



FAN ADVISORY BOARD

Meeting Notes

10th March 2025

Fan Services

fanservices@wolves.co.uk

X: @WolvesHelp



Fan Advisory Board Meeting

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Club Attendees

Russell Jones	General manager – marketing & commercial growth
James Davies	Head of ticketing
Max Fitzgerald	Communications director
Matt Wild	Director of Football operations & administration
Adam Beevers	Finance Manager
Dave Wood	Fan Services manager

FAB Members

Martyn Willis	Wolves DSA
Leigh Moseley	Wolves DSA
Daniel Warren	Wolves 1877 Trust
Jonathan Keeling	Ticketing Focus Group
Jack Finch	Matchday Experience Group
Lyndsey Harris	Equality Advisory Group
Andy Nicholls	Retail Focus Group
Marcus Passant	Independent supporter

Meeting Notes

Annual Club Accounts Presentation and Q&A

The club gave a presentation relating to the annual accounts for 2023/24 following recent publication. A summary of the headline financial information can be found [here](#).

The club confirmed that they no longer have any short-term concerns around PSR and shared a PSR forecast for 2024/25. The change of head coach during the season, player trading and FA Cup performance were all factored into the forecast. The club confirmed the possibility of receiving further contingencies following the Morgan Gibbs-White transfer to Nottingham Forest, these would be performance and appearance related. The club clarified that this included Nottingham Forest qualifying for European football.

Whilst the club had no concerns around PSR, further information was shared on the 2024/25 strategy which was prioritising Squad Cost Ratio (SCR) rules which are due to be introduced by the Premier League. A presentation was provided to FAB members on SCR and how this will impact the club for future seasons. The intention was for SCR to be fully introduced for the 2025/26 season, however, there has been a delay in the process and is still being finalised by the Premier League with no final vote scheduled for it to be fully introduced for the 2025/26 season. 2024/25 was being used as a shadow year for SCR regulations and it was likely that 2025/26 would be a second shadow season with a view to being introduced fully for 2026/27.

Whilst SCR is only in shadow currently, the profit on selling players calculation in the SCR works over a six-window/three-year annualised historic average, so if SCR is fully live for the 2026/27 season, 2024/25 season profits would contribute. The club highlighted the importance of the current season sales of Max Kilman and Pedro Neto in order to carry a higher squad cost when SCR is fully live.

The current plan is for PSR to be removed once SCR is fully introduced, this is why the clubs focus had been on SCR compliance. It was confirmed that, once voted in by the clubs, financial and sporting sanctions would be applied to clubs who were not fully compliant with SCR.

Finally, the club confirmed that its accounting period end for 2024/25 had been extended to the 30th June from the 31st May and will continue to operate for this period going forward. It was iterated that this was not down to PSR or extended in to incorporate further sales in the accounting period as had been suggested on social media platforms. This change created better industry alignment with Premier League peers, with 15 of the other 19 clubs having a 30th June period end. Furthermore, the change brings the club in line with the Fosun group reporting period and corresponds with the typical expiration dates of player and coaching contracts.

Ticketing

As a follow-up to the previous meeting the club continued discussions with FAB members on ticket pricing and strategy. FAB members communicated that, in addition to the price freeze for adult category season tickets for 2025/26, they would like to see this extended to all price categories including junior and senior prices. Regarding strategy, FAB members indicated that they would like the club to embody the “challenger brand” focus that had been presented by other departments at previous meetings, in relation to ticket offerings. It was felt that the club had lost sight of its identity in relation to ticketing.

The FAB queried if previous or future revenue from increases was “ring fenced” to fund any specific projects or to fund staff wage increases. The club confirmed that all revenue went into one central pot, and most of the expenditure was on the first-team as the accounts presentation earlier in the evening demonstrated.

The FAB also indicated that they would like to see a focus on ensuring tickets are available for junior supporters, possibly at incentivised prices, to secure future generations of supporters.

Clarification was sought on the season ticket waiting list, The club confirmed that approximately 6000 supporters were enrolled on the waiting list prior to the 2024/25 season with 2000 of those taking up the option of a season ticket for the 2024/25 season. Supporters on the waiting list who had not renewed their membership for the 2024/25 season would be removed from the waiting list prior to the current season ending and ahead of season ticket sales for 2025/26.

Finally, the FAB requested a review of the season ticket resale scheme as research suggested it had not been as effective given that ticket sales had been slower this season.

The club asked the FAB members to consider the current Wolves Cash offering and whether fans would prefer to see this removed and replaced with a flat discount for season ticket holders and members in relation to merchandise and ticketing.

The club thanked the FAB for their suggestions and feedback. It was confirmed that no decisions had been made regarding 2025/26 ticketing other than a prize freeze for adult category tickets which had already been communicated to supporters. The club acknowledged that attendances had been down across the current season and were committed to revisiting this subject at the next FAB meeting which will be held in the coming weeks.

FAB Co-Chair

FAB members confirmed that they had elected Marcus Passant as chair for the FAB.

Thank you for reading.



Fan Advisory Board

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