

FAB Question	AVFC Response
The Club updated the Fan Engagement WG on 22 July that there was to be another Fans Forum to be held before 1 Oct. Is there any more information that the Club can share ahead of the next Fan Engagement WG meeting on 17 Sept? We believe the success of this event will depend on being able to engage supporters in a timely manner on timing, attendance, streaming and submission of questions.	We are very much planning for these events to take place and have some tentative dates to confirm in the last week of September. We are very aware of the need to communicate in good time, but we hope the FAB will also understand that it's not always straightforward to fix a date many weeks out, particularly with very senior members of the management team on both the football and business side. In short: we are committed to the event taking place before the end of September and will fix a date as soon as we can. The first two Junior FAB meetings have been really positive and, importantly, have demonstrated that the group can provide valuable and practical feedback from a younger supporter perspective. The first meeting focused primarily on matchday atmosphere and the wider supporter experience. Members discussed areas including pre-match music, flags and visual displays, how atmosphere can be generated across more areas of Villa Park, supporter culture and pre-match activities for younger fans. The second meeting focused on matchday catering. Our Catering Team talked members through the current operation and plans for the season, before members took part in a food tasting session and breakout discussions. We also used the second meeting to close the loop on the first session, showing members what had happened with their feedback and explaining how some of their ideas had been considered internally. In terms of how the main FAB and Junior FAB will interact, we don't envisage simply combining the two groups or having unrestricted communication between members. Safeguarding has been built into the Junior FAB from the outset, with our safeguarding colleagues involved in establishing the group and helping ensure it remains a safe environment in which younger supporters can speak openly. Instead, we see the Junior Chair providing a structured link between the two groups, supported by Club staff. The original scope of the role included representing the Junior FAB at the main FAB when appropriate and acting as a voice for the wider Junior group. This would allow key themes, recommendations and questions to move between the two Boards without creating safeguarding concerns through direct or informal communication channels. Equally, there may be topics where it is useful for the main FAB to ask the Junior FAB for a younger supporter perspective, or where feedback from both groups can be considered together by the Club. We would facilitate that dialogue rather than expecting members of the two Boards to communicate independently.
Can the Club confirm the current status of water provision in the Trinity Stand? We understand the previous issues were resolved, but an update on status since then would be appreciated.	As context, demand has significantly increased during the construction and upgrade phases in the Trinity Road stand over the years, which has put pressure on the services. The Club has invested significantly in new storage tanks in the stand and has upgraded the incoming supply from 50mm to a new 125mm main, which will now permanently resolve any capacity issues. For season 2026/27 we are looking at three locations for children's activations (please note this will not be for Arsenal), namely at the store, in the new marquee at Trinity Reception, and using either the Holbe Pub or basketball courts. The activities will include things like inflatable, mini golf and Connect 4, and will rotate throughout the season. We apologise for the issues that some supporters have raised and we're committed to resolving this as quickly as we can. If the FAB could please share the names of any supporters who have reached out to them, we will then dispatch the price.
Can the Club outline current and planned provision for children's matchday activities at Villa Park?	As per our meeting with the FEC, we would like to reiterate our thanks for the ideas and document shared, and please rest assured that this remains in our thinking as we plan game presentation this season. Our suggestion is that once we have all experienced a number of home games in the three-stand version of Villa Park and gathered wider fan feedback and sentiment, we hold a brainstorming session with the FEC and members of the match presentation team to work through potential ideas.
Can the Club provide an update on the issue raised regarding 'Prize Where It Lies' prizes not being received by some supporters, including how this will be resolved?	As with previous seasons, we do recommend that if you choose to add your tickets to Apple and Google Wallets, this is done before you arrive at the stadium. However, the Club has taken steps to simplify access to the Park networks around Villa Park on matchdays to allow anyone who hasn't previously downloaded their tickets an easy way to do so. There will be QR codes around the stadium to grant easy access to the network. This will be tested ahead of the first game of the season. As part of our ongoing technology improvements, we have recently implemented significant changes to our Wi-Fi infrastructure at Villa Park. These enhancements have been designed to simplify the wireless experience across all AVFC locations while improving overall connectivity, performance and reliability, and AVFC Tickets remains the service used to provide short-term connectivity around turnstiles so fans can download tickets. For the first games of the season, stewards will again be supported by 30 additional staff from Push Promotions to assist with anything from tickets to wayfinding, and to help with the new layout of the Trinity Road Stand. All of our match streams run through the digital membership programme (essentially Villa TV) and there is now a charge for this. The standard price for an annual Video Membership is £30, but we've introduced a 50% discount for all season ticket holders, which many of them have taken advantage of. We acknowledge the FAB's points raised and are happy to reopen this point with the FAB as part of the 2026/27 Ticketing Consultation process.
