



FAN ENGAGEMENT

Wolves 2024/25

Fan Services
fanservices@wolves.co.uk
X: @WolvesHelp



Fan Engagement Plan

At Wolves, we are committed to providing a high standard of communication and consultation to our supporters. The club is committed to finding new ways to consult with as many fans as possible in a variety of ways. [wolves.co.uk/fans](https://www.wolves.co.uk/fans) is the club's online hub for all fan engagement and consultation activities.

Fan Services

Supporters who wish to contact the club can do so by a variety of methods which will all be directed to the central Fan Services team. Following supporter feedback, the Fan Services team was introduced in 2021, acting as a central hub with one single point of contact for all supporter enquiries and feedback. As well as providing a reliable platform for telephone and email enquiries, the Fan Services team introduced two new contact methods for supporters, with fans now able to submit a direct message to a dedicated fan help account through Twitter and can also live chat with an advisor through the club's FAQ portal. The club welcomes all feedback from supporters and encourage fans with any queries, issues, concerns, or praise to get in touch. Data from Fan Services enquiries is collated and regularly shared with club management to ensure the fan voice is considered.

All fan enquiries should be directed to the Fan Services team. Fan Services are committed to responding to all email enquiries within 48 hours as well as giving supporters an option to contact the club via telephone, chat or through social media.

Email:	fanservices@wolves.co.uk
Phone:	01902 810485 (10am – 5pm Monday to Friday)
Chat:	help.wolves.co.uk
Fan Help Portal:	help.wolves.co.uk
X:	@WolvesHelp

