



Annual General Meeting		Date: 24 th October 2013 Time: 7.30pm Venue: Directors Suite, Villa Park	Circulation: Voting & Associate Members and Public		
Item	Subject	Action Agreed	Responsibility	Target Date	Revised Date
1	Informal Q&A session with Paul Faulkner and Robin Russell, Hosted by Jack Woodward	No formal minutes of the session – refer to Appendix 1 for headline notes			
2	Quorum for AGM	Members present exceeded the required quorum and the AGM was duly opened. Apologies were received from 5 voting members, who had indicated a vote in favour of all resolutions.			
3	Financial Statements for year ended 31 st December 2012	Tony Barnes presented the financial report – refer to Appendix 2. The statements were duly approved 100% by the members.			
4	Membership subscriptions	Tony Barnes presented the membership subscription levels as contained in the AGM notice. The subscriptions were duly approved by 100% of the members.			
5	Elections of Directors and Company Secretary	<p>Each Director & Company Secretary gave a brief statement – refer to Appendix 3</p> <p>All were duly elected by 100% of the members: Peter Warrilow, Mike Jeffries, Tony Barnes, David Michael, Chris Knight and Joe Al-Khayat.</p> <p>Due to personal circumstances, Ryan Griffiths was no longer able to stand for election. Anne-Marie Fern accepted an invitation to become a co-opted Director until election at the next AGM and will perform the Club Liaison Officer role, continuing the great work she has been doing in consulting supporters and liaising with Club Officials on safe standing.</p>			
6	Use of online surveys for Policy	Tony Barnes explained the purpose and the resolution was approved by 100% of the members.			
7	Non-requirement to conduct audit	Tony Barnes explained the purpose and the resolution was approved by 100% of the members.			
8	AOB	Peter Warrilow explained that we will be making another Lottery grant application for the Oral Archive heritage project. This time the value will be reduced with hosting from AVFC. Volunteers required to help do the application.			



Appendix 1: Question & Answer session with Paul Faulkner (CEO) and Robin Russell (CFO), hosted by Jack Woodward

Also in attendance from AVFC: Nicky Keye, Lee Preece, Brian Doogan, Karen Croft

The Q&A session was not a formal meeting between the Trust Board and AVFC so no minutes were taken for publication. However, this is a brief summary of the 75 minute discussion to give members who were not present some feedback of the dialogue content.

The purpose of the session was to give an opportunity for voting and associate members to ask questions directly to the Villa directors. The format was an informal discussion and allowed members to follow up with further questions before the topics switched. This led to some probing questioning of the directors with the key theme of the evening being the ambition and direction of the club going forward.

Competing against the likes of “Spurs”: Back in 2010, Club was 6th in league, cup runs. MON exit 4 days before the start of the season was a major blow to plans. We are now rebuilding and on a journey. Strategy is based on continuity of management. The club are looking to build success from continuity like ManU/Arsenal model. They are looking to try and build in continuity that can be maintained even if the manager changes, an ethos that runs through. Objective will be to keep improving but to do it in a steady, sustainable way. Lessons have been learnt from the change in management.

In terms of timescales for success, Paul referred to the unpredictability of football - MON exit, whereas Spurs picking up a world record fee for Gareth Bale is the kind of thing that can suddenly bring success much closer. Football is an unpredictable game - so saying 'Champions League in 5 years' is pointless, it could be later, it could be sooner.

Player acquisition strategy: Lambert has had £43 million to spend over the last 2 seasons and it is up to him how he spends it. He could spend that on 2 players or 15. It is important to maintain a sustainable wage structure though. We don't sell players just because so called 'big clubs' want them. We sell players at a time and price that is right for Aston Villa. This is evidenced by Barry with Liverpool & Benteke last summer. Lambert speaks to Randy Lerner daily and has an excellent relationship with him.

It was Lambert who personally persuaded him that Aston Villa is the place for Benteke. Villa are still working on the basis of him staying on a long term basis due to his excellent relationship with Lambert. If we do sell him, he will only go to a team meeting our valuation, and there is no reason for that money not to be available for a replacement. Paul said it wouldn't make any sense to sell a key player and then not replace him. It's important not to confuse 'not spending money' with 'spending money and it not working out' which may have happened in the past. It's not hard to persuade players to come to Aston Villa - we are an impressive club with a fantastic infrastructure in terms of stadium & training facilities. Lambert is able to build on this.

UEFA Financial Fair Play/financial sustainability: With the increased income from Premier League TV rights, and the decrease in total player remuneration being addressed, the books are now balanced and in surplus subject to league position. We're FFP compliant. Robin also added that the yield (income as a ratio to attendance) has also been increasing.

Next Seasons' Kit: the kit design is signed off so we will see a new one again

Next Gen: Villa are disappointed with the cessation of the Next Gen series, especially with being a lead instigator in it. The Club are making representations to UEFA.



North Stand: the plans have been updated but the priority now is to use resources to build a team that would fill the existing stadium.