Following a request from the club, the FAB submitted a detailed proposal on 16th Feb with ideas and suggested potential improvements around the matchday atmosphere. Do the club intend to provide an official response to this effort and will they be detailing their thoughts on our suggestions and ideas? The FAB would also like to make elements of our proposal available to supporters, to demonstrate our ongoing work in their behalf, so we would be keen to discuss with the club a public version of this specific dialogue between FAB and club. We note that this was discussed at 22 July FEC WG where we reiterated our readiness to review when required (we also agreed there was a need to understand the impact of going down to three stands and align in any ideas to support (for discussion on 17 Sept)).	As mentioned, this hasn't proved to be a problem on a widespread basis through the renewal process and is limited to a small number of supporters; the majority have now had their issues resolved to a satisfactory outcome. Where the Club hasn't been able to offer a return to original seats, a number of alternatives have been offered or provided, including holding the price from the original seats for the new location where prices have increased, as a gesture of goodwill. We will continue to monitor the situation with these supporters and work to find appropriate solutions. We are currently operating at a standard standing capacity of 2,550. The works to the fire escapes onto Witton Lane are due to start in September, and we will be able to reassess our capacity once this is complete. The current capacity is working well, and we have lots of exciting events in the pipeline.
FAB are concerned that the Wi-Fi network is fragile and coming end of life. Will adding ticket to wallet in both google and apple work when entering stadium? Has this been tested ahead of the first home game? And can the Club confirm that there will be sufficient matchday stewards available to manage issues (specifically, have steward numbers changed from 2025/26 season)?	The Lower Grounds is a ticketed experience for GA+ and we have to make sure the room is ready to welcome fans back to the space from full time. While we close the bar at second half kick-off some fans from lower Holbe stay in this space up to 15 minutes into the second half (which they are very welcome to do), but this does mean from an operational point of view opening all areas offers a challenge to get these areas turned around in time. The largest area of The Lower Grounds is open to fans and currently we are not seeing use of this to its maximum capacity. This is continually reviewed, and should we see demand, we will look to see how we manage this operation to offer the best experience for all.
FAB notes that the Club have introduced payment to access to live match videos. When was this decision made and why? We note that most PL clubs offer this as a free benefit to members.	Please see attached <i>Working Group Schedule</i>, noting that this is subject to change depending on the playing schedule and availability.
Existing STH who became displaced: some STH had their seats mistakenly released by a FAB and a NS STH bought it before they realised. We understand the NS STH managed to return to their original seats and return them to their original seats – but some were not resolved and had to move. Could they be given some form of gift/experience/treat to make up for the stress they experienced?	We would be open to this and suggest a sensible working group would be a two-person sub-group from the FAB side, with Rich and Matt from the Club.
The Warehouse is a fantastic facility for supporters and it would be great to ensure capacity is maximised. Can the Club provide an update on whether fan48 concerns that had been constraining capacity to c2,000 have been addressed? If not, what is the plan and timescales?	
We note that the Lower Grounds concourse has only partially open to fans at half-time (the back part connected to the concourse). Can the Club look at opening the whole of the concourse at half-time? This could help maximise potential revenue.	
FAB notes that the Club is to produce a formal calendar of events to share (discussed at the 22 July FEC WG meeting). Given the next WG meeting will be after the start of the 2026/27 season (meeting scheduled for 17 Sept), can the club provide an update? It would be good to see events scheduled for the first two months at least (we recognise some dates may be subject to change).	
