



# FAN ADVISORY BOARD

## Meeting Notes

3rd October 2024

**Fan Services**

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X: @WolvesHelp



# Fan Advisory Board Meeting

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## Club Attendees

Russell Jones	General Manager - Marketing & Commercial Growth
James Davies	Head of ticketing
Max Fitzgerald	Communications Director
Dave Wood	Fan Services Manager

## FAB Members

Martyn Willis	Wolves DSA
Ciaran Barker	Wolves 1877 Trust
Jonathan Keeling	Ticketing Focus Group
Jack Finch	Matchday Experience Group
Lyndsey Harris	Equality Advisory Group
Andy Nicholls	Retail Focus Group
Marcus Passant	Independent Supporter

## Meeting Notes

### Update from Premier League Disability Fans Focus Group

Martyn Willis updated the group and said it was a good opportunity to network with supporters at other clubs. The club confirmed they would be happy to assist in facilitating conversations with other clubs regarding access facilities at their grounds.

Priorities for future meetings of this networking group were discussed, with a view to meeting twice a year. Digital ticketing, fixture schedule, facilities, away matchday delivery, training of accessible stewards, marketing and communication, consistency across clubs and policies and procedures were put forward as key areas for future discussions.

The club confirmed that the Premier League had been in touch to share their plans for this working group and to seek support from the club in regard to attendance of the disability access officer at meetings if required.

The Wolves DSA representative will continue to attend these meetings and will update the FAB regularly.

### Premier League Fans Fund

The club shared a proposal for an application to the Premier League fans fund in order to gain funding for a continuation of the Accessibility Lounge project that members of the FAB were involved in during the 2023/24 season.

A proposal for the application was shared with FAB members prior to the meeting and all FAB members were supportive of the project. A quote was provided on behalf of the FAB to support the application. Should the application be successful, further consultation will be sought from the FAB along with the DSA and Equality Advisory Group.

More information on the Premier League Fans Fund can be [found here](#).

### Retail and Commercial Focus Group Update

An update was provided by the Retail and Commercial focus group rep on the meeting that was held on 17th September.

The focus group were able to meet with senior members of staff at Levy Merchandising and feedback was shared on product ranges for 2024/25, in particular the playing kits. The policy on the return or exchange of personalised shirts was also discussed.

Members were also introduced to the club's head of ancillary sales who is responsible for the Wolves Museum and Stadium Tours.

The Equality Advisory Group rep requested that the topic of a Pride range is brought up at a future retail and commercial focus group meeting.

Meeting notes from the meeting can be [found here](#).

## **Betting Concourse Kiosk Update**

The club updated the FAB on the usage of betting concourses following previous discussions at FAB and Matchday Experience Focus Group meetings.

From the Newcastle game, four concourse units previously used as betting kiosks has been re-purposed as units serving bottled drinks and pies. The units were located in the Sir Jack Hayward stand, the Steve Bull Upper Tier and Steve Bull lower tier, with the aim of increasing the speed of service by offering additional sales points. These kiosks will undergo further branding which should be in place from the Manchester City fixture.

## **Digital ticketing**

The Premier League have confirmed that a new rule will come into place ahead of the 2026/27 season stating that clubs should have a minimum of 70 per cent of tickets distributed digitally. For clarification, digital tickets did not include smartcards, or print at home tickets. Clubs would be expected to use NFT technology or utilise bar codes that are delivered digitally.

The club sit in a Premier League working group with other Premier League clubs on the subject of digital ticketing and one of the key considerations for the club is being able to provide a solution for any supporters who may find it difficult to enter the stadium using a digital ticket.

Four of the first six 2024/25 away fixtures have been fulfilled digitally. The club is now in a position to begin testing digital tickets for entry at Molineux. This will commence at the Manchester City fixture where staff will be utilised to carry out a minimal amount of testing. The next phase would be to utilise FAB members and members of the ticketing focus group to carry out further testing at subsequent games. The final stage of testing would be offered to members of the wider fan base in stadium, area by area, enabling the club to focus resources on those specific areas.

The FAB members indicated that they would be happy to assist with this process and the ticketing focus group rep was happy for discussions on digital ticketing will continue in that forum. A suggestion was made by the FAB that charging stations at the stadium would be beneficial for supporters when digital ticketing is fully implemented.

The FAB members raised a concern about being able to share tickets with friends or family members as traditionally, many supporters will pass their smartcard on to a family member in the event they are unable to attend a game. This flexibility would not be possible with digital tickets stored on a mobile device. The Head of Ticketing confirmed that once digital ticketing had been rolled out, it would then be possible to ticket forwarding function where supporters can allocate a ticket to a friend or family member. An example of the Edgbaston app was shared by the FAB members as a venue that does ticket forwarding well.

## **Ticketing update**

The head of ticketing provided an update on bundle sales, following discussions at the previous meeting. 457 bundle packages were sold for the Manchester City, Crystal Palace and Southampton fixture and the club will be looking to offer another bundle of tickets to supporters for upcoming fixtures.

The head of ticketing confirmed that all general admission tickets for the Chelsea and Liverpool game had sold out. The group then discussed ticket resale through the clubs ticketing exchange. For Chelsea 236 tickets were sold using the ticket exchange and 210 for the Liverpool game. It was confirmed that resale tickets only become available once all general admission tickets have sold out.

FAB members queried whether it would be possible for supporters to set their own price when reselling a ticket, meaning they could make that seat more appealing for a resale by offering a slightly lower price, albeit meaning they would get less back in return. The head of ticketing believed that this function would add a further layer complexity when reselling tickets, however it was something that can be explored further with the ticketing provider.

The FAB members shared some examples of issues they had experienced using the ticket site which were addressed. Compatibility of the website was also discussed. The Head of Ticketing confirmed a software bug had affected the 3D stadium on the ticketing website early in September which lasted about a week, but this had now been rectified.

## **FAB communications**

Following the FAB review at the previous meeting, the group discussed how the FAB could be made more visible to the wider fanbase.

The club were keen to listen to suggestions from the FAB in order to ensure that all members feel comfortable with being more visible.

Whilst names of FAB members are currently listed on the official Wolves website, ([wolves.co.uk/fans](http://wolves.co.uk/fans)) suggestions were made to share a photo along with the name of each FAB member, a suggestion of a group photo of the FAB members was also proposed. Names and photos could be something that was also shared in a future matchday programme feature, similar to an example that was shared by the FAB members from the Nottingham Forest versus Wolves matchday programme where the names and photos of their FAB members were published in a “Meet Your Fan Advisory Board” feature. A short bio to accompany a photo was also suggested.

The group discussed reachability of the FAB members and how supporters can share feedback with the FAB. Suggestions were made, including utilising the clubs Fan Services email address which could collate feedback for FAB members.

The club indicated that they would collate examples of what other clubs are doing on this front and share with the FAB members in order to help them decide what they feel would be best for them.

An agreed solution was to share excerpts from meeting notes regularly in matchday programmes, the club confirmed that this is something that could be facilitated.

**Thank you for reading.**



**Fan Advisory Board**

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