



Aston Villa Fan Advisory Board

Meeting Agenda

Date: Tuesday 3rd March 2026
 Time: 6:00pm – 8.00pm
 Location: Villa Park, Birmingham

Chair: Richard Stevens

Attendees

FAB: Karl Bowater, Joanne McKibbens, Jag Kalaar, Sarah Breslin, Grant Adams, Andrew Carlill, Maninder Grimshaw, Craig Hamilton, Susan O'Brien, Nick Hoskins

AVFC: Francesco Calvo, Richard Stevens, Tommy Jordan, Maggie Murphy, Matt Dainty, Chris Hornbuckle, Stewart Bladen, Nick Price, Ashlee Milliard, Charlie Painter, Luke McNulty, Luke Macgregor-Dignan

	Topic	Content	Owner
1	Welcome & Introductions	Opening remarks	Rich Stevens
2	Francesco Update	Club update from President of Business Ops including an update on the Brand Values work	Francesco Calvo, Luke Macgregor-Dignan
3	FAB Working Group Updates	2-3 minutes per Extended Network / Working Group Lead on progress and status	Working Group Leads
4	FAB clarifications from Submitted Questions	Opportunity for FAB to seek any clarifications on club response to submitted questions	Karl Bowater
5	Guest Speaker I – Ashlee Milliard, Head of Safeguarding	An overview of the club's Safeguarding team and the services and support it offers across the club and fanbase	Ashlee Milliard, Charlie Painter
6	Guest Speaker II – Stewart Bladen, Head of Events Safety	An overview of the club's Events Safety team, its role on match and non-matchdays and a behind-the-scenes look at the club's control room (includes some walking!)	Stewart Bladen, Nick Price
7	AOB	Any other points to address, including: <ol style="list-style-type: none"> 1. Fan Forum Update 2. Match Atmosphere 3. EDI Forum 	All
8	Next Steps & Close	Summary of key actions and agreed follow-ups	Rich Stevens



Minutes

- Rich Stevens welcomed members to the latest Fan Advisory Board (FAB) meeting, the first since 13 January.
- Francesco Calvo delivered a business update and introduced Women's Managing Director Maggie Murphy, who outlined her role before attending the Women's Fan Forum in the Lower Grounds.
- FAB members shared updates from their respective working groups. The FAB has created dashboards for each working group, including RAG-rating progress on initiatives. FAB agreed to share these with the club in advance of future meetings
- Ongoing concerns around matchday atmosphere were discussed, alongside frustrations with digital ticketing, particularly issues with the ticketing app. The need for physical tickets for certain supporters was raised.
- Members highlighted the scale of these concerns following their recent pop-up session in the Holte Pub ahead of the Leeds United fixture, of which Francesco personally attended.
- Members of the FAB recognised the significant strides made to date and they clarified that any concerns raised are set within the context of overall progress rather than intended as outright criticism.
- The FAB stated that they look forward to further collaboration to help grow their reach and demonstrate impact for supporters. To help prioritise areas of importance to fans it was requested that access to any relevant data would be very helpful, as would avoiding any unnecessary restrictions.
- The FAB were very complimentary of Francesco's continued accessibility.
- Commitment to ticket-specific consultation meetings were also discussed. The Club will run through the initial ideas and options for the FAB to consider in mid-late March.
- This is prior to any decisions being made and is intended for the FAB to guide the Club, especially where the Club is choosing between options.
- The FAB will feed back their views on the proposal at the planned FAB meeting on 14th April.
- The Club will share the final decision with the FAB at the planned FAB meeting in May before communicating to the wider fanbase.
- Tommy Jordan advised the North Stand redevelopment is going ahead with the Club moving to the final stages and details on the project. He also advised that there will be temporary turnstiles and concourses later this season as part of the preparation works.
- Rich Stevens also provided an update on plans for an inaugural Fan Forum, provisionally scheduled for April in The Warehouse. The event will include an open Q&A, free to attend, limited to Season Ticket Holders and Members but available for all fans to follow on a live stream. Speakers are expected to include Francesco Calvo, Damian Vidagany, and potentially FAB representatives.
- Matt Dainty shared details on the launch of the Junior FAB, comprising eight members aged 13-19, primarily Season Ticket Holders and Members, with diverse backgrounds including disability group representation.
- Luke Macgregor-Dignan, Senior Brand Manager, presented the club's newly defined brand values and how they will be embedded across departments.
- Ashlee Milliard and Charlie Painter outlined the club's safeguarding structure and the support provided across the club and fanbase.
- Stewart Bladen and Nick Price concluded with an overview of the Events Safety team, covering matchday and non-matchday operations, including a behind-the-scenes look at the club's control room.