



# Fan Advisory Board – Meeting Minutes

**Date:** 02/04/26

**Time:** 6pm – 8pm

**Location:** Online (Teams)

**Chair:** Karl Bowater (KB)

**Minute-taker:** Craig Hamilton (CH)

## Summary

The Fan Advisory Board (FAB) met to discuss preparations for the upcoming Ticket Consultation Meeting, including agreement on a collective approach and key areas of challenge for the Club.

The meeting also covered plans to extend the reach of the FAB through external engagement, a set of priority questions for the next Club meeting, and updates from Working Groups.

Next steps were agreed in relation to dashboard completion, ticketing policy development, and planning for an end-of-season review.

## 1. Attendance

- **Members present:**

- Craig Hamilton (CH); Sue O'Brien (SO'B); Jag Kalaar (JK); Karl Bowater (KB); Min Grimshaw (MG)

- **Apologies:**

- Joanne McKibbens (JM); Andy Carlill (AC); Sarah Breslin (SB); Nick Hoskins (NH); Grant Adams (GA)

- **Absent:**

- None

## **2. Agenda Items & Discussion**

### **Item 1: Key Dates and Upcoming Meetings**

#### **Summary of discussion:**

- Several members sent apologies due to Easter leave.
- Key upcoming dates were confirmed:
  - Internal FAB Meeting (Ticket Consultation preparation): 13th April (6–7pm)
  - Ticket Consultation Meeting with Club: 14th April
  - Next Club FAB Meeting: 26th May

#### **Agreed actions:**

- None.

### **Item 2: Ticket Consultation Preparation**

#### **Summary of discussion:**

- The FAB discussed its approach to the upcoming ticket consultation.
- It was agreed that price increases are likely.
- The FAB agreed that the Club should be constructively challenged across several key areas.
- A coordinated FAB response will be drafted, including a set of key asks for the Club to commit to.

#### **Agreed actions:**

- FAB to draft formal response ahead of Ticket Consultation Meeting.

### **Item 3: Extending the Reach of the FAB**

#### **Summary of discussion:**

- The FAB discussed expanding its reach through engagement with independent media channels, including podcasts.
- It was noted that the Club may have concerns regarding this approach, and that a careful and considered plan is required.
- The intention is to amplify the FAB's work and encourage greater engagement from supporters, while adhering to the Code of Conduct and maintaining confidentiality around privileged information.
- Members emphasised the importance of building a clear and credible FAB voice, particularly in the context of increasing negativity around the Club.

**Agreed actions:**

- FAB to develop a proposal outlining approach to external engagement.
- Proposal to be shared with the Club as a courtesy.

**Item 4: Questions for Next Club Meeting****Summary of discussion:**

The FAB agreed a set of questions and discussion points to raise with the Club, including:

- Clarification on pricing for World Cup screenings at Warehouse (£55), including how this price point was determined.
  - Update on the Fan Forum, including timing and access arrangements.
  - Proposal for a dedicated session to review best practice across other FABs (e.g. Manchester City, Newcastle), with a view to establishing Villa FAB as best in class.
  - Request for forward planning dates for key engagement activities (consultations, Fan Forum, EDI forums).
  - Feedback from the Junior FAB's first meeting.
  - Update on Fan and EDI forum scheduling.
  - Communication regarding Ian Taylor's appointment across Club and FAB platforms.
  - Update on Matchday Clinics (Sunderland and Liverpool fixtures).
  - Clarification on Friday coffee drop-in sessions (dates and resourcing).
  - Confirmation of Trinity Stand water supply arrangements.
  - Update on children's matchday activities.
  - Issue relating to "Prize Where It Lies" prizes not being received by some supporters.

**Agreed actions:**

- CH/AC to incorporate questions into format requested by club by 8th April

**Item 5: Working Group Dashboards****Summary of discussion:**

- All Working Groups are required to complete and submit dashboards by 8th April.
- Accessibility and Women's Working Group leads were not present to provide updates.

**Agreed actions:**

- All Working Groups to complete dashboards by 8th April.

**Item 6: Working Group Updates****Fan Engagement & Communications (FEC)****Summary of discussion:**

- Continued concerns regarding access to detailed matchday experience data from the Club.
- FAB expressed concern that any information provided may be overly sanitised.
- KB indicated that alternative data sources may be available via the Premier League.

- The next FEC meeting is scheduled for 7th April, with a focus on data access and transparency.

**Agreed actions:**

- KB to explore sourcing matchday data via Premier League channels.

**Culture (CH)**

**Summary of discussion:**

- Need for the Club to confirm dates for EDI groups, 1897 Group wash-up, and next Culture meeting.
- Opportunity identified to align Culture Plan initiatives with the Premier League Fans Fund, in collaboration with the AVFC Foundation. Two funding streams are available, potentially enabling multiple initiatives to progress.
- Initial 1897 Group pilots have been successful; a formal review (“wash-up”) is required.

**Agreed actions:**

- Club to confirm dates for Culture-related meetings and forums.
- Culture WG to progress Fans Fund opportunities.

**Ticketing**

**Summary of discussion:**

- Beta testing is underway for a new version of the ticketing app.
- Away ticketing policy under review; concerns raised regarding a potential 100% ballot system.
- Further ticketing item to be confirmed with KB.

**Agreed actions:**

- KB to draft position on away ticketing policy.
- KB to confirm outstanding ticketing items.

**Item 7: End of Season Review Planning**

**Summary of discussion:**

- FAB agreed to schedule a dedicated internal meeting, followed by a session with the Club, to conduct an end-of-season review.
- This will inform planning for the 2027/28 season.

**Agreed actions:**

- FAB to schedule end-of-season internal review meetings.
- FAB/Club to schedule follow-up sessions.

### **3. Decisions Taken**

- FAB will prepare a coordinated response ahead of the Ticket Consultation Meeting.
- FAB will pursue a proposal to extend engagement via external media channels.
- All Working Groups to complete dashboards by 8th April.
- End-of-season review meetings to be scheduled.

## 4. Actions Agreed

Action	Responsible	Deadline	Status
Draft FAB response for Ticket Consultation	FAB	13/04/26	PENDING
Develop proposal for external FAB engagement	CH/AC/FAB	TBC	PENDING
Submit Qs and Dashboards for next FAB meeting	AC/CH	08/04/26	PENDING
Complete all WG Dashboards	WG leads	08/04/26	PENDING
Source PL data for Matchday experience	KB	TBC	PENDING
Draft AWAY TICKET policy	KB	TBC	PENDING
Schedule EoY washup	ALL	TBC	PENDING

## 5. Any Other Business (AOB)

- None raised.

## 6. Next Meetings

**Internal FAB Meeting (Ticket Consultation Preparation):** 13th April 2026 (6–7pm)

**Ticket Consultation Meeting with Club:** 14th April 2026

**Next Club FAB Meeting:** 26th May 2026

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