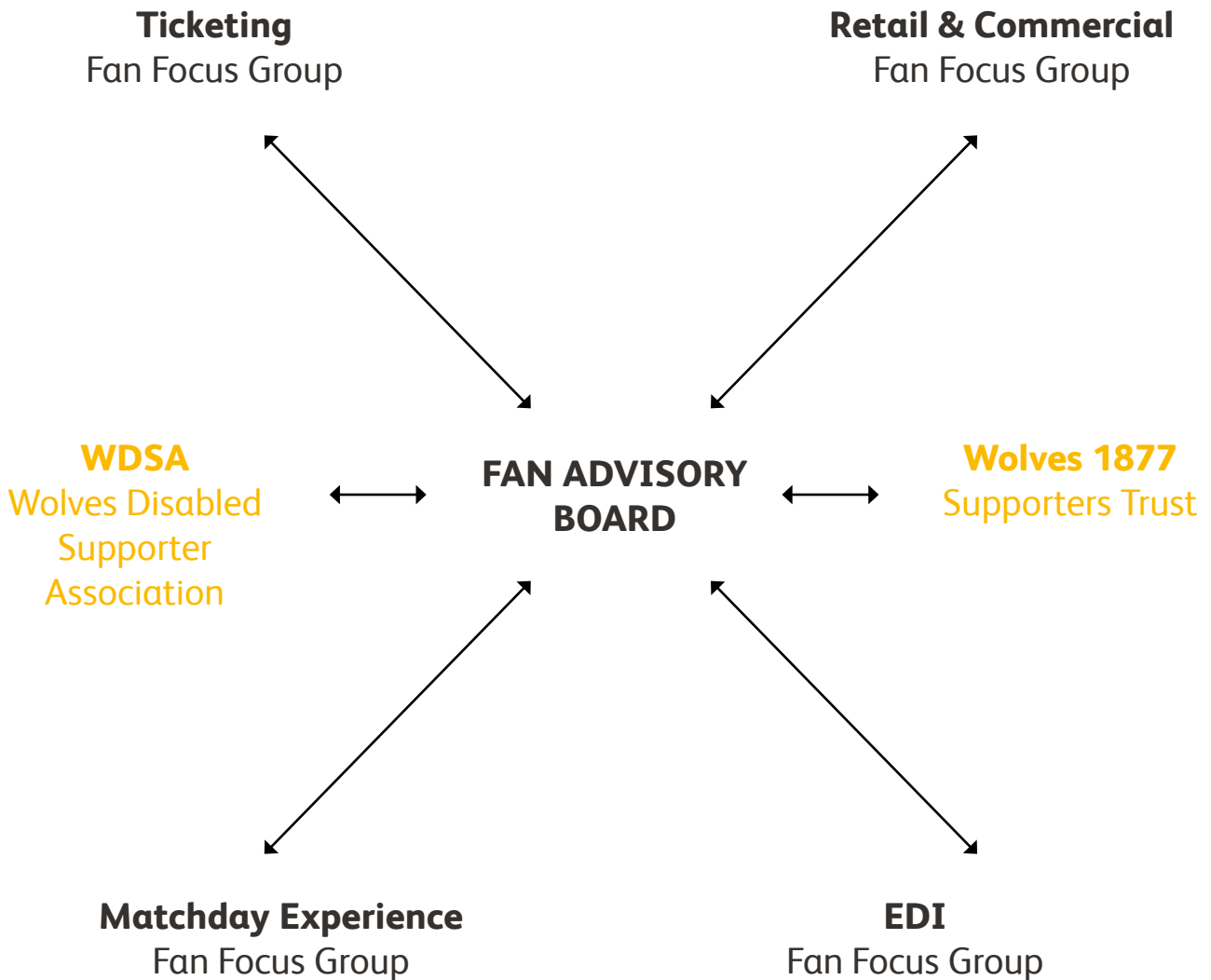
Retail

The club's retail operations are handled by the club's partner Levy Merchandise. Enquiries related to retail orders can be directed to the Levy Merchandise customer service team on fanservices.wolves@levymerch.com. Supporters can also reach them by phone on 01902 810485, selecting the option to speak with the retail team.

Ticket Office

For ticket purchases, supporters can contact the ticket sales team directly on 0371 222 1877 between 9am and 5pm Monday to Friday and 9am until 1pm on Saturdays. The Molineux ticket office is open to in person visits on Wednesdays from 9am until 5pm and Saturdays from 9am until 1pm.

Fan consultation



Fan Advisory Board

Ahead of the 2023/24 season, as detailed in the 2023/24 Fan Engagement Plan, the club launched its Fan Advisory Board with the purpose of creating a consultative panel of supporters who would work alongside the club with the primary purpose of engaging in dialogue, exchanging information/ideas and securing feedback from the fan's perspective.

To achieve consistency between the club's other fan engagement and consultation initiatives, the Fan Advisory Board is made up of a representative from each of the club's Fan Focus Groups along with a representative from the Wolves 1877 Supporters Trust, a representative from the Wolves Disabled Supporters Association and an independent supporter representative who was selected by the club and the Football Supporters Association following an application process in the summer of 2023.

Russell Jones is the club's nominated board level official responsible for fan engagement and consultation. In addition to this, the Fan Advisory Board meetings will also include members of the senior management team based on items in each meeting's agenda. A representative from the club's ownership will also attend at least one fan advisory panel meeting per season. Special guests or advisors may also attend if deemed appropriate.

The fan advisory panel would meet a minimum of twice a season. Meetings will be arranged by the club however the fan advisory board members will elect a chairperson who would work with the nominated board level official to organise meetings and to set meeting agendas.

Fan Advisory Board members

Jonathan Keeling:	Ticketing Fan Focus Group
Andy Nicholls:	Retail Fan Focus Group
Lyndsey Harris:	Equality Advisory Group
Jack Finch:	Matchday Experience Focus Group
Daniel Warren:	Wolves 1877 Trust
Martyn Willis:	Wolves Disabled Supporters Association
Marcus Passant:	Independent Supporter

The FAB would be expected to discuss the following topics during a season.

- *The club's strategic vision and objectives*
- *Short, medium and long-term business plans*
- *Club performance updates, priorities, and plans*
- *Operational matchday issues of concern to supporters*
- *Any proposals relating to significant changes to club heritage items*
- *Stadium issues and plans*
- *Club's community strategy*
- *EDI commitments*
- *Plans for broader supporter engagement*
- *On the pitch matters or commercially sensitive matters will not be discussed in this forum.*

Following the conclusion of the 2023/24 season, the club conducted a review of the effectiveness of the Fan Advisory Board with its members.

FAB Review/Assessment

Russell Jones is the club's nominated board level official for fan engagement met with the fan advisory board (FAB) members to review and assess its effectiveness following the launch ahead of the 23/24 season. All FAB members were involved in the review process.

Members felt that the first season following the introduction had been successful and feel that they were able to advise the club in an effective manner on several subjects. It was felt that discussions had in FAB meetings had led to visible outcomes, such as the club's stance on VAR and changes made to the ticketing process following the home fixture with Chelsea being moved to Christmas Eve. Whilst the FAB members were able to work with the club following the announcement of season ticket prices, they felt that their initial discussions with the club would have been more productive had they had been provided with more information prior to the prices being announced.

FAB members felt that the current composition of the group, containing representation from each of the club's fan focus groups as well as a representative from the Wolves 1877 Trust and Wolves Disabled Supporters Association, was adequate and effective for the early stages of the FAB. Members believe that it is important to seek further representation and more diversity amongst membership as the FAB develops with a hope that this can happen naturally as more fans become aware of the FAB and the successes associated with it.

