



WOLVES WOMEN FAN FOCUS GROUP

Meeting Notes

12th February 2026

Fan Services

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Meeting Notes

Club News Update

The club confirmed that all necessary documentation for Wolves Women's promotion application from tier three to tier two has been successfully submitted to the Women's Super League. The club is now awaiting feedback on this from the WSL. The group requested to see details of the application. The club confirmed that this may not be possible due to commercially sensitive information being included, however the club will look into whether a redacted version or a summary can be shared.

Details were outlined of an initiative planned by the club to assist with travel to the Burnley away fixture, with feedback provided directly by the group.

A matchday survey was sent to all attendees ahead of the meeting to fill out, with the results to be expanded upon and opportunities for further feedback.

Survey Results and Discussion

The club representatives reviewed the answers to the survey questions, and asked further questions based on answers from this.

The group highlighted that they got most of the news relating to Wolves Women fixtures via social media, with the official Wolves Women X and Facebook accounts being flagged as the primary source of news.

Ticket prices were mentioned as being very good value for money, and this led to a further ongoing discussion regarding ticket prices should the club be promoted. It was noted by attendees that they'd appreciate costs still being in line with other clubs and feedback regarding keeping or even expanding concessionary types. The group asked the club to consider flexible payment options in line with those offered to season ticket holders of the men's team.

Feedback was given by the group on the facilities at the SEAH Stadium, flagging up the dated toilet facilities and queues in the concourses for refreshments as areas for improvements and the club confirmed that this feedback would be shared with AFC Telford.

It was also raised that the group would like to see more pre-match and half-time entertainment happening at Wolves Women fixtures, with the suggestion of interviews with players / former players and the potential for a half-time game for families in a similar style to the one used at the men's home team fixtures at Molineux.

Other feedback was also provided to the club, such as activity sheets for children attending, advanced notification of any potential fixture cancellations / postponements, clearer information about hospitality and mascot packages and a pop-up club shop selling Wolves Women merchandise at the stadium.

Group members offered to volunteer to help with some of these activities, eg: Wendy, helping with activity sheets. The club agreed to look at options to improve the matchday experience and confirmed that they had been liaising with the Old Gold Pack supporter group regarding flags or banners at the SEAH stadium.

The club confirmed that work will begin on some of the points raised in the feedback with other points to be reviewed at the end of season once it was confirmed what division the team would play in.

Thank you for reading.



Fan Advisory Board

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