

FAN ENGAGEMENT PLAN

2026/27



AT WOLVERHAMPTON WANDERERS, OUR SUPPORTERS ARE AT THE HEART OF EVERYTHING WE DO.



This Fan Engagement Plan demonstrates our commitment to building a stronger, more open and collaborative relationship with fans, ensuring their voices are not only heard, but actively shape the club's future.

We are dedicated to involving supporters in the key decisions that matter most, recognising their insight and passion as vital to our continued growth. Alongside this, we aim to enhance every aspect of the supporter experience, from matchdays to everyday interactions, creating a more inclusive, connected and enjoyable environment for all.

Central to this approach is strengthening the bond between the club and its fans. Through meaningful dialogue, improved accessibility, and

expanded opportunities to engage, we are working to create a genuine and lasting partnership.

With clear communication and structured consultation we will ensure supporters can contribute in ways that are transparent, accessible and impactful.

As we look ahead to the 2026/27 season, this plan reinforces our ongoing commitment to listening, engaging and working together, because our supporters' voices are fundamental to the future of Wolves



MATT WILD

Director of Football Operations and Administration

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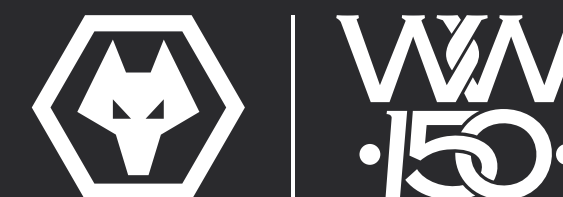
Over the past year, I've had the privilege of chairing the club's Fan Advisory Board and working closely with supporter representatives from across our fanbase. It has been a hugely rewarding experience, giving me the opportunity to hear first-hand the passion, knowledge and commitment our supporters have for this club.

Together, we've made positive progress. We've strengthened our consultation processes around key areas such as season ticket prices and shirt colours, continued our regular dialogue through fan forums and focus groups, increased transparency by publishing meeting notes more quickly, and worked collaboratively on a range of important issues affecting the club and its supporters. While there is always more to do, I'm proud of the relationships we've continued to build and the constructive way supporters and the club have worked together.

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Supporters are the lifeblood of Wolves, and meaningful engagement isn't something we do because we're required to - it's something we believe makes us a better football club.

This plan sets out how we will continue to listen, consult and work in partnership with our supporters throughout the season. Whether that's through the Fan Advisory Board, focus groups, supporter forums or everyday conversations, we're committed to ensuring fans have genuine opportunities to influence the club and help shape the future of Wolves.



OUR COMMITMENTS TO SUPPORTERS: 2026/27 SEASON

As we look ahead to the 2026/27 season, Wolverhampton Wanderers remains firmly committed to strengthening engagement with our supporters. The following commitments are designed to ensure fans are not only heard, but actively influence the club’s direction, while enjoying a more transparent, responsive, and inclusive experience.



Fan Advisory Board (FAB)

We will continue to work closely with the Fan Advisory Board throughout the season, ensuring structured and meaningful dialogue between supporters and the club. By publishing meeting notes on our official website, we will provide full transparency and keep all fans informed of key discussions and outcomes.

Heritage Items

Supporters will remain central to any significant decisions involving the club’s identity. Should any material changes to the club crest or home shirt colours be proposed, we will undertake thorough and extensive consultation—ensuring that fan views are at the heart of preserving our history and traditions. The club will consult with supporters to identify further heritage items to add as a legacy of the 150th Anniversary season

Board-Level Accountability

Fan engagement will continue to be represented at the highest level of the club. Matt Wild, Director of Football Operations and Administration, will retain responsibility for ensuring supporter perspectives are embedded in strategic decision-making, providing clear accountability and leadership.

Fan Experience Survey

We will introduce a comprehensive fan experience survey during the season, giving supporters the opportunity to share feedback across all aspects of their journey with the club. The insights gathered will directly inform future improvements and help shape the supporter experience moving forward.

Independent Fan Forum

Building on the success of the 2025/26 event, we will host at least one independently chaired fan forum during the season. This open format ensures that questions and attendance are not filtered, providing a genuine platform for honest, transparent dialogue between supporters and club representatives.

