



# FAN ENGAGEMENT REPORT 23/24

## Fan Services

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X: @WolvesHelp



## Fan Engagement Report 23/24

Wolves are committed to providing a high standard of communication and consultation to our supporters. This report details the clubs fan engagement activities throughout the 23/24 season in line with the Fan Engagement Plan that was published ahead of the season <https://www.wolves.co.uk/media/smcmwl25/fan-engagement-plan-2023-1.pdf>

Supporters can stay up to date with all of the club's fan engagement activities, view club policies and find FAQ's relating to a number of fan related subjects at the clubs online hub for fan engagement, [wolves.co.uk/fans](https://www.wolves.co.uk/fans)

### Club Commitments to Fan Engagement

#### Fan Engagement Platforms

The club continued to operate fan focus groups on a number of areas throughout the 2023/24 season. Focus groups relating to matchday experience, ticketing, retail and EDI met throughout the season and remained in constant dialogue with the club through messaging groups. Fan focus groups featured senior club figures in attendance at all meetings, to listen to feedback from supporters, answer queries and share plans for future initiatives.

The club also launched a new Environmental Sustainability Focus Group for the 2023/24 season which played a big part in shaping the club's fan travel survey which was shared with all supporters during the season.

In addition to the established focus groups, the club also hosted a Wolves Women focus evening at Molineux, allowing supporters to meet with senior management relating to the women's team.

<https://www.wolves.co.uk/news/womens-first-team/20230711-wolves-women-fan-focus-evening-coming-to-molineux/>

#### Fan Advisory Board

In addition to the existing fan focus groups, the club launched a new Fan Advisory Board ahead of the 2023/24 season.

The purpose of the Fan Advisory Board was to create a consultative panel of supporters to go alongside the club with the primary purpose of engaging in dialogue, exchanging information/ ideas and securing feedback from the fans' perspective.

To achieve consistency between the club's other fan engagement and consultation initiatives, the Fan Advisory Board was made up of a representative from each of the club's fan focus groups along with a representative from the Wolves 1877 Supporters Trust, a representative from the Wolves Disabled Supporters Association and an independent supporter representative. This allowed for a flow of information between fan focus groups and the Fan Advisory Board.

The introduction of the fan advisory board followed in-depth consultation with the Wolves 1877 Trust and the Football Supporters Association.

*"We have had ongoing discussions with Wolves about setting up a Fan Advisory Board from a very early stage and they have been very open in discussing their plans with the trust. We are very encouraged to see this announcement and look forward to playing an active role in the Fan Advisory Board and its development over the coming seasons. We believe this is a continuation of a process where fans have a direct stake in the decision-making process at the club."*

Daniel Warren Wolves 1877 Trust chair

Russel Jones is the club's nominated board level official responsible for fan engagement and consultation and is the chair of FAB meetings. In addition to this, the Fan Advisory Board meetings also include members of the senior management team based on items in each meeting's agenda. A representative from the club's ownership will also attend at least one fan advisory panel meeting per season. Special guests or advisors may also attend if deemed appropriate.

Initially, it was planned to for the FAB to meet twice per season, however, this was far exceeded due to the success of the initial meetings that took place.

### **Fan Advisory Board members.**

Jonathan Keeling – Ticketing Fan Focus Group  
Andy Nicholls – Retail Fan Focus Group  
Lyndsey Harris – Equality Advisory Group  
Jack Finch – Matchday Experience Focus Group  
Daniel Warren – Wolves 1877 Trust  
Martyn Willis – Wolves Disabled Supporters Association  
Marcus Passant – Independent Supporter

### **The FAB would be expected to discuss the following topics during a season.**

- *The club's strategic vision and objectives*
- *Short, medium and long-term business plans*
- *Club performance updates, priorities, and plans*
- *Operational matchday issues of concern to supporters*
- *Any proposals relating to significant changes to club heritage items*
- *Stadium issues and plans*
- *Club's community strategy*
- *EDI commitments*
- *Plans for broader supporter engagement*
- *On the pitch matters or commercially sensitive matters will not be discussed in this forum.*

An annual review of the FAB was conducted by the clubs nominated board level official for fan engagement, and is detailed further on within this report.

### **Heritage Assets**

The club understands that certain aspects are crucial to the club's history and identity and are committed to reflecting this by identifying 'heritage assets', which cannot be altered without consultation with supporters.