FAB members were very pleased with the involvement of senior club figures at FAB meetings. Throughout the season meetings had been attended by the executive chairman, chief operating officer, general managers Russell Jones, Matt Wild and Matt Hobbs as well as the communications director, facilities, safety and security director and heads of department for ticketing, partnerships, digital, Foundation and finance. The FAB members expressed a desire to speak more with the executive chairman where appropriate and would also like to see a presence from a senior member of staff responsible for EDI at future meetings.

It was felt that meeting frequency throughout the season had far exceeded the expectations of FAB members, with 6 meetings held. Members also felt the length of meetings had been sufficient. Members felt the structure of the club's wider fan engagement structure and fan focus groups had allowed for effective working groups and discussions to be formed within those forums. There were examples of discussions starting within the FAB filtering in to the each of the fan focus groups, as well as discussion points raised by focus groups which had been discussed in FAB meetings.

The FAB members felt comfortable in bringing agenda items to the club and felt that they were always accommodated, however also believed it would be beneficial to elect a FAB member as co-chair ahead of the 2024/25 season to work directly with the nominated board level official on meetings and for wider representation with stakeholders such as the Premier League.

In preparation for future meetings, the FAB expressed a desire to receive more information ahead of meetings where the agenda dictates. An example shared was the discussion on the annual club accounts which FAB members felt could have been more productive had they been able to view the information prior to the meeting in order to form a more constructive discussion.

The FAB also felt that the work and successes of the group could be communicated better to the wider fanbase. The club were open to exploring options on how this can be done in an engaging manner, with FAB updates in the matchday programme being an idea that was put forward. The club will also provide clearer guidance on what information can be shared with each members representative group, both prior to and following meetings.

Meeting notes from each FAB and fan focus group meeting can be found at wolves.co.uk/fans. Full terms of reference for the fan advisory board along with meeting notes can be found at wolves.co.uk/fans.

Fan Focus Groups



The club will continue to operate a number of Fan Focus Groups which allow supporters to work closely with the club on the subjects that matter most to them. The matchday experience group was launched in 2018 and followed by groups devoted to ticketing, retail and EDI. These groups all have a nominated member that represents the group on the club's Fan Advisory Board. The representative for each group was chosen by the group members.

Ahead of the 2023/24 season, the club also introduced an Environmental Sustainability fan focus group. Due to being newly established, this group is not currently represented on the Fan Advisory Board.

The details of each focus group, what they discuss, when they discuss it and how discussions are communicated are detailed below.

Matchday Experience

The aim of this group is to provide feedback to the club relating to experience at Molineux on matchdays. This covers atmosphere, facilities available to supporters on a matchday, matchday catering, half-time entertainment and the fan zone. This group will not discuss pricing structures or commercially sensitive matters; however members can raise items with the groups Fan Advisory Board representative, which may then form an agenda item at a future Fan Advisory Board meeting. The Fan Advisory Board representative will provide updates in relation to FAB meetings to the focus group.

Equality Advisory Group

A panel of supporters, tasked to work with the club on activations and initiatives around EDI throughout the season. This group will provide feedback on policies relating to EDI and will have a representative on the Fan Advisory Board in order to ensure EDI is represented throughout the clubs' fan engagement platforms.

Ticketing

The aim of this group is to provide feedback to the club relating to the overall ticketing experience. This covers the booking process, both online and directly with the ticket office, ticketing policies, ticketing allocations and ticket entry methods. This group will not discuss pricing structures or commercially sensitive matters; however members can raise items with the group's Fan Advisory Board representative, which may then form an agenda item at a future Fan Advisory Board meeting. The Fan Advisory Board representative will provide updates in relation to FAB meetings to the focus group.

Retail and Commercial

The aim of this group is to provide feedback to the club relating to retail experience, and will feature representatives from the club's retail partner, Levy Merchandise. This will cover the shopping experience, both instore and online, and product ranges. The group will also discuss and provide feedback relating to the Wolves Museum and Molineux stadium tours. This group will not discuss pricing structures or commercially sensitive matters; however members can raise items with the group's Fan Advisory Board representative, which may then form an agenda item at a future Fan Advisory Board meeting. The Fan Advisory Board representative will provide updates in relation to FAB meetings to the focus group.

Environmental Sustainability

A panel of supporters, tasked to work with the club on activations and initiatives around environmental sustainability. As a newly established group, there will not be a Fan Advisory Board representative during the 2024/25 season, however this will be reviewed ahead of the 2025/26 season.

