



FAN ADVISORY BOARD

Meeting Notes

15th May 2025

Fan Services

fanservices@wolves.co.uk

X: @WolvesHelp



Fan Advisory Board Meeting

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Club Attendees

Russell Jones	General manager – marketing & commercial growth
Jeff Shi	Executive Chairman
Max Fitzgerald	Communications director
Matt Wild	Director of football operations & administration
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

Reflections on the season

The chairman reflected on a challenging but ultimately stabilising 2024/25 season, acknowledging the team's inconsistent start and subsequent improvement in the second half of the campaign. There was recognition that changes made midway through the season brought renewed confidence, with stronger performances and a clearer direction emerging. Both the club and FAB members noted the positive connection formed between supporters and head coach Vítor Pereira. Supporters expressed a desire to see the team and head coach well supported over the summer.

Supporter behaviours and matchday atmosphere

The chairman encouraged further unity between players and fans, referencing the importance of post-match support, even after defeats. FAB members understood this sentiment but raised a number of factors affecting matchday behaviour. The club welcomed the idea of the head coach engaging directly with supporters to strengthen this connection.

The group discussed ways to encourage earlier arrival at Molineux, including drinks promotions and in-bowl activity. The club shared current efforts around matchday playlists and fan-driven music selections, including exploring alternative pre-kick-off songs. While opinions varied, there was agreement that any changes should be organic and supporter-led. Matchday experience matters, pre-match music and the pre-match entertainment designed to get supporters to arrive early, will be reviewed further by the relevant fan focus group.

Wolves Women

FAB members voiced disappointment following the end of the women's season and asked about the club's long-term intentions. The chairman reiterated the club's ongoing commitment to Wolves Women and outlined future plans around investment, staffing and audience growth. A discussion followed about how best to build a sustainable future for the women's team, with further updates to follow.

Club vision & strategy

The chairman outlined a long-term, sustainable vision for Wolves, built on sound football decisions, strong coaching and financial responsibility. While some members called for more visible ambition, there was general agreement that growing steadily, with a focus on youth and development, was the right path. The role of player trading and wider revenue generation was discussed, alongside the club's belief that success should come through smart planning rather than overspending.

The club shared updates on ongoing investment into facilities and hospitality, and noted changing fan preferences. There was also a broader conversation about building global recognition through initiatives like esports, which help grow the club's profile and commercial potential without diminishing the importance of local support.

Fan engagement

The meeting closed with a shared desire to keep improving supporter communication. The chairman expressed a wish to find better ways of speaking directly to fans, with in-person engagement a clear priority moving forward. FAB members welcomed this and further ideas will be explored in future meetings.

Thank you for reading.



Fan Advisory Board

Wolverhampton Wanderers Football Club
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