Crest and colours have been identified as heritage assets and if the club wishes to make a material change to the club crest or the recognised home kit colours, they must undertake a thorough and extensive consultation process with supporters. Any discussions relating to these heritage assets would be communicated to the Fan Advisory Board in the first instance, in order to establish a strategy for further consultation with supporters.

## **Fan Support**

The club is committed to consulting and working with independent supporters' groups on important issues as they arise. Supporter groups can contact the club through the club's dedicated supporter liaison officer. The club continues to engage and work with the Independent Supporters Trust (Wolves1877 Trust) which allows Wolves supporters to be represented at a national level through their affiliation with the Football Supporters Association. The club has regularly engaged with the Wolves1877 Trust since forming in 2021, working closely with them to shape the Fan Advisory Board. The Wolves 1877 Trust are represented on the Fan Advisory Board as well as on each of the club's dedicated fan focus groups. The club also worked closely with the Wolves Disabled Supporters Association, continuing a strong relationship that has been built over a number of years through the club's dedicated disability access officer.

The club continued to provide a dedicated network for supporters' groups and clubs around the world through the Worldwide Wolves network. Supporters looking for supporter groups/clubs in their area, or who are interested in setting up a supporter group or club, can visit [worldwide.wolves.co.uk](https://worldwide.wolves.co.uk) for more details and support.

## **Accessibility**

Supporters wishing to contact the club with feedback, or an enquiry, were able to do so via the club's Fan Services team, who were reachable through a variety of contact methods. Following supporter feedback, the Fan Services team was introduced in 2021, acting as a central hub with one single point of contact for all supporter enquiries and feedback.

As well as providing a reliable platform for telephone and email enquiries, the Fan Services team introduced two new contact methods for supporters, with fans now able to submit a direct message to a dedicated fan help account through X and can also live chat with an advisor through the club's FAQ portal.

As well as an online ticketing system, the club provide a dedicated point of contact for supporters to book tickets via telephone. An over-the-counter option for ticket purchasers was also provided and clearly advertised to supporters on the official website.

**Contact Information:**

Email: [fanservices@wolves.co.uk](mailto:fanservices@wolves.co.uk)

Phone: 01902 810485 (10am – 5pm Monday to Friday)

Chat: [help.wolves.co.uk](https://help.wolves.co.uk)

Fan Help Portal: [help.wolves.co.uk](https://help.wolves.co.uk)

X: @WolvesHelp

Ticket Office: 0371 222 1877 (9am – 5pm Monday to Friday)

Ticket Office In-Person Opening Hours: 9am – 5pm Wednesdays & 9am – 1pm Saturdays.

**Club Fan Engagement Personnel:**

Russel Jones – Nominated Board Level Official for Fan Engagement

Dave Wood – Fan Services Manager

Mason McEnery – Supporter Liaison Officer

Laura Wright – Disability Access Officer

Alan Perrins – Supporter Club Manager

**Fan Engagement Successes & Initiatives****Fan Advisory Board, Fan Focus Groups and Focus Evenings**

The club were able to meet with the Fan Advisory Board and fan focus groups regularly throughout the 2023/24 season. Via these meetings, the club were able speak directly with fans on a range of topics, such as partnerships, ticket pricing, profit and sustainability rules (PSR), digital ticketing, the club's annual accounts, Wolves Women and the fan experience of VAR.

Notes from every focus group or Fan Advisory Board meeting are detailed on the fan engagement section of the club's official website: [wolves.co.uk/fans](https://wolves.co.uk/fans).

**Fan Advisory Board Review**

As promised within the club's fan engagement plan, the club conducted a full review of the effectiveness of the Fan Advisory Board following the conclusion of the 2023/24 season. A summary of the review is detailed below:

Russell Jones, the club's nominated board level official for fan engagement met with the fan advisory board (FAB) members to review and assess its effectiveness following the launch ahead of the 2023/24 season. All FAB members were involved in the review process.

Members felt that the first season following the introduction had been successful and feel that they were able to advise the club in an effective manner on several subjects. It was felt that discussions had in FAB meetings had led to visible outcomes, such as the club's stance on VAR and changes made to the ticketing process following the home fixture with Chelsea being moved to Christmas Eve. Whilst the FAB members were able to work with the club following the announcement of season ticket prices, they felt that their initial discussions with the club would have been more productive had they had been provided with more information prior to the prices being announced.

