



FAN ADVISORY BOARD

Meeting notes

1st July 2024

Fan Services

fanservices@wolves.co.uk

X: @WolvesHelp



Fan Advisory Board Meeting

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Club Attendees

Russell Jones	General Manager – Marketing & Commercial Growth
James Davies	Head of ticketing
Dave Thomson	Head of Partnerships
Dave Wood	Fan Services Manager

FAB Members

Martyn Willis	Wolves DSA
Daniel Warren	Wolves 1877 Trust
Jonathan Keeling	Ticketing Focus Group
Jack Finch	Matchday Experience Group
Lyndsey Harris	Equality Advisory Group
Andy Nicholls	Retail Focus Group
Marcus Passant	Independent Supporter

Meeting Notes

Partnership Update

The club provided an update on partnership progress following discussions at the meeting on the 20th February.

The club shared further details of the new principal partnership deal for the 2024/25 season and the revenue that this brings the club.

Sleeve sponsorship with JD was discussed as a high-profile brand. The announcement of this partnership is being shown across various JD stores and brings the club exposure from being on the high street.

The club confirmed they had retained several other partnerships for the upcoming season, along with adding Drayton Manor as a partner of the Young Wolves brand.

The club discussed the due diligence conducted into each partnership and sponsorship deal, with the use of a third-party agency to carry out reports on any potential partner.

The FAB members sought clarification on the future for betting companies on the front of shirts. The club confirmed that there is currently an agreement in place between clubs and the government that betting companies will not be on the front of shirts following the conclusion of the 25/26 season, however this agreement did not cover the sleeve or other partnerships. It was noted that the upcoming general election may impact on this agreement if there was to be a change of government.

Members raised the front of junior shirts and the club shared details around the logistics and issues that were faced with this. Given the expense and time frame involved, it is unlikely that there will be a specific sponsor on the front of junior shirts for the 24/25 season.

Match to Match Ticketing

The club opened the discussion regarding match-to-match ticket prices to gain feedback from the group on this process in particular communication to fans.

The FAB members understood that the bulk of availability for match-to-match tickets were only available in very specific areas of the ground (Stan Cullis quadrant and Graham Hughes stand) but felt it was important for prices in all areas to be publicised. Members believed that a transparent approach to detailing availabilities in all areas of the ground would be welcomed.

Categories of fixtures were also discussed, and thoughts from the group given on these classifications. There were no plans to change the thought process to how games had been categorised in previous seasons and the members approved of this approach.

The club discussed their plans for the sales process of match-to-match tickets for the 24/25 season with the aim of making tickets available earlier to enable longer sales windows, also enabling the possibility of ticket bundles and packages to be offered. FAB members reacted positively to the idea of bundles and packages particularly if it meant discounts could be offered, but advised

caution to ensure that supporters who attend the most amount of games were still able to get the first opportunity to book.

FAB Review / Assessment

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 23/24 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](https://www.wolves.co.uk/fans).

Thank you for reading.



Fan Advisory Board

Wolverhampton Wanderers Football Club
Molineux Stadium, Waterloo Road, Wolverhampton WV1 4QR