Accessible and Impactful Fan Communication

Our dedicated Fan Services team will remain a central and accessible point of contact for all enquiries and feedback. Crucially, supporter insights will be regularly shared with senior management, ensuring the fan voice plays a direct role in shaping club decisions and improvements.

Fan Focus Groups

We will continue to operate regular fan focus groups, creating opportunities for more detailed discussion on key topics. By publishing meeting summaries, we will ensure wider transparency and give all supporters visibility of the issues being explored and addressed.

Inclusive Supporter Engagement

Dedicated points of contact will continue to be provided for supporter groups and disabled fans, ensuring that all voices—across our diverse fanbase—are represented, supported, and able to engage fully with the club.

These commitments reflect our ongoing ambition to build deeper trust, improve transparency, and create meaningful opportunities for supporters to influence the club, ensuring Wolves continues to grow together with its fans.



MATT WILD

Nominated Board Level Official
for Fan Engagement

DAVE WOOD

Fan Engagement lead

MASON McENERY

Supporter Liaison Officer

ZOE CONNING

Disability Access Officer

Fan Engagement Lead

The Fan Engagement Lead plays a central role in ensuring supporters remain at the heart of Wolverhampton Wanderers. Working across all areas of the club, the role is responsible for developing and delivering the club's fan engagement strategy, creating meaningful opportunities for supporters to share their views, and ensuring supporter feedback is actively considered in decision-making processes.

Through regular dialogue with supporter groups, fan representatives, advisory boards, and individual supporters, the Fan Engagement Lead helps strengthen relationships between the club and its fanbase. The role also oversees supporter consultation activities, gathers and analyses fan feedback, promotes transparency and communication, and works collaboratively with internal departments to enhance the overall supporter experience.

In addition, the Fan Engagement Lead champions initiatives that improve inclusion, accessibility, representation, and community engagement, ensuring that supporters from all backgrounds have opportunities to contribute to the future direction of the club. By acting as a trusted link between supporters and the organisation, the role helps build a stronger, more connected Wolves community and supports the club's commitment to listening to and engaging with its fans.

Supporter Liaison Officer (SLO)

The Supporter Liaison Officer (SLO) acts as the key link between the club, its supporters and external stakeholders, helping to ensure that fans are informed, engaged and represented. The role is responsible for delivering clear and timely matchday communications ahead of both home and away fixtures, providing supporters with important information to enhance their matchday experience.

The SLO plays an active role in supporter engagement initiatives, including fan focus groups and consultation forums, ensuring that supporter feedback is understood and considered across the club. The role also supports the development of recognised supporter groups, providing guidance and assistance to fans wishing to establish or affiliate supporter organisations.

Supporters seeking advice, support or information regarding supporter groups can contact the SLO via fanservices@wolves.co.uk.

Disability Access Officer (DAO)

The Disability Access Officer (DAO) is responsible for ensuring an inclusive and accessible experience for all supporters with disabilities and additional access requirements. Working closely with the club's facilities, safety and security, ticketing and fan services teams, the DAO provides support and advice on all accessibility-related enquiries and requests.

The role leads on accessibility communications for both home and away fixtures, ensuring supporters receive relevant information and assistance to plan and enjoy their matchday experience with confidence. The DAO works in partnership with the Wolves Disabled Supporters Association and contributes to supporter consultation structures.

All accessibility enquiries and requests should be directed to fanservices@wolves.co.uk.



FAN ADVISORY BOARD

The Fan Advisory Board (FAB) plays a vital role in ensuring supporters remain at the heart of the Club's decision-making and future direction. It provides a structured and transparent platform where fan representatives and the Club can engage in open, meaningful dialogue.

Comprised of representatives from the Club's established Fan Focus Groups, the Wolves 1877 Supporters Trust, the Wolves Disabled Supporters Association (DSA), and independently elected supporters, the FAB brings together a broad and diverse range of perspectives from across the fanbase. This inclusive makeup ensures that different supporter voices are fairly represented and contribute to discussions.

