MATCHDAY EXPERIENCE FAN FOCUS GROUP

Meeting notes

28th October 2024

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Meeting Notes

Wolves v Crystal Palace – Light Show Preview

The club welcomed the group by previewing some of the plans for the light show and pre-game build up for the upcoming Crystal Palace fixture and also previewed the new music that would be played to accompany the light show. The group were encouraged to give their feedback on these plans and also to follow up after the game by sharing their feedback in the groups messaging facility.

It was also explained that there would be a new video piece to accompany the lightshow, and the design choices were outlined to the wider group. The idea to create a different experience for night games as opposed to the more traditional 3pm Saturday kick-off was discussed. The group understood the need to appeal to various audiences with varied music choices, but welcomed the continuing use of Led Zeppelin in the pre-match build up due to the connection between the band and the club. The group also expressed a desire to find a place for more traditional songs such as The Wonder of You to be maintained at some point during the build-up, however the group had differing opinions as to when the ideal timing to this would be.

Discussions regarding the running order ahead of kick-off were had, with some insight provided into the complications that the team can face in the way this is arranged. Information on the tight pre-match scheduling and Premier League regulations around kick-off, such as the playing of the Premier League anthem, were shared.

Feedback was provided from the group regarding the music played ahead of the restart after half-time and the group were in favour of continuing with a shortened version of Hi-Ho to encourage crowd participation as close to the second half kicking off as possible.

Wolves v Ipswich Town – 70th Anniversary of Wolves v Honved

A brief history surrounding the Honved fixture was provided by the club regarding its importance in the history of the club and wider football in general.

A presentation was given by the club on plans to mark this fixture through various mediums, including the creation of micro-site retelling the story, a short film produced by the club in conjunction with Sky and a podcast focusing on this historic event.

Prior to the meeting, the group were encouraged to think of ideas for how they would like the special occasion to be marked, specifically in the build up to and on the matchday itself. The group were very positive towards marking this occasion, but also felt it was important not to forget the importance of the Wolves v Ipswich Town fixture itself and for the game not to be overshadowed by any commemorations.

Discussions were held around creating a special edition jersey, a modern replica of the shirt worn during the Honved game, that could be available for supporters to purchase. It was confirmed that this was something the club had been working on. It was noted that any commemorative shirt could not be used by the players to wear during a game due to technical performance specifications. The group suggested the possibility of players wearing the commemorative shirt

pre-game or if these could be presented to the families of the Wolves starting XI v Honved ahead of kick-off.

The club then provided a preview of a commemorative sculpture being created by local artist Luke Perry. It will be a permanent structure that will be designed in line with other artwork and statues around the ground. The design of the structure was positively received by the group members.

Other ideas were raised, such as a special edition programme for the Ipswich game commemorating the event and an evening at Molineux to launch the planned film similar to the successful LA Wolves launch event the prior year.

An Introduction was then given to the supporter group, Old Gold Pack, who have been working with the club and supporters for flag displays at home games. Ideas were discussed for a Honved themed display to take place at the Ipswich fixture.

Ideas such as banners, tifos and flag displays were discussed along with involving local artists in the design process. There was a desire from the group to see players from the Wolves starting XI v Honved represented in the display, but it was also raised that it would be good to also continue with the existing flag designs acknowledging the current players in order to create a past and present theme. All were met positively by the group.

An idea was raised by the group in relation to awarding caps to players from over the club's history, along with a unique cap number, it was highlighted that it had been popular amongst supporters of the England national team. The idea was met positively however it was acknowledged that this would involve a huge amount of time and dedication to pull together and would be more of a long-term project.

The group requested that the club bring some more interactivity for families into the Fan Zone prior to home games, specifically with the winter months approaching. The club mentioned there were plans to incorporate this over the next few months with a desire to bring in seasonal specific entertainment units, such as a gaming facility along with seasonal activities around the festive period.

Thank you for reading.

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