



# FAN ADVISORY BOARD

## Meeting notes

15<sup>th</sup> September 2025

**Fan Services**

[fanservices@wolves.co.uk](mailto:fanservices@wolves.co.uk)

X: @WolvesHelp



# Fan Advisory Board Meeting

15th September 2025

## Club Attendees

Matt Wild	Director of Football Operations & Administration
Jeff Shi	Executive Chairman
Max Fitzgerald	Communications Director
Chris Roberts	HR Director
Anju Rai	Head of Event Safety
Dave Thomson	Head of Partnerships
Sam Lee	EDI Lead
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
Patti Jaffe	Equality Advisory Group
Andy Nicholls	Retail Focus Group
Marcus Passant	Independent Supporter

## Meeting Notes

The meeting was opened by the new nominated board level official of the club for fan engagement, Matt Wild, who noted thanks for the outgoing Russell Jones, and welcomed new and returning faces as well as setting the tone for constructive, collaborative discussion rooted in supporter insight.

### Fan Engagement

Dave Wood provided quick fan engagement updates. The updated fan engagement plan is live on the website, capturing outcomes from the review of last season's activity. A public contact form now routes supporter messages to the club and into FAB agendas. "Meet the FAB" features have begun in the matchday programme across the first three home games, after which key themes from meetings will be published. A review of FAB composition, including diversity and potential refresh, will be scheduled later in the season. On heritage items, one attendee felt the plan under-weighted items beyond crest and colours, such as stadium location, statues and the South Bank clock. The club will look again at broadening heritage references.

### Together Against Suicide

Anju Rai introduced Together Against Suicide, a Premier League pilot delivered with Samaritans and Mind and built on Wolves Foundation's Head 4 Health, which has supported around 2,500 adults through workshops and activity sessions. On matchdays any fan can discreetly approach a steward for confidential support and signposting. Two safeguarding staff already operate each game and will be supported by four new wellbeing stewards, one per stand, to handle lower-level concerns and free safeguarding for higher-risk cases. Identification will be subtle, with private spaces for conversations, and escalation to emergency services where needed. A dedicated fixture launch is planned for Wolves v Leeds, with LED, PA and poster collateral, but the project is long term. Supporters backed the intent and pressed for robust scenario-based training so first contact with any steward is consistently empathetic. Anju confirmed Samaritans-led materials have been issued, safeguarding training cycles are in place, enhanced inputs are planned for wellbeing stewards, and radio procedures allow rapid triage.

### Billy Wright Lift Access

Accessibility in the Billy Wright Upper was raised, specifically lift access for older fans with long-held seats who now struggle with mobility. The club explained constraints around a single matchday lift and safe evacuation, hence capped passes and a waiting list. Misuse by ambulant users is monitored. The club reiterated a flexible approach to relocations, including trials in accessible areas with lift or street-level entry, grouping friends and family where possible, and prioritising permanent moves during renewal windows. Case-by-case assistance continues.

### Pre Kick-Off Music

The group then addressed pre-kick-off music. Feedback on Fields of Gold has been largely negative, compounded by results. Acknowledging prior consultation and differing tastes, the club will now take ownership: Fields of Gold will move to earlier in the build-up and Those Were The Days will be tried as the final song before kick-off. Communication will be light, via the pre-match playlist social media graphics, and success will be judged by participation and feel in the ground rather than social media noise. Putting lyrics on screens was resisted, since some fans dislike being told what to sing. The club's historian has traced Those Were The Days as distinctively Wolves over several decades, and the media team may share historical context if it beds in. A fan-led idea to run a 150th-anniversary song competition with the Grand Theatre, choirs and charity partners will be explored with an internal music-experienced colleague.

## **Ticketing**

On ticketing, the absence of general sale for the Manchester City game was not a policy change. Decisions are taken close to matches based on demand; Leeds has gone to general sale with protections to keep away fans out of home areas. Digital ticketing is rolling out. Fans will be able to transfer tickets within their network as well as being able to use resale, improving traceability and flexibility. The West Ham cup trial ran smoothly, with more home-area pilots to follow with reasonable adjustments for those who cannot go digital. The league requires at least 70 percent digital fulfilment by next season. Some supporters argued for guaranteed public-sale windows to help fill single seats and protect access; the club noted the need to retain membership value but will keep reviewing thresholds and communications with the ticketing Focus Group.

## **Partnerships**

Dave Thomson shared a commercial update. Partnership revenue in 2024/25 hit another record, up 11 percent year on year, with 11 new partners and stronger LED advertising income; the local business programme also grew. This season has already surpassed last year by 2 percent, driven by retention including a significant uplift with Monster Energy. A renewed sales-agency contract will fund replacement of LED infrastructure, expected to improve returns. The club clarified that its front of shirt betting partner, Debet, is fully UK-licensed, despite misleading press coverage. Looking to 2026/27, front-of-shirt betting will be removed across the league. With many clubs in market simultaneously, growth could stall unless Wolves out-compete. The club has previously secured non-betting principal partners and will cast a wide net beyond obvious sectors while staying open to credible financial-services interest, aiming to be substantially contracted by March for shirt manufacturing savings. Supporters praised how the shirt looks without a sponsor, but the club explained that unsponsored retail options are unlikely due to partner visibility, print volumes and cost. Sleeve and training wear betting sponsors will remain permissible.

## **EDI**

EDI closed the formal agenda. New leads Chris Roberts and Sam Lee set out a listening-led approach that prioritises meaningful progress over box-ticking, with focus on disability, LGBTQ+ inclusion, ethnicity, and women and girls. An internal staff EDI network will also be created. Fans asked about extending standards into the supply chain given outsourced staff. The club noted listed partners operate strict ESG frameworks and agreed to attempt to align values across suppliers. A suggestion to provide distinctive staff T-shirts in away sections to reduce abuse was taken away to explore with Levy and steward training.

## **Discussions with Executive Chairman**

The floor then opened for broader discussion. Jeff Shi spoke candidly about misinformation and the summer noise around interest in Jørgen Strand Larsen. False rumours are hard to counter in a click-driven environment where many believe what they read on social media. Relationships with local journalists are maintained, but headlines and misinformation skew perceptions. Fans encouraged the club to keep regular, everyday communication flowing to build trust for when big calls are made, and suggested more direct notes to season ticket holders or more visible appearances by Jeff at supporter events. Jeff agreed there is value in more personal contact and reminded the room that the current leadership have delivered their most sustained top-flight era in decades. The group reflected on the season's start, international disruptions and AFCON absences to come, and agreed that patience, calm decision-making and a sense of belonging would be essential as Vítor Pereira works to knit the squad together.

**Thank you for reading.**



**Fan Advisory Board**

Wolverhampton Wanderers Football Club  
Molineux Stadium, Waterloo Road, Wolverhampton WV1 4QR