



FAN EXPERIENCE FOCUS GROUP

Meeting Notes

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Fan Services

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Meeting Notes

The meeting focused on several key areas of the supporter experience, including the planned rollout of mobile ticketing, club communications and digital content, the club's 150th anniversary celebrations, the new fan zone, and a variety of ticketing and matchday experience matters raised by supporters.

Digital Ticketing

A significant portion of the discussion centred on the introduction of mobile ticketing at Molineux. The head of ticketing explained that the club had been prepared to introduce digital ticketing at the start of the previous season, but plans were delayed due to prioritising operational resources at the stadium during a challenging season on the pitch. The current intention is to begin a phased rollout following the West Bromwich Albion fixture, initially targeting season ticket holders on a block-by-block basis. Supporters will be invited to download a digital version of their season ticket if they wish, supported by instructional videos, PDF guides, assistance from the Fan Services team and additional matchday staff. The club stressed that there is no intention to make mobile ticketing compulsory and that physical smart cards will remain available for supporters who either cannot or prefer not to use smartphones. Members discussed both the benefits and drawbacks of digital entry, including experiences at away grounds, concerns over phone battery life, accessibility for younger or older supporters, and the need to ensure that supporters feel confident using the technology before widespread implementation. It was confirmed that supporters will be able to retain both their smart card and digital ticket, with both remaining active until one is used on matchday.

Digital & Social Media

The group then heard from the head of content regarding the club's digital media and social media activity. He explained the role of the club's media team in balancing supporter engagement, entertainment and communications while representing a club with a rich history and diverse supporter base. Supporters were complimentary about the quality of recent content, particularly behind-the-scenes footage, transfer deadline day coverage, player features and dressing room access, which many felt helped humanise the players and strengthen the connection between fans and the club. There was discussion about how difficult it can be to produce lighter, more informal content during periods of poor on-field performance, with the club acknowledging that content which might be well received during successful periods can attract significant criticism when results are poor. Supporters also highlighted issues with Wi-Fi connectivity in certain areas of the stadium, particularly in the North Bank, and requested larger match clocks and score displays on the stadium screens to improve visibility.

150th Anniversary

The club's senior marketing manager then provided a detailed update on the club's 150th anniversary programme. He outlined the extensive work that has already gone into developing the anniversary branding, including the creation of a dedicated visual identity inspired by the club's history, heritage and connection to Wolverhampton. The anniversary campaign has been built around a series of core themes and values designed to reflect the club's identity over the last 150 years. Members were shown examples of anniversary branding already introduced around Molineux and across club communications, including videos featuring former players and managers, stadium dressing, city-centre installations and matchday activations. Supporters praised the work completed so far and the effort being made to ensure the anniversary feels meaningful rather than purely commercial.

The club also outlined plans for future phases of the anniversary celebrations. These include expanding branding and artwork across Wolverhampton, developing educational projects with local schools, producing additional content featuring former players and key figures from the club's history, and creating a lasting legacy beyond the anniversary year itself. A dedicated anniversary fixture against Burnley in January was confirmed as the central celebration match, with club representatives expressing a desire to make it a memorable occasion. Supporters were invited to contribute ideas for the event at future meetings, including suggestions involving former players, prominent Wolves-supporting celebrities, supporter participation, and potentially a special commemorative match involving club legends or historic opponents. Discussion also highlighted the importance of engaging older supporters and care home residents who may no longer be able to attend matches in person but still maintain a strong emotional connection to the football club.

This section also covered the club's partnership with the Wolves Foundation as part of the anniversary programme. The head of ticketing confirmed that 150 tickets for each home fixture will be distributed through Foundation projects, providing opportunities for children, young people and participants in community programmes to attend matches. The club also plans to visit local schools throughout the anniversary season to encourage young people to engage with the club's history and strengthen connections between Wolves and the wider community.

Fan Zone

Discussion then turned to the new fan zone at The Halls. Club representatives explained that the previous outdoor fan zone had suffered from poor weather, declining attendance and limited facilities, prompting the decision to relocate. The new venue is intended to create a more vibrant pre-match experience through live music, entertainment and improved facilities. Initial feedback from attendees who had visited was positive, particularly regarding the atmosphere and the potential benefits for the city centre. However, concerns were raised around accessibility, especially for wheelchair users and supporters with reduced mobility who may struggle with the journey between The Halls and Molineux. Club staff accepted the feedback and agreed that accessibility considerations would need further review, including the possibility of transport solutions. Supporters were encouraged to visit the fan zone over the coming fixtures and complete a feedback survey that will be circulated before the next meeting.

AOB

Towards the end of the session, supporters raised a number of additional issues, including away supporter segregation arrangements, ticketing policies relating to carers and children, weather protection in certain areas of the stadium, and ongoing supporter engagement. Representatives reiterated the club's commitment to maintaining dialogue and acknowledged the importance of transparent communication with supporters.

Looking ahead, future meetings will place a greater emphasis on supporter-led discussion, particularly around ideas for the Burnley anniversary fixture and broader opportunities to enhance the matchday and supporter experience at Molineux throughout the club's 150th anniversary season.

Thank you for reading.



Fan Advisory Board

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