The FAB operates in close partnership with the Club, with senior representatives contributing to meetings, sharing updates, and engaging directly with members. This collaboration ensures that discussions are informed, purposeful, and aligned with the Club's strategic priorities, while maintaining a clear commitment to listening to and acting on supporter feedback. Matt Wild is the club's nominated board level official for fan engagement and acts as co-chair for the FAB along with a nominated FAB co-chair elected by FAB members.

The FAB acts as a trusted channel for constructive feedback on key areas such as ticketing, matchday experience, club strategy, stadium developments, and equality, diversity and inclusion initiatives. It ensures that the perspectives of the fanbase are considered in both day-to-day operations and long-term planning.

Built on principles of collaboration, respect, and accountability, the FAB enables members to represent the views of their communities, share insights, and feed information back to supporters. In turn, the Club is committed to responding openly, providing updates, and taking action where possible.

Through regular meetings, transparent communication, and a shared commitment to improvement, the FAB strengthens trust between the Club and its supporters. It is a cornerstone of the Club's fan engagement approach, ensuring that supporter voices are not only heard but actively shape the future of the fan experience.

Ultimately, the FAB reflects the Club's commitment to working in partnership with its fans, recognising their passion, valuing their input, and placing them at the centre of everything it does. More information on the FAB and notes from meetings can be found on the club website at wolves.co.uk/fans



FAN FOCUS GROUPS

The Club's Fan Focus Group structure plays an important role in ensuring supporter voices are embedded across key areas of the organisation. Designed to complement the work of the Fan Advisory Board (FAB), the focus groups provide an experience-led forum where supporters can share insights, shape initiatives, and contribute directly to ongoing projects.

Each focus group brings together a diverse selection of supporters to explore specific themes in greater depth, enabling the Club to better understand the needs, expectations, and experiences of its fanbase. Through regular engagement and open dialogue, the groups help inform decision-making, enhance service delivery, and support continuous improvement across the Club.

Meetings are held throughout the season, with relevant Club representatives in attendance to provide updates, gather feedback, and ensure discussions are productive and aligned with key priorities. Outcomes from these groups feed into the wider fan engagement structure, with each group represented on the Fan Advisory Board to ensure a clear link between operational feedback and strategic discussion. More information on the club's fan focus groups along with meeting notes can be found at wolves.co.uk/fans

Focus Group Structure

Fan Experience

This group focuses on all aspects of the supporter experience at Molineux and across the Club's broader fan journey. It provides a platform for feedback on matchday operations and beyond, including atmosphere, facilities, catering, fan zones, entertainment, ticketing processes, and digital engagement.

By capturing real supporter experiences, this group supports the Club in enhancing the overall quality and consistency of the matchday environment and fan interactions.

Community & Social Responsibility

This focus group works in partnership with the Club and its Foundation to shape and support initiatives that reflect the Club's values and community impact. It provides insight and feedback on key areas including equality, diversity and inclusion (EDI), environmental sustainability, safeguarding, and wider social responsibility programmes.

The group ensures that supporter perspectives contribute to how the Club engages with its communities and delivers meaningful, inclusive, and responsible initiatives.

Wolves Women Experience

Dedicated to the growth and development of the women's game, this group focuses on the supporter experience for Wolves Women fixtures and engagement. Discussions cover matchday atmosphere, facilities, fan engagement opportunities, communications, and digital experience.

The group plays an important role in supporting the continued development of Wolves Women, ensuring that the supporter experience evolves in line with the growth of the team and its audience.

Collectively, the Fan Focus Groups form a key part of the Club's commitment to structured, transparent, and meaningful fan engagement. By working collaboratively with supporters and maintaining clear links to the Fan Advisory Board, the groups ensure that feedback is not only heard but actively contributes to shaping the future of the Club and its supporter experience.



