



MATCHDAY EXPERIENCE FAN FOCUS GROUP

Meeting notes

23rd January 2024

Fan Services

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Meeting Notes

Betting Concourse Kiosk Space and Walk Around

The Meeting started with a walk around the Billy Wright Lower and Stan Cullis Lower concourses to visit betting concourse kiosk spaces. Previous discussions had been held around these spaces in the Fan Advisory Board, with supporters unanimous that this space could be utilised for something else on a matchday. Ideas for what to use these spaces were discussed further. Some focus group members joined the meeting virtually following the walk around.

The club discussed options such as self-serve drinks machines and further food options. Complications with self-serve drinks machines were highlighted, weighing these against the benefits.

The clubs catering partner, Levy, who were in attendance confirmed that they send staff regularly to review F&B offerings and provide relevant feedback back to the club. Space in the stands is described often as the largest issue faced in relation to queueing. Half-time is always a difficult issue to resolve, with most of the stadium bowl coming into the concourse spaces at half-time.

Other uses for the kiosk spaces were discussed, with the demographic of each stand being considered. Using these as retail space was also raised.

Leading on from this, discussions were had regarding the Steve Bull stand and issues that face supporters here on a matchday.

The club encouraged attendees to share any ideas they have relating to the kiosk space following the meeting, and any updates from the club will also be shared.

Digital Platforms and Wolves App

The club provided a presentation on the Wolves App with discussions relating to traffic on the app, and what is deemed to be successful content following. Attendees were encouraged to provide any ideas on what content they'd like to see on the Wolves App to encourage daily visits to the app.

A roadmap for the app was shared by the club to attendees, detailing features that could be implemented over the coming year to develop the app further. Suggestions were raised by attendees relating to the app as well as identifying features in other apps that work well and could be implemented by the club.

Wi-Fi at the stadium was raised as an issue for users expecting to use the app on a matchday. The club are looking into various options in order to improve this aspect of the matchday experience.

Ideas were raised on how to utilise the app from a F&B perspective, such as ordering food / drink in advance or at the ground. Discussions were had around various trials that have previously taken with still further work to do.

Tickets being delivered through the app / digitally was also discussed. It was highlighted by the group that considerations should be made to ensure all supporters can access this.

Rewards and accolades issued through the app was discussed. The group confirmed they would be interested to see rewards or accolades tailored specifically to supporters who have attended certain fixtures or been attending for a significant number of seasons. The club confirmed there was a plan to implement other social elements to the app whilst offering a unique bespoke history of the club for each individual user.

AOB

Feedback was relayed to the club relating to Ticketmaster and the user process of purchasing and managing tickets.

'Old Gold Pack' was brought up as a positive addition to the matchday experience, noting the flags have improved the matchday atmosphere.

The Fan Zone was raised with ideas for improving the experience and offerings on a matchday. The club face difficulties attracting supporters being so close to the city centre. Various ideas were shared on how to improve the Fan Zone.

The club had trialled leaving the Fan Zone open after the game but didn't receive much interest. It is unlikely that the Fan Zone will continue to re-open after the game.

Thank you for reading.



Fan Advisory Board

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