



# FAN ADVISORY BOARD

## Meeting Notes

26th November 2024

**Fan Services**

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# Fan Advisory Board Meeting

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## Club Attendees

Russell Jones	General manager - marketing & commercial growth
Matt Wild	Director of football operations and administration
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 Wolves Disabled Supporters Association

The Wolves DSA rep thanked the club for supporting the recent DSA day which took place at the Wolves Museum on Saturday 16th November. The event allowed supporters to meet the DSA and find out more information about what they offer, whilst meeting a few former players. The DSA were able to recruit new members on the day and viewed the event as big success and something they hope to replicate again in the future.

### Update from Equality Advisory Group (EAG)

The Equality Advisory Group chair provided an update to the FAB members following the group meeting on Monday 11th November.

The EAG discussed the club's activities around Black History Month and shared feedback. The activities were met positively as this had been discussed within the EAG over a number of meetings.

The 16 days of activism to end gender-based violence, including White Ribbon Day was discussed, unfortunately this did not coincide with a home fixture this season, however the EAG chair will be running some workshops on this topic with some of the academy squads.

The group looked at the Premier League EDI calendar and how to support the dedicated matchday activations. The fixture against Bournemouth was highlighted as this will be the dedicated Rainbow Laces fixture. The club will be giving away rainbow laces and pride souvenirs to supporters in the Fan Zone. The club will also be spotlighting the formation of a new LGBTQ+ supporters' group, which is being led by a member of the EAG. A member of this supporter's group will be a flag bearer for the club's pride flag prior to kick-off at the Bournemouth game.

Members in the EAG had expressed a concern around the Remembrance fixture against Southampton. There was a feeling that the message that the game was the dedicated Remembrance fixture had not been pushed enough by the club in the lead up to the game.

The EAG also discussed family activities on matchdays as there was a concern that this had fallen away from the matchday experience a little. The club provided context around the difference in what could be offered whilst in the Championship compared to the Premier League, with the increased interest from supporters and broadcasters meaning a greater demand on space around the stadium. The club stated that they are working hard on spaces such as the Fan Zone to ensure this can be family friendly and engaging for juniors, and this process is ongoing. The club remain open minded regarding Fan Zone activations.

### Update from Matchday Experience Group (MEG)

The MEG chair advised that the junior matchday experience and Fan Zone had also been discussed at the meeting held on 28th October.

During this meeting, pre-match music was discussed, and the new light show for the Crystal Palace fixture was previewed with the group asked for feedback. It was highlighted by the supporters during the meeting that the late arrival of supporters can significantly impact the pre-match atmosphere and initiatives to encourage an earlier arrival were discussed.

A concern was raised around the lack of a dedicated pub for away supporters earlier in the season. The club confirmed that this was out of their control, however a new pub had been identified and was in place from the Crystal Palace fixture onwards. The club have now included this information in their communications with visiting clubs. FAB members highlighted the fact that pubs in the city centre not being accessible for away supporters was a huge source of frustration for fans of visiting teams.

The bulk of the MEG meeting was spent discussing commemorations for the 70th anniversary of victory over Honved which coincides with the home fixture against Ipswich Town.

### **Wolves v Ipswich Town – 70-year anniversary of Wolves v Honved**

The club shared information on activations around the Wolves v Ipswich Town fixture to commemorate the 70th anniversary of the victory over Honved. Discussions had previously taken place in the Matchday Experience Group on 18th October following delegation by FAB members to that specific focus group.

The club confirmed that discussions in the MEG highlighted that this was one of the most important moments in the club's history, however also recognised the importance of striking a balance between telling the story but not overshadowing a very important Premier League fixture. The club highlighted that not all fans, younger fans in particular, may not be aware of the history and significance of the Honved fixture and the anniversary gives an opportunity to tell that full story to supporters who were not aware. It is an opportunity for stories of the past to inspire future generations of supporters.

The club provided a presentation detailing some of the inspiration for the commemorations as well as detailing what will be happening in the lead up to and on the day of the game itself. The club provided details on the Wolves v Honved microsite that had been launched and confirmed that a 10-12 minute documentary telling the story of the game was in production and would be shown at an event at Molineux the day before the Ipswich fixture, which would be attended by families of the players from that day as well as selected local schools. The documentary will be premiered on official Wolves channels the week before the Ipswich game.

Feedback from the FAB was given on the commemorative shirt that was produced for the anniversary. Feedback was positive, with the group understanding that the original shirt was a unique design. Some group FAB members stated that they would have liked to have seen the city coat of arms used for the shirt but acknowledged that this was not used on the shirt worn on the night of the Honved fixture. The club confirmed that the plan was always for the commemorative shirt to be a reimagined, modern version of the original.

The club shared further plans of a commemorative sculpture created by a local metalworker and footage was shared of the sculpture in production. Details of the location for the sculpture were shared by the club.

The club confirmed that had been working alongside fan group Old Gold Pack ahead of the Ipswich game and shared plans for a matchday display featuring images of the players involved in the Honved game.

It was also confirmed that families of the players have also been invited to the game as guests and will be presented to the ground and a special edition matchday programme will be produced.

### **PEAK6 Investment**

The club provided a brief background on PEAK6, who had acquired a minority stake in Fosun Sports Group in 2021 and the purpose of this investment, with the main focus on esports. Parallel to this, Fosun Sports Group invested in the PEAK6 owned esports team, Evil Geniuses. It was confirmed, as had been reported

in certain news outlets, that PEAK6 had exercised their option to leave the partnership. This is something PEAK6 had done previously with other sports clubs and franchises. Fosun Sports Group had also exited the partnership with Evil Geniuses.

The FAB stated that they thought it would be beneficial to hear more from the ownership regarding plans for the football club.

A brief overview was given on Fosun Sports Group and further information was provided on the Wolves Esports arm and the benefits to Fosun Sports Group and the football club. FAB members were impressed to see how far the Wolves brand had reached and felt it would be beneficial for this information to be proactively shared to the wider fanbase. The club confirmed that they felt it would be a challenge to do this but were looking for a way to share this information to the wider fanbase in an engaging way.

### **Digital ticketing**

The club confirmed that they are close to being in a position to roll out digital ticketing for use by supporters. A ticketing focus group was being held on Monday 2nd December to discuss this further with fans in that group and to involve those members in the testing and implementation process. The ticketing focus group representative will report developments back to the FAB.

### **150-year anniversary**

It was noted that the 2026/27 season would mark the club's 150th anniversary. Whilst still early days, the club indicated a desire to consult with fans in the planning process for this occasion. It was agreed that an agenda point will be created at a future FAB meeting to discuss how this consultation will look.

**Thank you for reading.**



**Fan Advisory Board**

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