2026/27 FAB AND FOCUS GROUP MEETING SCHEDULE

- **September**
Fan Advisory Board
Fan Experience Group
Community & Social Responsibility Group
Wolves Women Experience Group
- **October**
Fan Advisory Board
Fan Experience Group
- **November**
Community & Social Responsibility Group
Fan Experience Group

- **December**
Fan Advisory Board
- **January**
Fan Experience Group
Community & Social Responsibility Group
Wolves Women Experience Group
- **February**
Fan Advisory Board

- **March**
Fan Advisory Board
Community & Social Responsibility Group
Wolves Women Experience Group
- **April**
Fan Experience Group
- **May**
Fan Advisory Board
Wolves Women Experience Group



HERITAGE ASSETS

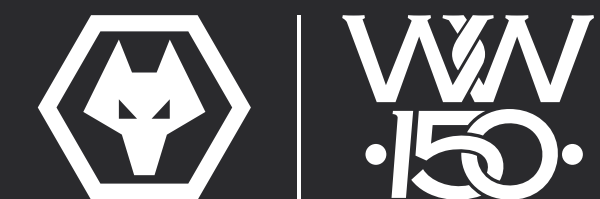
Wolverhampton Wanderers recognises the importance of preserving the traditions, identity, and history that are central to the club and its supporters. To safeguard these elements, the club has identified specific heritage assets, aspects of the club that hold significant historical and cultural importance and therefore require supporter consultation before any material changes can be considered.

The club has formally designated the **club crest** and the **recognised home kit colours** as heritage assets.

Any proposal to make a significant change to either of these elements would be subject to a thorough and meaningful consultation process, ensuring supporters have the opportunity to share their views and influence decision-making.

As part of this commitment, consultation would begin with the Fan Advisory Board, which would help shape the engagement approach and agree a strategy for wider supporter consultation. This ensures that any discussions relating to the club's heritage are conducted transparently and with appropriate supporter involvement.

The club will consult with fans to identify further heritage assets which can be added as a legacy of the 150th Anniversary season. This commitment to ongoing engagement will ensure that supporter perspectives help shape future heritage initiatives, creating a lasting legacy that authentically represents the shared history and identity of the club and its fanbase for generations to come.



WORLDWIDE WOLVES

Worldwide Wolves is the official global supporter club network of Wolverhampton Wanderers, designed to connect and engage Wolves fans both in the UK and across the world. The programme brings together more than 100 official supporter branches, creating a unified international community that shares the matchday experience regardless of location. Fans can connect through local supporter clubs, attend events, travel to matches, and celebrate their passion for Wolves as part of one global pack.

The initiative plays a key role in strengthening fan engagement beyond the UK by:

- Building a sense of belonging among international supporters through official supporter clubs.
- Providing access to exclusive member benefits, including match ticket assistance, access to the Worldwide Wolves Lounge on matchdays, competitions, and unique fan experiences at Molineux
- Creating direct connections between the club and fans through supporter club recognition, visits from club representatives and former players, and opportunities to participate in club activities such as Player of the Season voting.
- Supporting the growth of new supporter groups worldwide through a structured process to establish official branches

Worldwide Wolves extends the club's reach internationally, creating meaningful touchpoints for supporters who may rarely visit Molineux. By fostering community, rewarding loyalty, and providing exclusive experiences, the programme helps strengthen emotional connections with the club, increase supporter advocacy, and reinforce Wolves' identity as a globally connected fan community operating as "One Pack."



CONTACT US



Fan Services and Supporter Communication

Wolverhampton Wanderers is committed to maintaining open, accessible, and meaningful communication with supporters. The Fan Services team acts as the club's central point of contact, providing a dedicated hub for all supporter enquiries, feedback, concerns, and compliments. Supporters can engage with the club through multiple channels, including email, telephone, live chat, and social media. Fan Services aims to respond to all email enquiries within 48 hours, ensuring supporters receive timely and effective support. Feedback and enquiry trends are regularly reviewed and shared with club management to help ensure that supporter views continue to influence decision-making across the club.

Digital Support and Information

The club provides a dedicated supporter information channel through @WolvesHelp on X, offering regular updates on ticketing, travel, and important matchday information for both home and away fixtures. Supporters can also contact the Fan Services team directly via private message through the platform. In addition, the club operates a matchday information WhatsApp channel which provides important matchday updates to supporters.

The club also maintains an online Help and FAQ Portal at help.wolves.co.uk, which provides up to date guidance across a wide range of supporter-related topics. The portal enables fans to quickly access information and self-serve answers to common queries through an intuitive search function.

