



FAB REVIEW / ASSESSMENT

Meeting Notes

2024

Fan Services

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Meeting Notes

Russell Jones, the club's nominated board level official for fan engagement met with the fan advisory board (FAB) members to review and assess its effectiveness following the launch ahead of the 24/25 season. All FAB members were involved in the review process.

Members felt that the first season following the introduction had been successful and feel that they were able to advise the club in an effective manner on several subjects. It was felt that discussions had in FAB meetings had led to visible outcomes, such as the club's stance on VAR and changes made to the ticketing process following the home fixture with Chelsea being moved to Christmas Eve. Whilst the FAB members were able to work with the club following the announcement of season ticket prices, they felt that their initial discussions with the club would have been more productive had they had been provided with more information prior to the prices being announced.

FAB members felt that the current composition of the group, containing representation from each of the club's fan focus groups as well as a representative from the Wolves 1877 Trust and Wolves Disabled Supporters Association, was adequate and effective for the early stages of the FAB. Members believe that it is important to seek further representation and more diversity amongst membership as the FAB develops with a hope that this can happen naturally as more fans become aware of the FAB and the successes associated with it.

FAB members were very pleased with the involvement of senior club figures at FAB meetings. Throughout the season meetings had been attended by the Executive Chairman, Chief Operating Officer, General Managers Russell Jones, Matt Wild and Matt Hobbs as well as the Communications Director, Facilities, Safety and Security Director and Heads of Department for ticketing, partnerships, digital, Foundation and finance. The FAB members expressed a desire to speak more with the Executive Chairman where appropriate and would also like to see a presence from a senior member of staff responsible for EDI at future meetings.

It was felt that meeting frequency throughout the season had far exceeded the expectations of FAB members, with 6 meetings held. Members also felt the length of meetings had been sufficient. Members felt the structure of the club's wider fan engagement structure and fan focus groups had allowed for effective working groups and discussions to be formed within those forums. There were examples of discussions starting within the FAB filtering in to the each of the fan focus groups, as well as discussion points raised by focus groups which had been discussed in FAB meetings.

The FAB members felt comfortable in bringing agenda items to the club and felt that they were always accommodated, however also believed it would be beneficial to elect a FAB member as co-chair ahead of the 24/25 season to work directly with the nominated board level official on meetings and for wider representation with stakeholders such as the Premier League.

In preparation for future meetings, the FAB expressed a desire to receive more information ahead of meetings where the agenda dictates. An example shared was the discussion on the annual club accounts which FAB members felt could have been more productive had they been able to view the information prior to the meeting in order to form a more constructive discussion.

The FAB also felt that the work and successes of the group could be communicated better to the wider fanbase. The club were open to exploring options on how this can be done in an engaging manner, with FAB updates in the matchday programme being an idea that was put forward. The club will also provide clearer guidance on what information can be shared with each members representative group, both prior to and following meetings.

Meeting notes from each FAB and fan focus group meeting can be found at wolves.co.uk/fans.

Thank you for reading.



Fan Advisory Board

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