FAB members felt that the current composition of the group, containing representation from each of the club's fan focus groups as well as a representative from the Wolves 1877 Trust and Wolves Disabled Supporters Association, was adequate and effective for the early stages of the FAB. Members believe that it is important to seek further representation and more diversity amongst membership as the FAB develops, with a hope that this can happen naturally as more fans become aware of the FAB and the successes associated with it.

FAB members were very pleased with the involvement of senior club figures at FAB meetings. Throughout the season, meetings had been attended by the executive chairman, chief operating officer, general managers Russell Jones, Matt Wild and Matt Hobbs, as well as the communications director, facilities, safety and security director and heads of department for ticketing, partnerships, digital, Foundation and finance. The FAB members expressed a desire to speak more with the executive chairman where appropriate and would also like to see a presence from a senior member of staff responsible for EDI at future meetings.

It was felt that meeting frequency throughout the season had far exceeded the expectations of FAB members, with six meetings held. Members also felt the length of meetings had been sufficient. Members felt the structure of the club's wider fan engagement structure and fan focus groups had allowed for effective working groups and discussions to be formed within those forums. There were examples of discussions starting within the FAB filtering in to the each of the fan focus groups, as well as discussion points raised by focus groups which had been discussed in FAB meetings.

The FAB members felt comfortable in bringing agenda items to the club and felt that they were always accommodated, however, also believed it would be beneficial to elect a FAB member as co-chair ahead of the 2024/25 season to work directly with the nominated board level official on meetings and for wider representation with stakeholders, such as the Premier League.

In preparation for future meetings, the FAB expressed a desire to receive more information ahead of meetings where the agenda dictates. An example shared was the discussion on the annual club accounts which FAB members felt could have been more productive had they been able to view the information prior to the meeting in order to form a more constructive discussion.

The FAB also felt that the work and successes of the group could be communicated better to the wider fanbase. The club were open to exploring options on how this can be done in an engaging manner, with FAB updates in the matchday programme being an idea that was put forward. The club will also provide clearer guidance on what information can be shared with each members' representative group, both prior to and following meetings.

Meeting notes from each FAB and fan focus group meeting can be found at [wolves.co.uk/fans](https://wolves.co.uk/fans).

## **Old Gold Pack**

The club are proud of their work alongside Old Gold Pack, an independent supporter group focused on creating displays to show support for the team and improve the atmosphere at Molineux on matchdays. The club's supporter liaison officer worked closely with Old Gold Pack to facilitate flag and banner displays at every home Premier League fixture. Examples of displays throughout the season can be found at <https://oldgoldpack.co.uk/displays/>.

## **Fan Services**

Throughout the 2023/24 season, the Fan Services team handled more than 71,000 enquiries across the four contact channels. Data from Fan Services enquiries continues to be collated and regularly shared with club management to ensure the fan voice is considered in decision making.

## **Fan Surveys**

The club were able to carry out a number of surveys throughout the season through its dedicated focus groups and via the wider fanbase. Survey results were able to directly influence decision making or gather feedback on the following topics.

- Fan travel (entire fan base surveyed)
- Matchday betting concourses (Matchday Experience Focus Group)
- Digital ticketing (Ticketing Focus Group)
- Club kit colour combinations (all fan focus groups)
- Self-order unit feedback (supporters located in Stan Cullis Stand upper tier)

## **Fan Travel Survey**

1,713 supporters took part in the club's fan travel survey. The survey was designed to understand the travel habits of supporters when making their way to matches. The survey covered men's and women's matches both at Molineux and at away grounds. The data from the survey will be crucial in shaping the club's continuing work around environmental sustainability, whilst also helping to shape discussions with stakeholder such as local transport providers around making more sustainable travel choices more appealing to supporters.

Results from the survey were detailed in a 'One Pack, One Planet' update by the club on World Environment Day.

<https://www.wolves.co.uk/news/sustainability/20230605-one-pack-one-planet-world-environment-day/>

## **Punjabi Wolves Fan Zone takeover, No Room for Racism**

To celebrate the club's No Room for Racism fixture in October, the club worked closely with the Punjabi Wolves supporter to group to provide an activation for wider supporters at the Molineux Fan Zone prior to the fixture against Aston Villa. A selection of local artists and DJs performed at the Fan Zone which also featured a Q&A session highlighting how diversity on and off the field can make the game stronger. Punjabi Wolves organised trumpet players alongside members of their group playing the dhol drum. The invite was also extended to Aston Villa supporter group, Punjabi Villans.