Matchday Reporting and Supporter Safety

The club is committed to providing a safe, welcoming, and inclusive environment for all supporters. Discriminatory, hateful, or abusive behaviour is not tolerated at Molineux.

Supporters who witness any form of unacceptable behaviour are encouraged to report incidents immediately by speaking to a steward or by using the club's confidential text reporting service. Reports are reviewed in real time, with information shared with the stadium control room to enable monitoring through CCTV and support from stewarding teams where required.

All reports are taken seriously and thoroughly investigated. Where appropriate, incidents may be referred to the police and supporters who submit reports may be contacted to provide further information to assist investigations.

Text 07723 479887 and start your message with the word **WOLVES**

FAN SERVICES

01902 810485
fanservices@wolves.co.uk
Chat: help.wolves.co.uk

TICKET OFFICE

0371 222 1877

SWITCHBOARD

0371 222 2220





Supporter Groups and Independent Fan Representation

Wolverhampton Wanderers recognises the important role that supporter-led groups play in strengthening fan engagement, promoting inclusion, and ensuring diverse supporter voices are heard. Alongside the club's formal engagement structures, supporters are encouraged to get involved with a range of independent groups and organisations that represent the interests of different sections of the Wolves fanbase.

Independent Supporter Representation

The club welcomes and actively engages with the **Wolves 1877 Supporters Trust**, an independent supporters' organisation established in 2021 and affiliated with the Football Supporters' Association (FSA). The Trust provides supporters with an additional platform to discuss issues affecting fans, represent supporter interests at a national level, and contribute to the wider football fan movement.

The club also works closely with the **Wolves Disabled Supporters Association (DSA)** through its dedicated Disability Access Officer, helping to ensure the views and experiences of disabled supporters are represented and considered across the club.

Representative and Community Supporter Groups

Wolves is proud to engage with a variety of supporter-led groups that reflect the diversity of the Wolves fanbase and help foster a welcoming, inclusive, and vibrant supporter culture. These groups provide opportunities for supporters to connect with fellow fans, celebrate shared identities and experiences, and contribute to the matchday atmosphere and wider Wolves community.

These groups include:

- Wolves 1877 Supporters Trust
- Wolves Disabled Supporters Association (DSA).
- DSA
- Pride in the Pack
- Golden Black
- Old Gold Pack
- Molineux Connects



Working with National Fan Engagement Organisations

The club also maintains relationships with a number of leading football and equality organisations that support supporter engagement, accessibility, inclusion, and fan representation. These partnerships help ensure Wolves continues to learn from best practice across the game and provide opportunities for supporters to engage with wider football initiatives. These organisations include:

- Football Supporters' Association (FSA)
- Level Playing Field
- Her Game Too
- Kick It Out

Creating More Opportunities for Supporters

By supporting independent supporter groups and engaging with recognised fan organisations, Wolves aims to provide supporters with multiple opportunities to influence conversations, share experiences, build communities, and play an active role in shaping the future of the club. This approach helps ensure that the voices of supporters from all backgrounds are represented and that Wolves remains committed to being a club that listens, engages, and grows together with its fanbase.

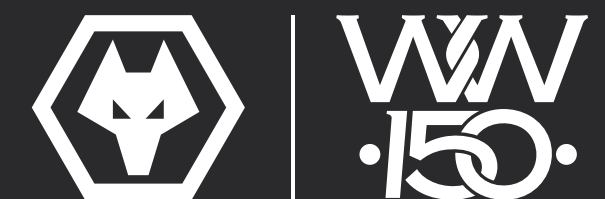


COMPLAINTS

Wolverhampton Wanderers is committed to providing supporters with a clear, accessible, and transparent process for raising concerns, submitting complaints, and sharing feedback. The club actively encourages supporters to engage with Fan Services whenever they have an issue, concern, suggestion, or compliment, recognising that supporter feedback is an important part of continuously improving the fan experience

All formal complaints are managed through the Fan Services team, which acts as a central point of contact between supporters and the relevant departments across the club. Upon receipt, complaints are formally logged and assigned a unique enquiry reference number, ensuring that each case can be tracked, reviewed, and resolved in a consistent and accountable manner. The club aims to acknowledge complaints within two working days and provide a resolution within 14 days wherever possible.

