



FAN ADVISORY BOARD

Meeting notes

27th November 2025

Fan Services
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Club Attendees

Matt Wild	Director of Football Operations & Administration
Jeff Shi	Executive Chairman
Max Fitzgerald	Communications Director
Todd Newton	Head of Marketing
James Davies	Head of Ticketing
Dave Wood	Fan Services Manager

FAB Members

Martyn Willis	Wolves DSA
Keith Bickley	Wolves 1877 Trust
Jonathan Keeling	Ticketing Focus Group
Jack Finch	Matchday Experience Group
Lyndsey Harris	Equality Advisory Group
Marcus Passant	Independent Supporter

Meeting Notes

The club opened the meeting by acknowledging the difficult run of results since the previous session and the strain this has placed on the wider fanbase. At the same time, representatives highlighted renewed optimism internally following the appointment of Rob Edwards, describing his arrival as the beginning of a new cycle and a more collaborative football model.

Supporter sentiment and open letters

FAB members reported that emotions among supporters range from frustration and disappointment to significant anger. Some groups are discussing protests, banners and coordinated action, while others feel the club has not fully responded to two recent open letters. The 1877 Trust explained that it is trying to offer constructive challenge but is concerned by an information vacuum that other groups are filling with speculation. The 1877 Trust representative presented a request from signatories to the letters that the club meet with those fan and content group.

FAB representatives asked for clearer communication from senior leadership, the possibility of a meeting involving signatories to the letters, and a more explicit outline of the club's long-term strategy. The club acknowledged the depth of feeling and accepted that improvements in communication are required.

Communications strategy and visibility

FAB representatives reported increased criticism from fans who feel the FAB is not receiving or sharing adequate information. They urged more open, frequent communication from senior leaders through statements, long-form interviews, local media and, when appropriate, a fans forum.

The club agreed there is a disconnect between internal clarity and external uncertainty and acknowledged the need for better communication. Jeff highlighted his willingness to meet constructive supporters and media.

Ownership, investment and long-term ambition

Jeff reiterated that the question of selling the club lies entirely with Fosun, rather than himself. He confirmed that potential buyers contact the club regularly but have been turned away, and that the owners are not actively seeking to sell. He explained that Wolves' investment levels sit in the lower half of the Premier League but the club has nevertheless maintained top-flight status for eight consecutive seasons. The long-term aim remains to be recognised as an established Premier League club, rather than adopting unrealistic comparisons with the league's biggest spenders. FAB members raised the perceived gap between this framing and older quotes about ambitions to become a major global club. It was noted that online summaries often contain misquotes or outdated interpretations, and that part of the "reset" should include resetting how the club's vision is communicated.

Football model, recruitment and the end of a cycle

Jeff explained that he considers the previous nine to ten years as a completed cycle defined by coach-led recruitment, reliance on specific markets and strong dependence on individual coaches. While this model reached great heights, it also carried significant structural risk. Recruitment in the most recent window has not been good enough, he acknowledged, and has contributed to the team's current position.

The new cycle, beginning with Rob Edwards, is designed to be more balanced and club-led. The head coach now works within a broader structure, with greater involvement from the football leadership group and a stronger emphasis on internal and domestic expertise. This is intended to reduce volatility and improve long term resilience.

Performance, relegation risk and financial stability

FAB members expressed serious concern about the possibility of relegation and what it could mean for the club, the city and employees. Jeff accepted the gravity of the situation but urged that it remains early in the season, with many games still to play. Internally, staff and players believe results can be improved under the new head coach. He emphasised that Wolves are financially stable, even in a relegation scenario. There are no plans for staff redundancies or reductions in community programmes based purely on divisional status. Instead, the club would focus on rebuilding and returning at the earliest opportunity.

Wolves Women and academy updates

The club confirmed that Wolves Women will receive the investment required if they achieve promotion. FAB members welcomed this reassurance. Jeff also stated unequivocally that the Academy will not relinquish its Category One status. This clarity was seen as important in countering ongoing misinformation.

EDI, community and welfare initiatives

The club provided comprehensive updates across several programmes. Suicide prevention training is now embedded into steward training, with more than 400 staff trained and further sessions planned through Samaritans. Wellbeing stewards are now stationed in every stand, new online resources are being developed, and the Newcastle fixture will be dedicated to suicide prevention. The club reviewed successful Black History Month activity and previewed upcoming Disability History Month events in partnership with the DSA. It also outlined activity delivered through Orange Wolves and White Ribbon, including staff training, citywide visuals and matchday messaging focused on tackling violence against women and girls.

Ticketing updates and allocation decisions

A detailed explanation was given for the reduced allocation at Chelsea. Using sales data from comparable fixtures, the club concluded it was unlikely to reach the trigger point needed to avoid a large financial penalty for unsold seats. FAB members recognised the logic behind the decision and asked that such reasoning be shared more widely. The club also updated the FAB on the Premier League's requirement for digital ticketing from 2026/27. Wolves will roll out digital access across the stadium in phases, with help staff on site, instructional videos, and power banks at turnstiles. A physical card will remain available for those who need it.

"Stop exploiting loyalty" campaign

The 1877 Supporters Trust representative raised the Football Supporters' Association campaign calling for a two-season price freeze across the league. The club noted the early stage of the campaign and committed to reviewing its details as they develop, particularly in the context of Premier League-wide discussions.

150th Anniversary: Initial plans and consultation

The club presented early plans for commemorating the 150th anniversary during the 2026/27 season. Rather than a single event, the anniversary will be treated as a season-long celebration with a bespoke visual identity. Proposed elements include new fonts inspired by historic programmes and local industry, amongst other things. The club hopes to implement a full stadium and city branding rollout, a major end-of-season event, potential legends matches, educational work in schools and heritage-inspired retail ranges. FAB members strongly supported broader consultation, and the club agreed to organise a consultation group, similar to the group that met with the club to discuss the anniversary kit designs, for further dedicated sessions, alongside additional fan representatives.

Heritage items

Due to time constraints, it was agreed that this topic will return as a major agenda item at the next FAB meeting, including a clear process for any required fan consultation.

Continuity of fan engagement structures

FAB members asked whether the FAB and wider engagement structures would continue in the event of relegation. The club responded that, while the regulatory model differs slightly in the EFL, Wolves intends to maintain all existing structures. Focus groups and the FAB are seen as valuable and would have existed even without Premier League requirements.

Close of meeting

The meeting concluded with thanks from both the club and FAB. Club representatives acknowledged the constructive challenge offered throughout a difficult period, and FAB members appreciated the detailed explanations provided while stressing the need for improved communication with the wider fanbase.

Thank you for reading.



Fan Advisory Board

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