<https://www.wolves.co.uk/news/club/20231005-molineux-and-fan-zone-celebrate-no-room-for-racism-fixture/>

## **Century Lounge / Premier League Fans fund**

After consultation with the FAB, followed by further discussions and input with the Wolves Disabled Supporters Association, the Wolves Foundation were able to revamp the club's dedicated accessible lounge for supporters on matchdays utilising the Premier League's Fans Fund initiative.

<https://foundation.wolves.co.uk/foundation-and-premier-league-fans-fund-revamp-clubs-accessible-lounge/>

## **Wolfie consultation with local schools**

In a significant move to modernise our brand and connect more deeply with fans, updates to our mascots were introduced at the start of the 2023/24 season. Wolfie, a staple at Molineux since 1994, and Wendy, who joined him in 2009, were given a contemporary makeover, and joined by a new addition, Wilfred. The new designs were intended to be more visually appealing and engaging for fans of all ages, enhancing the matchday experience and strengthening the mascots' roles as club ambassadors.

The club sought the opinions of children from a local primary school, engaging the young fans in the redesign process. The students were excited to share their ideas and preferences, making the project a community-driven effort. The feedback from these young supporters was instrumental in shaping the final designs of the new mascots.

The children provided a fresh perspective on what they wanted to see in their favourite mascots. Their ideas included making the mascots more colourful, ensuring they were fun and approachable, and incorporating elements that reflected the club's history and values. This interaction not only made the mascots more appealing to a younger audience but also fostered a sense of ownership and pride among the community's youngest fans.

## **Worldwide Wolves**

Worldwide Wolves, the official network of Wolves supporter clubs, continues to operate bringing over 100 supporter clubs together from around the globe.

<https://worldwide.wolves.co.uk/>

## **Case Studies**

### **Fan Display – Wolves v Coventry City, FA Cup Quarter-Final**

Following qualification to the FA Cup quarter-final, the club were contacted by volunteers from within the club's Matchday Experience Focus Group and the Old Gold Pack supporters' group with a desire to create a display ahead of kick-off to mark the occasion and to assist in creating a positive atmosphere to support the team.



The club were able to unite the fan volunteer group and Old Gold Pack who were then able to work together with the club's marketing team to share plans, eventually agreeing on a design for the display. Focus then switched to logistics of making the display happen. The club's supporter liaison officer was then able to work closely with the supporters and the club's operations team to formulate a plan to prepare the display ahead of the game.

The club were able to facilitate entry to the stadium in the evenings prior to the game for the display to be marked out and then prepared by the supporter groups. The club were then able to share communications with the wider fanbase to ensure that all supporters were aware a display would be taking place and how they could be part of it. This included information in the pre-match email, social media posts and a story on the official website.

<https://www.wolves.co.uk/news/club/20240314-matchday-guide-wolves-vs-coventry/>

### **Fan Advisory Board – Christmas Eve Fixture**

Following the announcement of the Wolves vs Chelsea fixture being moved to Christmas Eve, the club received a significant amount of feedback due to the unprecedented nature of a fixture being played on this date. Having received feedback from supporters, the club reached out to the Fan Advisory Board who also shared their feedback. This led to the decision being made to arrange a Fan Advisory Board meeting to discuss further.

During the meeting, the club and group members were able to discuss the process that led to the fixture change happening as well as solutions to make the game more accessible to fans ahead of tickets going on sale.

The club's ticket resale function for season ticket holders was discussed and following a suggestion by the members it was agreed that the club would increase the amount that supporters receive for resale of a ticket from 80% to 90% for this fixture. It was also agreed that a ticket purchasing window would be created where season ticket holders could purchase tickets for friends and family members, as a point was raised that many supporters view Christmas Eve as a date that they would spend with family members.

This led to the publication of a story on the club's official website detailing the changes.  
<https://www.wolves.co.uk/news/club/20231206-season-ticket-offer-for-chelsea-clash/>

Full details of these discussions can be found in the meeting notes here.  
<<https://wolves.useplaymaker.com/media/1yvi1lz5/fabmeetingnotesnov23.pdf>>

**Thank you for reading.**



**Fan Advisory Board**

Wolverhampton Wanderers Football Club  
Molineux Stadium, Waterloo Road, Wolverhampton WV1 4QR