The club will retain the current focus group members going into the 2024/25 season and hold the right to open up an application process to increase fan participation at convenient points during the season. Any recruitment process for fan focus groups will be announced on the club's official website.

A terms of reference, plus meeting notes, from all fan focus groups will be detailed on the club's official website at wolves.co.uk/fans. Dates of previous focus group meetings will also be detailed.

Supporter clubs and groups



The club is committed to consulting with independent supporters' groups on important issues as they arise. Supporter groups can contact the club through the club's dedicated supporter liaison officer. The club welcomes the formation of an Independent Supporters Trust (Wolves 1877 Trust) allowing Wolves supporters to be represented at a national level through their affiliation with the Football Supporters Association. The club regularly engaged with the Wolves 1877 Trust since forming in 2021. Wolves have also worked closely with the Wolves Disabled Supporters Association for a number of years through the club's dedicated disability access officer.

The club has a dedicated network for supporters' groups and clubs around the world through the Worldwide Wolves network. Supporters looking for supporter groups/clubs in their area, or who are interested in setting up a supporter group or club, should visit worldwide.wolves.co.uk for more details.

In addition to working closely with fan groups, the club are dedicated to ensuring that fans' views are represented amongst various stakeholders such as West Midlands Police, the local Safety Advisory Group and the Transport for West Midlands network.

Formal complaints

Fan complaints procedure

Formal complaints can be registered with the club through either of the following ways:

- Email: fanservices@wolves.co.uk
- Letter: Fan Services, Wolverhampton Wanderers Football Club, Molineux Stadium, Waterloo Road, Wolverhampton, WV1 4QR

When can I expect a resolution?

The Fan Services team aims to acknowledge all enquiries within two working days and to provide a resolution to any complaint within a maximum of 14 days. Please note that response time may be extended during busy periods. All enquiries are important to us, and we are grateful for the feedback received from our supporters.

How are complaints handled at the club?

Once a formal complaint has been received, an 'enquiry reference number' will be sent to confirm that the enquiry has been officially logged with the team for review. The Fan Services team will be the intermediary between the supporter and the relevant department head to ensure the review is handled effectively and concluded in a timely manner.

The enquiry reference number is provided to the supporter for their reference and also recorded on club systems should there be a need to re-visit the enquiry at any stage in future.

Who can I escalate my complaint to?

We aim to provide a satisfactory conclusion to all complaints received at Fans Services and we hope there isn't a need to move on any further.

If we are unable to resolve your complaint at this stage, you may pass it over to the Independent Football Ombudsman at theifo.co.uk.

For complaints regarding to the Academy, Foundation or safeguarding please [click here](#).

Heritage assets

What is a heritage asset?

The club understands that certain aspects are crucial to the club's history and identity and are committed to reflecting this by identifying 'heritage assets', which cannot be altered without consultation with supporters.

Club commitment

Crest and colours have been identified as heritage assets and if the club wishes to make a material change to the club crest or the recognised home kit colours, they must undertake a thorough and extensive consultation process with supporters.

Any consultation process will initially begin with the Fan Advisory Board. At this stage a strategy will be agreed for consultation with the wider fan base.

Contacts

Personnel

Nominated board level official for fan engagement: *Russell Jones*

Fan Services Manager: *Dave Wood*

Supporter Liaison Officer: *Mason McEnery*

Disability Access Officer: *Laura Wright*

Worldwide Wolves Supporter Club Manager: *Alan Perrins*

Our commitment

To summarise the club's commitment to supporter engagement and consultation, the club will:

- Continue to operate and consult with the Fan Advisory Board throughout the 2024/25 season, providing meeting notes on the club's official website.
- Undertake thorough and extensive consultation with supporters if the club wishes to make a material change to the club crest or home shirt colours.
- Nominate a board level official who is responsible for fan engagement and consultation.
- Continue to provide a dedicated method of contact for supporters to direct all enquiries and feedback through Fan Services. Enquiry and feedback data will be shared with club management to ensure the fan voice is considered in decision making.
- Continue to operate fan focus groups, providing meeting notes on the club's official website.
- Continue to provide a dedicated contact point for supporter groups through the club's supporter liaison officer and provide a dedicated contact point for disabled supporters through the club's disability access officer.
- Publish a fan engagement report which will be published as part of the club's annual report and accounts.

Thank you for reading.



VERSION TWO
September 2024

Fan Engagement 2024/25
Wolverhampton Wanderers Football Club
Molineux Stadium, Waterloo Road, Wolverhampton WV1 4QR