The complaints process forms an important part of the club's wider fan engagement approach, enabling supporters to raise concerns, provide feedback, and contribute to service improvements. Where a supporter remains dissatisfied following the completion of the club's internal process, they have the option to refer their complaint to the Independent Football Ombudsman, providing an additional layer of independent review and accountability



2025/26 REVIEW

Throughout the 2025/26 season, Wolverhampton Wanderers continued to place supporter engagement at the heart of the club, delivering a wide range of consultation, inclusion, and community-focused initiatives designed to strengthen relationships with fans and ensure supporter voices were represented in club decision-making.

The club hosted dedicated engagement events to celebrate Black History Month and Disability History Month, providing opportunities to recognise and celebrate the diverse communities that make up the Wolves fanbase while promoting inclusion and representation across the club.

Supporters also played an important role in shaping plans for the club's upcoming 150th Anniversary celebrations, with targeted consultation activities helping to gather fan views and ensure supporters could contribute ideas towards this significant milestone in the club's history.

The club continued to work closely with supporter-led groups, including Pride In The Pack, which collaborated with Chelsea Pride to promote inclusivity and raise awareness of the importance of creating a welcoming football environment for all supporters. Collaborative engagement also continued with the Wolves 1877 Supporters Trust, ensuring independent supporter perspectives contributed to ongoing discussions with the club.

The Fan Advisory Board remained a key forum for structured supporter consultation, providing representatives with opportunities to discuss strategic and operational matters directly with club officials. Alongside this, dedicated supporter focus groups were held throughout the season,

with key discussions centred on topics including the introduction of digital ticketing and the review of away ticket allocation processes, helping the club understand supporter concerns and identify areas for improvement.

The club also hosted a Fan Forum, providing supporters with an open and transparent opportunity to engage directly with senior club representatives, ask questions, and discuss matters important to the fanbase.

In addition, the club continued to support Molineux Connects, creating opportunities for supporters to build new connections, develop friendships, and strengthen the sense of community across the Wolves fanbase.

Together, these activities demonstrate the club's commitment to meaningful supporter engagement, ensuring fans have multiple opportunities to share their views, influence decision-making, celebrate diversity, and contribute to the future development of Wolverhampton Wanderers



CASE STUDY 1: FAN ADVISORY BOARD EFFECTIVENESS REVIEW

The full version of the FAB effectiveness review is available at wolves.co.uk/fans



During the 2025/26 season, Wolverhampton Wanderers' Fan Advisory Board (FAB) continued to evolve into a credible and increasingly influential part of the club's decision-making framework. Regular engagement between FAB members and the club's board-level representative for fan engagement, Matt Wild, helped strengthen relationships with senior staff and created an environment for open, honest and constructive dialogue.

A key success has been the strong working relationship built between the FAB and the club. Members have felt confident challenging ideas and discussing complex or sensitive topics, with conversations conducted in a respectful and collaborative manner. This has enabled the FAB to move beyond a symbolic role and operate as a genuine advisory body.

The FAB has demonstrated its value most effectively when engaged early in decision-making processes. The ticketing consultation was highlighted as a best-practice example, where advance information sharing and structured engagement allowed members to gather feedback and provide meaningful input that influenced outcomes.

Operational improvements have also supported the FAB's development, including clearer meeting structures, more consistent communication of notes, and improved transparency. These incremental changes have been important in building both credibility and trust.

However, several areas for improvement were identified. The most significant challenge is "closing the loop" with supporters, ensuring fans understand how feedback has shaped decisions. Greater clarity is also needed around the FAB's role, as it is sometimes perceived as fully representative of all supporters rather than an advisory group.

Awareness and engagement remain ongoing challenges, with many supporters unclear on the FAB's purpose or how to engage with it. Additionally, the timing of consultation needs to be further improved to ensure the FAB can contribute at earlier stages. The supporting focus group structure has also required refinement to increase effectiveness and broaden input.

