



# FAN ADVISORY BOARD

## Meeting Notes

23rd January 2025

**Fan Services**

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# 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
Matt Wild	Director of Football operations & administration
Will Clowes	Head of Foundation
Dave Wood	Fan Services manager

## FAB Members

Martyn Willis	Wolves DSA
Daniel Warren	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

### Partnerships update

The club confirmed they had secured £16.5 million in partnership revenue for the 2024/25 season including 10 new partners including JD, Drayton Manor and Kocowa. The club also had some long-standing relationships with some partners such as Monster who were now into their sixth season as a partner. The number of betting partners had been reduced from three in the 2023/24 season to two for 2024/25. Partnership revenue with local businesses had also increased however the club expressed a desire to improve on this further and to give local businesses a platform to engage with the club and promote their business.

The club then looked ahead to the 2025/26 season and that work was ongoing. Due to the club's current league position the partnerships team work towards having plans based on the club competing in the Premier League and in the EFL Championship.

Looking further ahead, the club confirmed that strategic planning was underway for the 2026/27 season with the voluntary ban for betting partners on the front of shirt coming in the affect. The club were exploring installing a new LED system around the pitch and looking at options for a training kit sleeve sponsor which would create another big partnership opportunity.

The club welcomed feedback from FAB members on the subject of stand sponsorship. The FAB members recalled stand sponsorship being in place several seasons ago where stands kept the same name with a sponsor incorporated. Specific branding was then on display in the relevant stand. The FAB members indicated that it would be worthwhile for the club to explore something like this further especially if there was good revenue available, however the members were keen to stress that this should not be in place of removing the existing names for the stands. The club used the Billy Wright stand lower tier as an example with this section of the stadium now partnered with Drayton Manor which is a good fit due to it being a family friendly brand and with Drayton Manor giving a lot back to supporters as part of the partnership.

### Ticketing

The group held initial discussions relating to ticketing for the 2025/26 season. The club acknowledged that the consultation process and subsequent communications in relation to 2024/25 season tickets could have been better, and as such have brought the subject to the FAB for discussion much earlier than the previous season. The club stated that internal discussions on ticket pricing had not yet started however reiterated the commitment to a price freeze for adult category season tickets for 2025/26.

The club presented some statistics to the FAB in relation to concession prices over a number of seasons relating to over 65s, under-21s, under-17s and under-14s. This included the number of season ticket holders in each category, a break down for each stand and the price of the ticket both seasonally and pro-rata per game. The information detailed an increase in the number of junior season ticket holders over a five-year period, which the club hoped demonstrated they were doing a good job of bringing new supporters in.

FAB members requested for this information to be sent to them in order to be able to digest and understand further. The club confirmed they would send this to FAB members following the meeting and that discussions on this subject would continue at subsequent meetings.

### Premier League Fans Fund/Sensory room

As an update from a previous meeting, the club confirmed that the Foundation had been successful in obtaining further funding as part of the Premier League fans fund. The club utilised the initiative last

season to improve the accessibility lounge which was reopened as The Century Lounge. The clubs plan for further funding focused on improvements to the existing sensory room. The club thanked FAB members for their contribution in the early discussions as part of the application process and the proposed next steps was to create a fan working group relating to the project. The FAB members were supportive of this approach and the working group will consist of FAB representation as well as representation from the club's equality advisory group and the Wolves Disabled Supporters Association.

## **Foundation strategy consultation**

FAB members were invited to provide feedback in relation to Foundation strategy planning. This consultation process includes discussions with supporters, workforce, trustees, stakeholders such as local authority and the Premier League, partners and club colleagues. The purpose of the process is to understand further around general views and opinions of the purpose of the organisation, why it exists, what it does, what can be improved, future plans and future opportunities. The aim for the end of the process is for the Foundation to have a clear strategy to help shape the organisation and its identity, but also identify some clear deliverables over the next five years.

The Foundation were working with consultants on their future strategy and discussion points were provided by the consultants to help shape the discussions during the meeting. FAB members were also encouraged to take these discussion points away and to share any further thoughts directly with the club.

The club confirmed that the Foundation was growing and currently operates 46 projects working with all ages from babies to over 90s, delivering community sport, disability sport, health and wellbeing, youth engagement and education and skills initiatives.

FAB members raised communications from the Foundation and indicated that they felt that, as there were so many positive stories coming from the Foundation, this was something that could be shared more. The club confirmed ongoing growth, and communication was the biggest challenge for the Foundation. The identity of the Foundation is different to that of a charity that focuses solely on a single cause such as a cancer charity, as the project delivery area has such large scope. This creates a communication challenge as it means a decision must be made in relation to is talked about, what is celebrated and what is advertised. The Foundation are currently in the process of working on a wider comms strategy to assist with this. Different social platforms are used for different purposes and content is created to promote the work that is being done and the social impact within the city. Content is created for funders as it is contractual and content is created for case studies for stakeholders such as the Premier League on Premier League related matters. On this basis there is a need to prioritise certain content. There is hope that the consultation process on the Foundation strategy will help identify a communication plan that will assist as the Foundation continues to grow.

The FAB asked if the Foundation offered any gender specific sessions in relation to the government's women's health strategy and thought this was an area that the Foundation could focus on with a clear link to do so through Wolves Women. The club confirmed that the Foundation works very closely with Wolves Women and try to use positive player experiences when communicating with young females and participation data around females is now a lot more forensic across the Foundations project offerings. It is important that there is equality amongst the Foundations project and work was always ongoing to ensure that this is the case.

The FAB indicated that, as the club's charity, supporters felt a sense of pride towards the Foundation and that there was a possibility that more supporters would support the Foundation with fundraising with increased visibility. Some FAB members indicated that discussions around the Foundation in a previous FAB meeting opened their eyes to the work the Foundation were doing and subsequently started playing the Wolves Lottery as this supported the Foundation. There was a belief that many other supporters would do something similar if they became more aware of the Foundation's story. It was highlighted that there

may be a misconception amongst supporters on the purpose of the Foundation, with some only viewing it as an organisation that offers soccer sessions in the local community, however it was agreed that as society changes more supporters were starting to become aware of the impact the Foundation has across a range of areas.

In relation to the Wolves Lottery, FAB members suggested that the weekly results email could be utilised to update players on what their contribution to lottery was funding with regular updates on Foundation projects.

The FAB raised volunteering opportunities for the Foundation. It was confirmed that volunteers are utilised to work alongside paid staff. It was highlighted that there was a demographic of people that were retiring earlier who had a desire to get into volunteering and it was suggested that the Foundation would be very popular should there be opportunities for these people due to the connection with the football club. A suggestion was also raised by the FAB around partnering with local businesses to offer volunteering opportunities to staff as volunteering days were becoming more of a common offering from employers.

**Thank you for reading.**



**Fan Advisory Board**

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