

# Wolverhampton Wanderers

## Fan Focus Groups

The purpose of the club's fan focus groups (FFG) is to consult and engage with supporters in important areas of interest in order to gain feedback based on their experiences. A FFG will be created for the following areas. **Ticketing, Retail & Commercial, Matchday Experience, Environmental Sustainability and Equality, Diversity & Inclusion.**

### **When will fan focus groups meet?**

The club will aim to meet with each FFG during the season as relevant discussion topics arise.

### **Who will attend fan focus group meetings?**

Relevant members of club staff, including senior figures will attend FFG meetings.

### **Where will fan focus group meetings be held?**

FFG meetings will be held in person at Molineux or virtually on Teams.

### **Will fan focus group members have any other interactions with the club other than the scheduled meetings?**

FFG members will be invited to join a messaging group including relevant members of staff to continue conversations and to share feedback and suggestions. Ahead of the 2023/24 season, a member of each FFG was selected by the members of each group in order to be that groups representative on the clubs Fan Advisory Board. More information on the club's Fan Advisory Board can be found at [wolves.co.uk/fans](https://wolves.co.uk/fans)

## **What will the fan focus groups discuss?**

### ***Matchday Experience***

The aim of this group is to provide feedback to the club relating to experience at Molineux on matchdays. This covers atmosphere, facilities available to supporters on a matchday, matchday catering, half-time entertainment and the fan zone. This group will not discuss pricing structures or commercially sensitive matters; however members can raise items with the groups Fan Advisory Board representative, which may then form an agenda item at a future Fan Advisory Board meeting. The Fan Advisory Board representative will provide updates in relation to FAB meetings to the focus group.

### ***Equality Advisory Group***

A panel of supporters, tasked to work with the club on activations and initiatives around EDI throughout the season. This group will provide feedback on policies relating to EDI and will have a representative on the Fan Advisory Board in order to ensure EDI is represented throughout the club's fan engagement platforms

### ***Ticketing***

The aim of this group is to provide feedback to the club relating to the overall ticketing experience. This covers the booking process both online and directly with the ticket office, ticketing policies, ticketing allocations and ticket entry methods. This group will not discuss pricing structures or commercially sensitive matters; however members can raise items with the groups Fan Advisory Board representative, which may then form an agenda item at a future Fan Advisory Board meeting. The Fan Advisory Board representative will provide updates in relation to FAB meetings to the focus group.

### ***Retail & Commercial***

The aim of this group is to provide feedback to the club relating to retail experience with the club and will feature representatives from the club's retail partner, Levy Merchandise matchdays. This will cover the shopping experience, both instore and online and product ranges. The group will also discuss and provide feedback relating to the Wolves Museum and Molineux stadium tours. This group will not discuss pricing structures or commercially sensitive matters; however members can raise items with the groups Fan Advisory Board representative, which may then form an agenda item at a future Fan Advisory Board meeting. The Fan Advisory Board representative will provide updates in relation to FAB meetings to the focus group.

### ***Environmental Sustainability***

A panel of supporters, tasked to work with the club on activations and initiatives around environmental sustainability. As a newly established group, there will not be a Fan Advisory Board representative during the 2024/25 season, however this will be reviewed ahead of the 2025/26 season.

**Who can be on a fan focus group?**

Each FFG will feature up to 20 supporters in each group. The club will retain the current focus group members going into the 24/25 season and hold the right to open an application process to increase fan participation at convenient points during a season.

Any recruitment process for fan focus groups will be announced on the club's official website. During this process, any supporter will be able to apply to join a group. A club panel will select the best applicants with the aim of ensuring there is a fair and diverse representation of the fan base in each group.

**How will supporters know what is discussed in fan focus groups?**

Dates of meetings and meeting notes will sit the club's hub for fan engagement, [wolves.co.uk/fans](https://wolves.co.uk/fans)