



TICKETING FOCUS GROUP

Meeting Notes

Thursday 26th March 2026

Fan Services

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Meeting Notes

Ticket price consultation process overview

The club referenced the recent announcement regarding season ticket prices, with the article indicating an average 25% reduction for all adult season ticket holders. However, further specific pricing could not be shared until the official announcement is ready. Prices from the 2025/26 were shared prior to the meeting with the group so they could reference in relation to this announcement.

Members of the Ticketing Focus Group who sit on the Fan Advisory Board opened up with feedback first. They noted that they felt communication and discussions involving the executive chairman was welcome and it was both open and constructive.

It was also noted that the Supporter Trust's survey results regarding pricing had been well received too, with the Fan Advisory Board supporting a 25% across-the-board reduction and describing the decision as part of a reset.

The club at this point also mentioned that they are hoping to provide further transparency and communication with supporters by publicising Fan Advisory Board meeting notes more actively, utilising both website news stories and social media. Whilst previous meeting notes have all been put on the website in a timely manner, the club recognises that sharing these through the relevant channels gives them attention from the wider fanbase.

The group raised scepticism whether the 25% reduction would be genuine, or is this figure offset by having more games, which was cleared up by the head of ticketing, who mentioned that the 25% reduction is based on total price paid, not price per game. Price-per-game reduction will actually be significantly higher due to the increased number of fixtures.

Digital ticketing update

It was mentioned by the club that plans to implement digital ticketing for home supporters had been delayed due to several operational factors. However, it was mentioned that there were still plans to bring this in throughout the 2026/27 season.

The club made it clear that whilst the Premier League will have a formal obligation from next season regarding digital tickets, the EFL has no such mandate.

The group shared experiences using digital tickets at away fixtures, with it being noted that some grounds being easier than others.

Ticket resale / exchange

The plan for ticket resale and ticket exchange across the 2025/26 were raised by the group, with questions asking how this will look.

The club mentioned that they were still in the early stages with plans for both of these but outlined some initial thoughts on how they may work. Ticket transfers being a key introduction for supporters, in which they will be able to use their online account to select other individuals to attend a game when they are unable to utilise their season ticket, with a caveat that there will likely be a cap on the number of times supporters can utilise such a service.

Concerns were raised then by the group on the cap for this, with the view put forward that supporters should be able to do this for every game if required. Points then followed from the club and the group about the commitment of a season ticket, and that whilst they understand there will be instances when supporters cannot attend, there's concerns of supporters potentially using this to cherry pick select games through this method.

Discussion then led onto the resale scheme and how this may operate following relegation. Again, no formal decision had been made in regard to this from the club yet, but they noted the benefit of having this in place for use on fixtures that would likely sell out, such as local derbies or fixtures that would have an important impact on the table.

Following this, the group then raised concerns about supporters in the Graham Hughes stand, and whether any resale seats could have been utilised by supporters in this stand, particularly when there was poor weather. Supporters are able to call the ticket office to request a move out of the stand for an upgrade charge should they require and for games this season there has been general admission availability in the majority of stands in the stadium. The club noted there was an assumption that supporters in this stand had raised concerns about the stand, which was not the case. The group mentioned the Supporter Trust poll on social media, which emphasised that the two main reasons that supporters purchased in this stand were due to the lower price and proximity to the Sir Jack Hayward Stand.

Away season tickets

The next agenda item was then raised, which was in relation to away season tickets. With the view that the club wanted to gauge the consensus on whether they felt these still worked for supporters.

The group were widely in favour of keeping the process the same as how it operated currently, however some frustrations were raised in relation to away season ticket holders picking select fixtures they can attend, with fans with high loyalty points but no access to away season tickets being disadvantaged.

The club then acknowledge the complexity of away season ticket, with any changes implemented benefit one group but then in turn disadvantaging another. It was also noted that silver away season tickets were only originally available to those with the maximum loyalty points at the time they were available for sale. The highlighted challenges also around minimum attendance requirements (which encourages buying and passing on tickets) were raised, and an understanding across the group of balancing fairness with practicality.

Data was then shared by the club that showed a decline in Away Season Ticket purchases this season, though renewals may not reflect that.

The group warned that removing or changing the scheme risks upsetting 1400+ of the club's most loyal supporters.

A point was also mentioned in relation to providing family friendly, or options for women and girls to purchase in ringfenced areas of the allocation in order to create a more welcoming and safer environment for both groups. However, logistical challenges were then highlighted by the club in regard to this, along with a requirement of the away club policing this and potentially requiring additional resources.

AOB and conclusion

The meeting was then concluded, with requests for any further ticket-related questions from the group in which nothing further was then raised. Thanks were given to all attendees and apologies noted for the meeting running over the scheduled end time.

Thank you for reading.



Fan Advisory Board

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