



FAN ADVISORY BOARD

Meeting notes

20th February 2024

Fan Services

fanservices@wolves.co.uk

X: @WolvesHelp



Fan Advisory Board Meeting

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Club Attendees

- Max Fitzgerald Communications Director
- Matt Wild General Manager – Football Administration
- Adam Beevers Finance Manager
- Dave Thomson Head of partnerships
- Will Clowes Head of Foundation
- Tom Warren Foundation Senior Manager
- Laura Nicholls Academy Manager - Operations
- Dave Wood Fan Services Manager

Meeting Notes

Updates Following Previous Meeting

An update was provided following the previous meeting on betting kiosk space within the concourses. As decided at the previous meeting, this was discussed in the Matchday Experience Focus Group with a number of ideas on how to utilise the space suggested. Further updates will be provided as the process develops.

Some FAB members had attended the opening of the redeveloped accessibility lounge earlier in the day and provided an update.

Annual Club Accounts Presentation and Q&A

The club gave a presentation relating to the annual accounts prior to publication.

Accounts were submitted for the year ending May 2023. The club stated that there had been some speculation this was extended to June, but this was incorrect.

The club accounts demonstrate a loss of £67m for the year. Information was provided by the club on what affects this number.

A decision was taken in the 2022/23 season to invest heavily in the team due to league table position. Net transfer spend was around £160m for the year. The club also clarified that Matheus Cunha went to a permanent deal in February as opposed to July.

Further discussion was had relating to how live TV games and TV rights deals affect accounts and budgets. Up to the end of March, the club has 14 scheduled TV games locked in, and there's an assumption that some of the future fixtures will also be picked, such as the final game against Liverpool. Estimate of 17 games shown on TV by the end of the season.

A brief review on how accounts in the 2022/23 season compared to previous seasons was provided. The club provided further information and took questions in relation to how the 2022/23 accounts would affect profit and sustainability rules going forward.

Wolves Women Development (Requested by 1877 Trust)

It was announced that there had been discussion in recent 1877 Trust meetings regarding Wolves Women, with their belief that there is a lack of support for the Wolves Women team.

The club clarified that there has been significant improvement in infrastructure of the women's team, alongside an improvement in financial backing season on season.

The club believe there is a difference between developing the team and buying a new team of players. The majority of the women's squads have consisted of a number of homegrown players, which is very important to the club and something they are very proud of.

Meeting Notes

The club are keen to continue developing the hybrid model that is in use for the Wolves Women team currently. The club feel this offering is mutually beneficial for both the club and the players themselves, and there's a balance there that works for both sides.

A question was raised regarding logistics of the FA Cup fixture vs Brighton being played at Telford, as opposed to Molineux. It was confirmed that Molineux was considered as a venue to host the fixture, however it was agreed that having a full stadium at Telford would create a better atmosphere and experience for everyone involved. The club are working to hold a future fixture at Molineux during the current season. Wolves Women are now getting over 500 fans for every fixture.

The club are now looking to have a retail option at select fixtures at Telford, with a trial being successfully completed at the Brighton FA Cup fixture.

Sponsorship Update

An update was provided in relation seasonal sponsorships and discussion were had relating to the front of shirt sponsor and factors impacting this leading into the next couple of seasons.

Introduction to Wolves Foundation

Initial thanks were passed on from the Foundation to the Fan Advisory Board group members for attending the opening of the new accessibility lounge in the morning. Premier League investment through the Foundation helped secure the funding for the new accessibility lounge, and there was media coverage in relation to this.

Objectives and strategy of the Wolves Foundation were discussed further, and a brief introduction to the work taken out in the local community was provided.

A presentation was provided introducing FAB members to the Foundation, detailing the range of focuses across the local community and how the Foundation operates.

The Sleep Out at Molineux was raised, with praise from FAB members on this project and its reach. FAB members commended the work of the Foundation and were unanimous that the work was something for the club and city to be proud of.

AOB

The Fan Advisory Board selected a member to represent them at an upcoming Premier League meeting to discuss how the Fan Advisory Board has been working to date.

Thank you for reading.



Fan Advisory Board

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