



Aston Villa Fan Advisory Board statement on 2026/27 season ticket and matchday pricing

Since the Aston Villa Fan Advisory Board was reconstituted in August 2025, we have worked hard to build a constructive, professional and independent relationship with Aston Villa. We are grateful for the engagement that has taken place with senior club figures over the last ten months and for the willingness shown to discuss supporter concerns openly throughout the recent 2026/27 ticketing consultation process.

Following the club's announcement of ticketing arrangements for the 2026/27 season, including a 5% increase to season ticket and match-by-match pricing, we recognise that many supporters will be disappointed by the further rise in the cost of following Aston Villa. We also recognise that the news comes alongside the reduced capacity of Villa Park due to the North Stand closure, which will particularly impact non-Season Ticket holders.

As a Fan Advisory Board, we were signatories to the Football Supporters' Association's calls for restraint on ticket pricing and for clubs to protect supporter accessibility and affordability. We continue to believe that football must remain accessible to ordinary supporters and that supporter loyalty should never be taken for granted.

At the same time, we also recognise the wider financial environment in which Premier League clubs now operate. Modern football is increasingly shaped by financial sustainability regulations, including Premier League and UEFA squad cost controls, which of course requires clubs to increase revenue if they are to compete consistently at the highest level. Therefore, our strategy as a FAB was to balance the commercial aspirations of the club with securing meaningful affordability measures, supporter protections, and improvements to accessibility within the final package.

That is an important distinction. The role of a Fan Advisory Board is not simply to issue demands from outside the process, but to engage directly with the club, represent supporter concerns honestly, and work constructively to influence outcomes. While not every supporter will agree with every aspect of the final announcement, we believe the consultation process did result in several important changes and mitigations that would not otherwise have been achieved.

In addition to the wider pricing discussion, the latter stages of the consultation process were also significantly shaped by the club's decision to proceed with the redevelopment of the North Stand during the 2026/27 season. While the FAB supports the long-term expansion of Villa Park to a 50,000-capacity stadium, the temporary reduction in capacity to approximately 37,000 next season inevitably increases pressure on ticket access for all supporters, particularly Members and non-Season Ticket holders. Within that context, and consistent with the Football Supporters' Association's wider calls for restraint on ticket pricing, the FAB specifically asked the club to consider a price freeze for the 2026/27 season. However, once it became clear during discussions that price increases were likely, our focus returned towards securing meaningful affordability measures, supporter protections, and improvements to accessibility within the final package.

As a result, our discussions with the club increasingly focused not only on affordability, but also on fairness, accessibility and protecting supporter opportunity during what will be an unusually challenging season for ticket availability.

Throughout the process, the FAB consistently focused on five key priorities, which were communicated to the club.

1: Improving affordability and protecting access

We made clear throughout discussions that any increase in prices had to be accompanied by tangible affordability measures and a recognition of the pressures supporters continue to face.

We therefore welcome:

- the removal of the 1888 pricing category

- the extension of concession pricing into Price Zone 1
- the continuation of family bundle season tickets
- the new 23-game season ticket option, allowing supporters to spread the cost of UEFA Champions League fixtures across the season with an interest free payment option
- the additional discount applied to bundled Champions League fixtures
- the continuation of £25 domestic cup pricing for a third consecutive season
- and the commitment to freeze match-by-match ticket prices for the 2027/28 season

These measures do not remove supporter concerns about rising costs, but they do represent meaningful affordability protections that the FAB pushed strongly for during discussions with the club.

2: Protecting the next generation of supporters

One of the FAB's central concerns throughout this process has been the long-term accessibility of Aston Villa for younger supporters and families.

The average age of season ticket holders is 49. We asked the club to consider how future generations of Villa supporters would be able to access matches and build lifelong connections with the club.

We therefore welcome:

- the continuation of family bundle pricing
- the extension of concession pricing
- and the club's recognition that affordability for younger supporters must remain part of future ticketing discussions

We believe further progress is still needed in this area over the coming years, particularly around young adult pricing and broader family accessibility.

3: Improving flexibility and supporter experience

The FAB also raised ongoing supporter frustrations around ticketing systems, digital access, resale functionality, queues, and the broader end-to-end matchday experience, within the context of rising prices.

While we recognise that improvements will take time, we welcome:

- the commitment to improved ticket sharing and resale functionality
- the removal of additional charges on ticket resale
- the ability for members to share or exchange match tickets
- continued availability of physical season ticket cards for supporters who need them
- and the club's continued investment in stadium facilities and supporter areas, in particular the recently opened Sports Illustrated Warehouse facility that is free to enter on matchdays.

We will continue to press for further improvements in these areas because supporters are entitled to expect a matchday experience that reflects the prices being charged.

4: Maintaining a full and vibrant Villa Park

The FAB consistently stressed the importance of maintaining the atmosphere, accessibility and supporter culture that makes Villa Park special.

There have been occasions in recent seasons where ticket pricing has become a visible source of supporter concern, particularly around European fixtures and premium match categorisation.

We continue to believe that full stadiums, strong atmospheres and affordable access are not in conflict with Aston Villa's ambitions, they are part of what makes the club successful.

The home FA Cup tie against Newcastle United, played in front of a full Villa Park with affordable pricing, demonstrated the value of accessible football both for atmosphere and supporter engagement. Our work on the concessions and bundles outlined above is a step in the right direction, but we will continue to argue for more improvements in this area.

5: Earlier and more meaningful consultation

Finally, the FAB made clear throughout this process that consultation on ticketing must begin earlier in future seasons.

While there was extensive dialogue over recent months, and while we recognise that uncertainty around both the North Stand development and the achievements of the team in

2025/26 may have impacted decision-making, we believe supporter engagement is most effective when discussions begin before pricing frameworks have substantially formed.

We therefore welcome the club's commitment during recent discussions to begin the consultation process for 2027/28 significantly earlier. That commitment matters and should allow future consultation to become more proactive, transparent and collaborative. We agree with the club's position throughout this consultation, that it is not a race to be the first club to announce pricing, but rather a careful process that helps move the club forward.

Closing remarks

The FAB remains committed to working constructively and independently with Aston Villa. We value the relationship that has been developed since August 2025, but we also recognise our responsibility to reflect supporter concerns honestly and clearly. The FAB board itself comprises season ticket holders in all four stands of Villa Park, members, hospitality season ticket holders, and those with additional needs. We aim collectively to represent the range of voices that comprise the Villa family, and our aim in this ticketing consultation process specifically was to ensure that all members of that family were considered.

Supporters will understandably hold different views on the final outcome announced yesterday. Our responsibility throughout this process has been to represent those concerns seriously, engage directly with the club, and secure the strongest possible supporter protections and affordability measures within the realities of the modern football landscape.

We will continue to work with the club over the coming weeks to ensure that a fair system is used next season for matchday ticket access for Members, given the reduced number of matchday tickets that will be available. The aim will be to ensure loyalty continues to be a factor in accessing tickets, but also that every Member who wants to attend matches has the opportunity to do so during the season. We realise that Members will be particularly concerned about access to CL matches.

Up the Villa.

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