Safe standing: there are a number of PL Clubs now in favour, but it will be a matter of timing and ongoing dialogue to bring about a change at Premier League level. The Bristol scenario of safe standing being implemented in the new stadium so that rugby can use one weekend, but the football club won't be able to use the next as the "rail seats" have not been licensed for use in UK. {Post AGM Note: Anne-Marie Fern has met Paul Faulkner to discuss the safe standing survey, and the Trust are going to play a key role in this going forward. Details will be released when we are in a position to communicate this.}

Due to the open and frank dialogue, the Club have asked that certain parts of the evening are not disclosed in the public domain due to their sensitivity from a financial and commercial interest's perspective. The members present agreed to the non-disclose in the future interests of our football club and we respect the Club's request not to divulge this content.

Appendix 2: Finance Report

Cash position of the Trust remains in a healthy position at £1,688, up £140 on prior year. Liabilities still due stand at £100, being the last 2 years' worth of expenses for the independent examiner.

Voting membership during 2012 rose from 182 to 185 members. However, the membership is now going through a renewal process this year (following no renewal process run over the last few years). 2012 was a quiet year due to the lack of Trust activity through the loss of Directors in 2011 and we hope that the election of a full Board of Directors will provide momentum in activity and membership.

In the 2012 accounts, income was restricted to the amortisation of past life and ten year memberships, plus a sizeable donation from Mr Ellis towards the next grave restoration project. Outgoings were the FCA fee and Supporters Direct fee. (We have also become an affiliate of FSF).

Over the last 12 years, the Trust has received income of just over £18,900 and received a net gain of £4,000 on share disposal when Randy Lerner acquired the Club. We have spent £21,000 of which £15,000 was on the statue and heritage projects like the grave restoration.

Moving forward, it is vital that we engage all members so they recognise value in being a voting member and drive donations for future projects.



Appendix 3: Details of Directors elected

Peter Warrilow, Chairman

I have been involved with the Trust since its inception firstly as Finance Director and latterly as Chairman. The McGregor statue was my big project followed by the rededication of his grave. I wholeheartedly believe in the Supporters Trust movement and believe that under my stewardship the Trust has achieved a unique position with the Club and its Chief Executive, Chief Financial Officer and others in the management team. We have often been the first point of call when consultation and representation from fans has been required. It is my intention that this relationship should be strengthened and that we move forward in a challenging, where required, but non-confrontational manner. There must be a continuing partnership with the Club in the best interests of all its stakeholders.

Tony Barnes, Finance & Administration

Hello, my name is Tony and I will be responsible for the Trust's Finance and Administration. I am a Chartered Accountant currently working as a Finance Business Partner in the Aerospace industry (see LinkedIn profile). I have been involved with the Trust since its inception in 2001 and have held a number of roles. The McGregor statue is a standing testament to the work that supporters can achieve collectively and is one of my proudest moments in being involved with the Trust. We need to look to the future now and recognise where we need to improve as a member based organisation. That is why I am looking forward to working with a new team - new faces, new ideas - in relaunching the Trust to ensure we represent your voice locally and nationally.

Joe Al-Khayat, Company Secretary

Hello, my name is Joe and I will be responsible for the Trust's Legal and Administration aspects. I am a barrister and mediator, previously from the Midlands but currently based in Cardiff. I am very excited at the prospect of combining my legal expertise with my passion for Villa and the Villa Trust. The Trust has shown in the past that it is capable of some wonderful achievements as demonstrated by the McGregor statute. Our goal moving forwards is to build on previous successes and create a trust which is active and dynamic in representing the wonderful supporters of our great club.

Chris Knight, Communications

My name is Chris Knight and I'm standing for election for the role of Communications Director with the Aston Villa Supporters Trust. As a life-long Villa supporter, I'm committed to ensuring that the fans of Aston Villa Football Club are represented and the issues that matter to us collectively continue to be heard. It is an exciting time to be a member of the Trust as we look to move the club forward. Personally, I'm an NCTJ qualified journalist, who currently works within the sports betting industry, and I feel I can bring plenty to the role of Communications Director as I have garnered several years of experience within the media industry. As a freelance writer, I have written various articles for national magazines, newspapers and websites, while I am well versed in the use of Facebook and Twitter to promote publications. The use of social media will be of particular importance during the coming years as we encourage Aston Villa fans to engage with the Trust and voice their opinions on key issues. It is important that we continue to build key contacts, both locally and nationally, in order to strengthen the voice of supporters, while enhancing the relationship between the club and the local community. Finally, I hope to continue the fine communications work of the Supporters Trust and to remind fans of the importance of being part of this fantastic football club.



Mike Jeffries, Community

Mike is currently ill and was unable to attend the AGM.

David Michael, National Liaison

Hello, my name is David. A lifelong Villa fan, from the days of Mr Ron Saunders onwards. As one of the directors of the Villa Supporters Trust, my main focus would be to ensure the trust is a dynamic voice in all supporter issues at a national level. Two years ago, I set up the Villa supporter group My Old Man Said (MOMS), through which I have already built a very good relationship with the Football Supporters Federation. I have been to Parliament to debate Safe Standing with MPs and represented Villa supporters on the march to the Premier League office against high ticket prices. After working for the Press Association and in the publishing sector, I work as a journalist for major international publications covering my passions of film and music. There's a law degree in there somewhere, too. Supporters ARE the club, so the trust has an important role to provide them with a proper voice.