



RETAIL AND COMMERCIAL FOCUS GROUP

Meeting Notes

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Fan Services

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Meeting Notes

Introduction to head of Ancillary sales with Q&A

The Head of Ancillary Sales introduced himself to the group and provided a detailed outline of what areas he works in within the club. This primarily covers the Wolves Museum, Stadium Tours, Car Parking (both on matchday and non-matchdays) and Wolves Lottery amongst other areas.

Discussion was then focused on how the Wolves Stadium Tours and Museum has evolved over the past few years, with the inclusion of Sensory Tours and Inclusive Tours, along with making the Museum more inclusive and accessible.

The Museum also now hosts a permanent section dedicated to Wolves Women.

Attendees were also invited to attend a Stadium Tour and visit of the Wolves Museum prior to the next meeting, so they can provide feedback on their experience and any areas they feel this experience can improve.

Prior to Covid, around 3,000 supporters per year attended Stadium Tours. This has now increased to around 13,000 supporters per year attending – which also includes group bookings and school groups.

The Museum and Tours now run through the week, with these opening times also being extended into October. It's still currently a trial, but the long-term aim is to keep the museum and tours operating throughout the weekend (as opposed to Fridays and Weekends).

The long-term goal is to establish the Museum as a local tourist attraction, in the same vein as Dudley Zoo or Black Country Living Museum.

The group asked a question regarding the split of international and national visitors, it was confirmed that the club has seen an increasing number of bookings from across the world over the past couple of seasons.

Positive feedback was given from the group in regard to the Museum Newsletter which is sent out monthly, with appreciation given for the information that was included here.

The group suggested keeping a register of all the items that are sold through the club's auctions, such as match-worn items. The role of the archivist was then discussed further, and it was noted that the club do keep a log of all these items that leave the club.

The group also suggested that the club could offer an educational tour or Museum visit that would make it more appealing to school groups to book and request funding. This could include workshops or various activities that link into children's education across various age ranges.

The group also suggested promoting the museum and stadium tours to supporter groups through the Worldwide Wolves network which was viewed as an area that could be enhance the experience of these groups beyond just experiencing a matchday at Molineux.

Introduction to Levy Merchandise & SUDU partnerships with Q&A

An initial introduction with some of the team from Levy Merchandise and Sudu was provided to the group.

There was a discussion regarding to the logistics of switching to Levy Merchandise and Sudu, with information given on how this move happened and what benefits it brings Wolves as a football club.

The scope of Levy Merchandise was discussed further, with mention that they have a large team already which is constantly growing and their ambition to continue working with different sporting organisations and individuals as they advance.

One area they wanted to work in and pursue further was to be able to design and manufacture technical products for particular clubs and retail ranges outside of this. There was mention of the Sudu website, where a range of collections are available already and they are regularly adding new products and ranges.

The group raised the third kit design and the use of an alternative badge. Feedback was given from the group on the design, with some positives and negatives, however the group were in agreement that kit designs can be subjective.

Some of the attendees mentioned they would appreciate further retro ranges. They also mentioned the upcoming 150th anniversary of the football club in 2027, where the group mentioned they'd like to see this marked through retail.

Discussions were then led on to the material differences between Replica and Pro Kits, with focus on the third kit design. The team explained they did not want to make the kits differ too significantly, but recognised this had been highlighted through supporter feedback. A decision was made not to digitally print the embossed pattern on the third shirt on the replica shirt, as they felt this would have affected the quality too much.

The team from Levy Merchandise also discussed innovations for retail spaces, and a recent trial they had conducted with retail items in the Fan Zone using RFID technology to allow shoppers to place all their retail items in a bag, and using the microchips attached to each item, the items are automatically calculated and charged to the customers chosen payment method when placed at the checkout. The team plan to continue trialling this technology, whilst remaining open-minded to new technology to utilise in the retail space.

A member of the group asked a question relating to the third kit, and it was noted that this could also be frequently used by the Wolves Women team to avoid any potential clashes with the black away kit and the black kit of the FA National League's referees.

Pop-up stores were also raised by the attendees, with suggestions that these being placed in different areas could be beneficial to retail sales and fan engagement. A discussion was then raised regarding a retail space in the city of Wolverhampton, and the idea for pop-up stores there was noted.

The group also raised the benefit of reaching out to supporter groups, and doing wholesale orders to these groups with the view that they could then sell these on to members of the supporter group. The benefit of this with overseas supporters was highlighted.

Return policy on personalised items

Attendees raised a point regarding the returns policy on personalised items, specifically when a player leaves the club or changes number.

An idea was raised by the group on how to resolve these issues, such as offering a voucher for printing that supporters can then redeem at the Megastore after the transfer market has closed.

It was also raised that this could be clearer on the website when purchasing, and there was a suggestion of a pop-up when applying this personalisation to warn supporters that this will then make the shirt non-refundable.

Thank you for reading.



Fan Advisory Board

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