



ENVIRONMENTAL & SUSTAINABILITY FOCUS GROUP

Meeting Notes

21st August 2024

Fan Services

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X: @WolvesHelp



Meeting Notes

General programme update

Following on from the previous meeting, an update was delivered by the One Pack One Planet project lead at the club, Thom Rawson.

Ideas were requested regarding the next annual Sustainability Report, with the aim of being published alongside the dedicated One Pack One Planet Focus fixture this season.

The club detailed some of the overarching goals for the programme over the coming season.

Delivery of this programme will continue to be driven and coordinated by the One Pack One Planet project lead, who will work in close collaboration with key colleagues and stakeholders across Wolves.

The first key priority is to establish a Decarbonisation Plan for significant sources of carbon emissions across the club. Alongside developing a strategy for carbon offsetting and to improve data collection. The group suggested including an optional mechanism for fans to voluntarily offset their travel emissions.

The club also will begin to develop a climate transition plan and continue to engage with senior managers on the business case for sustainability. The group recommended considering nature risks as well as climate risks.

An update was provided regarding the biodiversity initiatives at Compton. The group recommended quantifying the impact of these improvements by commissioning a biodiversity survey. It was agreed that a representative from the Grounds team should be invited to join a future ES Focus Group meeting.

The group referenced a greater role of players and the One Pack, One Planet ambassadors in engaging fans on the issue of sustainability.

Environmental sustainability overview from Levy

Dan Whelan, a General Manager at Levy, the club's catering partner, was introduced to the group and delivered a presentation on some of the work Levy were implementing at Molineux to help the club become more sustainable.

Levy's 2027 Climate Net Zero Commitment was outlined initially, with steps completed so far on their journey to this.

In-depth details were provided on the new reusable cups located across the concourses and the materials used with these.

A point was raised by a member of the group relating to plastic bottle wastage from soft drinks and whether this is something they were looking at addressing in the future.

Education was a key topic discussed, and Dan spoke about the Levy Farm that aims to educate and inform various stakeholders across the business on the importance of sustainable and low waste farming.

The group referenced an opportunity for a sustainability feature with Levy's partner RegenFarmCo.

The topic of Levy Merchandise and their practices were also touched upon briefly and whilst there was no representation from them in this particular meeting, it was mentioned that Levy as a whole are committed to sustainability and is a key consideration in their practice.

Further discussion then took place regarding some ideas to improve the catering options at the club, and to improve the environmental impact of this operation.

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Fan travel survey update

Results from the Fan Travel Survey were shared with the group, which provided the club with some key insights into the travel behaviour of supporters on a matchday. There were over 1700 responses to this survey which was sent out early in 2024.

Feedback will be used from the group to help improve future surveys. Collecting data on the size of groups that were travelling together by car was suggested by the group.

The club will continue to look at trends, and whether methods of transport are seeing an increase or decrease in usage season to season, what factors are affecting this change and if there is any intervention the club can make to help push supporters to more sustainable choices.

The group made some suggestions for addressing travel emissions, including use of hybrid team coaches and encouraging fans to travel on organised fan coaches.

This data was useful in engaging Transport for West Midlands to establish the free travel scheme, as the club looks to build a closer relationship to them for matchday communications and travel information.

Subsequent information on transport for West midlands offer

Details were provided to the group on an offer that was offered to Season Ticket Holders living in the West Midlands area. This was an offer of four weeks of bus travel across the West Midlands, issued on a Swift travel card.

It was confirmed from the club that 748 supporters took advantage of the offer that was sent to Season Ticket Holders via email, with further updates due from TfWM including the usage of this travel incentive on a matchday. The group will be updated once the club receives this data.

This was a result of the club's communication with local organisations such as TfWM and the club will continue to work with them to potentially provide further offers and information to supporters across the upcoming season.

Thank you for reading.



Fan Advisory Board

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