance communications" should include for European away fixtures. Before submitting recommendations, could the Club confirm any operational or regulatory constraints that should be factored in?	At this stage we don't believe there are any constraints and look forward to receiving the proposal from the FAB for review.
TICKETING: European Travel Forms	Following discussions during the last meeting, and the action to take a decision on this matter, FAB requests that the requirement for completion of European Travel Forms be removed. Can the club confirm when this will come into effect, and how this will be communicated to supporters.	<p>The club can confirm this is now in effect and the FAB will note that for upcoming games the form has not been requested.</p> <p>The only exception is that we have agreed to continue this with our travelling disabled supporters and will manage this process directly with those fans.</p>

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