



WOLVES WOMEN FAN FOCUS GROUP

Meeting Notes

5th October 2026

Fan Services

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Meeting Notes

The meeting provided a comprehensive update on the ongoing development of Wolves Women following promotion to Barclays WSL 2, with discussions covering the club's strategic direction, governance, supporter engagement, matchday experience and future aspirations.

Introduction to Russ Fraser and John Bowater

Russ Fraser, Head of Women and Girls Football, introduced himself and reflected on his experience working across the Women's Super League and Championship with clubs including Reading, West Ham United, Leicester City and Liverpool. He explained that while previous roles often focused on achieving promotion within a defined timeframe, Wolves' approach is centred on sustainable growth, building strong foundations and creating a stable platform for long-term success both on and off the pitch.

John Bowater reflected on the progress made by Wolves Women in recent years and the significance of competing in WSL 2. He highlighted the club's commitment to developing a successful women's programme and recognised the work still required to establish Wolves at this level. Both John and Russ reiterated the importance of growing attendances, increasing community engagement and continuing to develop the wider women's and girls' pathway.

Wolves Women Board

Supporters were updated on the introduction of a new Wolves Women Board, consisting of John Bowater, Nathan Shi and Jenny Wilkes. While Wolves Women is now required to operate as a separate legal entity to satisfy league governance requirements, supporters were reassured that the women's team remains fully integrated within the wider Wolverhampton Wanderers structure. It was acknowledged that the increasing professionalisation of the women's game continues to bring additional regulatory and operational requirements for clubs at this level.

Premier League Fans Fund

Tom Warren from Wolves Foundation presented plans for a new supporter engagement programme funded through the Premier League Fans Fund. The project aims to attract audiences who do not traditionally engage with football, particularly South Asian communities, students, older adults and lower-income families. Supporters contributed a range of ideas including greater engagement with grassroots clubs, schools, local tournaments and community events, as well as creating opportunities for young girls and local football teams to connect more closely with Wolves Women.

Matchday Experience

A significant part of the meeting focused on the supporter experience at Telford. Positive feedback was received regarding improvements already made, including the opening of Wins Bar before matches, increased branding around the stadium and the growing visual presence created by supporter flags and banners. However, supporters identified several areas for improvement including catering provision, queue times, food variety, signage and awareness of facilities available on matchdays. Concerns were also raised regarding toilet facilities and stadium infrastructure, particularly as attendances continue to grow.

The matchday programme received positive feedback, with supporters praising its quality, content and value as a physical memento of attending games. Discussions focused on making programmes easier to purchase, reviewing cash-only sales arrangements and considering potential enhancements to distribution and accessibility in the future.

The group also discussed ways to improve the overall matchday atmosphere through enhanced PA announcements, supporter competitions, half-time activities and a refreshed music playlist that reflects the increasingly diverse and younger audience attending Wolves Women fixtures. Suggestions included greater supporter participation, community-based activities and more opportunities to engage young fans throughout the matchday experience.

Supporters praised the work being undertaken with Old Gold Pack, particularly the introduction of flags, banners and supporter displays which have strengthened the identity and atmosphere of Wolves Women matches at Telford. Further plans are being explored for additional banners, handheld flags and larger visual displays to continue enhancing the matchday environment.

Away travel was another key topic, with discussions focusing on the challenges of organising financially sustainable coach and minibus travel to longer-distance fixtures. While previous schemes had received limited uptake, the club agreed to continue exploring opportunities to improve access to away matches and better promote travel options for supporters.

The meeting also covered accessibility, crowd management and post-match autograph sessions, with supporters providing feedback on improving supporter flow and ensuring positive experiences for families, disabled supporters and new attendees. Finally, there was discussion around refereeing standards within the women's game, with Russ noting that league-level investment is being made to strengthen referee development pathways in the coming years.

Thank you for reading.



Fan Advisory Board

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