Looking ahead, the club has committed to addressing these areas through improved communication, clearer role definition, refreshed focus groups, and more structured engagement timelines.

Overall, the 2025/26 season marked a significant step forward. The FAB is now a more established and effective part of Wolves' fan engagement approach, with strong foundations in place to further enhance its impact, visibility and connection with the wider fanbase.



CASE STUDY 2: SUPPORTER CONSULTATION - WOLVES 150TH ANNIVERSARY KIT

As part of preparations for the club's 150th anniversary, Wolverhampton Wanderers placed supporter engagement at the heart of the 2026/27 home kit design process, ensuring the final shirt reflected both the club's heritage and the views of its fans.

The process began in March 2025 with a dedicated consultation event at Molineux, bringing together around 40 representatives from the Fan Advisory Board, fan focus groups and a wide range of supporter organisations. Attendees were actively involved in early-stage discussions, reviewing historical kits and exploring design concepts alongside the club and technical partner SUDU.

This session provided valuable context, with the club historian presenting the evolution of Wolves' iconic colours and design features. Supporters were able to physically engage with historical shirts and contribute ideas around how the club's heritage could be reflected in a modern anniversary kit.

Crucially, this early engagement shaped the direction of the design. Insights gathered from supporters informed key creative decisions, ensuring that the kit would resonate with the fanbase and authentically represent the club's identity.

The consultation process was then expanded to the wider supporter base through a public vote on the

Wolves app. Fans were asked to choose between three historic shades of "old gold," with nearly 10,000 supporters voting over a 13-day period. The final design featured the '1970s–1990s' shade, which secured 47% of the vote, demonstrating direct supporter influence on one of the kit's most defining elements.

The finished anniversary kit, unveiled in June 2026, reflects this collaborative approach. In addition to the fan-selected colour, the shirt incorporates strong heritage elements, including the return of the Wolverhampton city coat of arms for the first time in over 30 years, further reinforcing the connection between the club, its city and its supporters.

Overall, the 150th anniversary kit stands as a clear example of effective supporter consultation in practice. By engaging fans early, providing meaningful opportunities to influence decisions, and combining structured input with wider participation, Wolves ensured the final design was both authentic and widely supported, demonstrating how fan voice can shape key club outcomes.



CASE STUDY 3: FAN FORUM – DIRECT DIALOGUE WITH SUPPORTERS

As part of Wolves' commitment to open and transparent engagement, the club hosted an end-of-season Fans' Forum at Molineux in collaboration with BBC Radio WM, creating a platform for direct and meaningful dialogue with supporters.



The event brought together key senior figures, including Executive Chairman Nathan Shi, Head Coach Rob Edwards and Technical Director Matt Jackson, who formed a panel to answer questions from supporters in an open forum setting.

Hosted and managed by the BBC, the forum ensured independence and accessibility, with tickets made available free of charge through a random ballot process. This approach enabled a broad and representative mix of supporters to attend, reinforcing the club's commitment to inclusivity and fairness.

Crucially, the event gave fans the opportunity to ask questions directly to senior decision-makers, covering key topics such as club performance, future plans and strategic direction. This format allowed for honest, unfiltered discussion and ensured supporters could raise the issues that mattered most to them.

With over 250 supporters in attendance and the discussion also made available via BBC Sounds, the forum extended beyond the room, providing transparency and access to the wider fanbase.

Overall, the Fans' Forum demonstrated the value of collaborative engagement with partners such as the BBC to facilitate open conversation. By creating a structured environment for supporters to speak directly with club leadership, Wolves strengthened trust, improved transparency, and reinforced its commitment to listening and engaging with fans on the issues that shape the club's future.



FURTHER READING

Fan FAQ Portal help.wolves.co.uk

Matchday Guides www.wolves.co.uk/fans/fan-guides/

Fan Charter www.wolves.co.uk/fans/fan-charter/

Fan Advisory Board / Focus Groups www.wolves.co.uk/fans/fan-engagement/

Worldwide Wolves worldwide.wolves.co.uk/

Disabled Supporters www.wolves.co.uk/fans/disabled-supporters/

Club Policies www.wolves.co.uk/club/policies/