Would the Club be open to participating in a joint session with the FAB to review best practice across other Premier League clubs (e.g. FAB websites, published minutes, supporter engagement models), with a view to establishing a shared standard for Aston Villa? For example, the minutes published by the Newcastle United FAB, and FAB presence on the Manchester City official website, are clear examples of best practice. The AVFC FAB is already being recognised for some of it's outputs – notably, the WG Dashboards being shared by the FAB as a model. Additionally, documents such as the AVFC FAB Culture Working Group plan have been praised internally by AVFC staff. The aim of the FAB is to be best in class in terms of it's ways of working, and we feel a dedicated session to explore routes to improving all areas of current operations would assist with this.	
Can the Club outline how it intends to support collaboration between the FAB and the AVFC Foundation in relation to Premier League Fans Fund opportunities currently in development that use ideas taken from the Culture Group plan?	Guy Rippon will attend the meeting on Thursday, and we suggest a conversation to develop a sensible plan for collaboration moving forward. The Club hopes an objective for the culture group will be to come to the table with ideas which help integrate fan engagement and EDI initiatives together. The Club is bound by set EDI regulations, but by the FAB's input, we can also control activities. The trial with the 1897 Group was viewed as a success by all stakeholders. Due to the ongoing stadium development works, it hasn't been possible to accommodate them all together in one section for the 2026/27 season. The intention will be to offer them the opportunity to purchase season tickets together in the new North Stand when it opens. Matt will arrange a meeting with the 1897 Group in due course to establish the best way forward for the 2026/27 season, so that the group doesn't lose any momentum. We are more than happy to pick this up with the Ticketing Working Group and feel it's exactly the right forum for this. Please note this is always at the forefront of our minds, and we look forward to receiving the report from the FAB and working with the TWG throughout the season.
Can the Club provide an update on how supporter culture, heritage and EDI initiatives are being integrated into wider Club planning and engagement activity? The recent 1897 Group plan in the Lower North Stand is a good example. The FAB welcomed the opportunity to support the trial and is keen to help shape future initiatives. We would welcome greater visibility at an earlier stage of similar projects, and suggest scheduling time to review the pilot, discuss lessons learned, and explore next steps with both the Club and the 1897 Group.	The delay in receiving and distributing gifts was caused by on-going issues with the old third-party supplier, however, we're now out of contract with them. All gifts had been delivered to an alternative distribution company and these are being sent out over the coming week. We've sourced a commemorative gift from our normal retail sourcing partner and are waiting for final samples to be delivered. The gift will either be a commemorative pin badge or key ring. The postage price we've been quoted also includes collation and packaging. As discussed at a couple of TWG meetings, this will be relaunched for the 2026/27 season and is due to launch ahead of the first game. There will be a number of additional benefits, including a new Villa Perks portal that will allow members to receive discounts on a range of products and at various stores. The Club will arrange a 'show and tell' session with the TWG early next week if they'd like to understand more details ahead of launch.
The ticketing group will demonstrate to the club the ticket journey - from purchasing to matchday experience - that supporters currently have to go through at the current prices, with a view to engaging the club over improvements for 26/27 and any updates to pricing. Ticketing WG would welcome a discussion on this once club has digested the detail of the fans' journey.	The women's team remains a very important part of the wider Club, and that commitment isn't changing. We have full ownership support, backed by ongoing funding that now includes investment from an external investor, which gives the team a strong financial foundation going forward. We're also continuing to build out the women's team's own sporting and business operations, so they have the structures in place to keep growing on their own terms. This includes being based at BMH3, with their own dedicated space and new facilities to match the ambition of Aston Villa. Alongside this, the team continues to benefit from support across the rest of the Club, including the men's team, central functions, and the Foundation, all of whom remain closely involved in helping the women's team succeed.
Members gifts: told that some 2,000 remain to be sent out from the 2025/26 season – what is the timeline for this?	
Membership gifts: What form will the gift be this year and does it warrant £3.45 in postage?	
Rewards and Members benefits: we've been told that these are to be launched soon: could we have more information about what will be included and the timescale for this.	
Ben Hutton was a big advocate for the women's team and provided them prominent standing and space within the Club. Can the Club provide details of how this valued support will continue going forward?	