



# MATCHDAY EXPERIENCE FOCUS GROUP

## Meeting Notes

1<sup>st</sup> September 2025

### Fan Services

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## Meeting Notes

The Equality Advisory Group were introduced to Chris Roberts, the club's new HR director who had been at the club since January, Samantha Lee the club's new EDI lead who has been in position since July and Zoe Conning the club's new disability access officer who had been in position at the club for a week. It was put forward that, given the new members of staff, the meeting should be used as a refocus session in order to identify some aims for the group. The club were keen to ensure that the group was engaging and rewarding for the supporters giving up their time to take part.

### **Pride**

The group indicated that they were grateful of the club's support at both Wolverhampton and Birmingham Pride over the course of previous seasons. Despite this, it was felt that there was an opportunity for the club's participation in both events to be bigger especially with support from the Pride In The Pack group. The club agreed with this and would look at further options for engagement around future Wolverhampton and Birmingham Pride events. The Equality Advisory Group would be kept up to date and consulted on this subject at future meetings.

### **Rainbow Laces**

The club confirmed that the Rainbow Laces matchday rounds were no longer going to be a part of the Premier League calendar and that this was a Premier League wide decision.

### **White Ribbon**

The group were keen for the club to continue its support of the White Ribbon campaign. The group stated that the club should be proud of the fact that they are leaders in this area. Wolves support had been acknowledged in Premier Leagues female supporters focus group; it was also revealed at the same meeting that there was a strong possibility that White Ribbon would become a Premier league supporter campaign. The club were keen to reaffirm their commitment to White Ribbon.

### **Safety at away fixtures**

Safety at away games was highlighted as a concern for members of the group with many having witnessed antisocial behaviour, misogyny and seat migration.

### **Human library**

The group and club were in agreement that shared and lived experiences were crucial in educating the wider fanbase in regard to challenges faced by other communities. The idea of the club building a human library sharing experiences of supporters, staff and players was discussed. The group were unanimous that this kind of content would be very powerful. In the short term, an idea of regular features in the matchday programme with updates from representative groups such as Pride In The Pack and Golden Black was put forward.

### **Molineux Connects Matchday Visibility**

The great work of Molineux Connects was highlighted by the group. It was stated that matchday visibility for the group was a challenge which may then create anxieties for new supporters attending for the first time and looking to meet with the group. The club would look into giving the group some visibility to identify themselves on a matchday such as a flag which would allow the group some flexibility with their meeting points based on factors such as weather conditions.

**Thank you for reading.**



**Fan Advisory Board**

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