WOLVES WOMEN FAN FOCUS GROUP

Meeting Notes

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Meeting Notes

Introduction to staff and group members
The inaugural meeting of the Wolves Women Focus Group brought together club staff and supporters to discuss the growth of the women's programme. The meeting began with a round-the-room introduction, during which each attendee explained their role in relation to Wolves Women (if staff) or the reason they had applied to join the group (if a supporter). The floor was then opened for questions and to raise any topics members wished to discuss.

Commitment from the club
The first topic was the club's commitment to the women's programme, following reported concerns towards the end of last season. Key club staff addressed the issues that had arisen at the time and reassured the group that there is strong commitment to Wolves Women this season.

Venue (SEAH Stadium, Telford)
There was strong feedback from the group that the club could do more to make the SEAH Stadium in Telford feel like a true home for Wolves Women. The club acknowledged this desire but explained that it is challenging because the stadium is also the dedicated home of AFC Telford United. Supporters suggested several temporary, removable improvements for Wolves Women matchdays, including flags and banners, a pop-up shop at more games, fan-zone-style activations, and behind-the-goal branding. The club said they would take these ideas on board and work to improve Wolves Women's branding and identity at the venue.

Fan experience and growth ideas
Several attendees expressed a desire for cheaper and more reliable coach travel to away fixtures. Club staff explained that this had already been trialled for selected games, but the costs were significant, and demand did not reach the level required to break even. The possibility of securing sponsorship for travel was also discussed as a future option. Another suggestion was greater integration with men's matchdays at Molineux - for example, showing Wolves Women highlights on concourse screens or cross-promotion that does not alienate either set of supporters. School engagement was raised as a potential initiative, including links with grassroots clubs and player appearances. Attendees also proposed building individual player profiles through various media channels, particularly for players with strong connections to the club and the city, to create aspirational figures for younger fans. Finally, there was a call to make matchdays feel like more than just a 90-minute game by introducing pre and post-match activations, events and hospitality offerings.

Commercial realities
The club emphasised that sustained on-pitch success and promotion through the pyramid remain the biggest drivers of commercial growth and increased attendances for Wolves Women. They reiterated that most current fan-experience initiatives operate at a loss, and that a balanced, sustainable approach is required to allow engagement to grow organically. New sponsorship packages have been introduced this season, but the club currently lacks dedicated sales resource to maximise them, something that is being addressed.

Next steps for the Wolves Women Focus Group
A dedicated WhatsApp group will be created to maintain ongoing dialogue between meetings. Future meetings will be more focused, with themed agendas and measurable actions. The club will explore low-cost, quick-win improvements at Telford (e.g. enhanced branding, merchandise availability and pre/post-match offerings). Continued emphasis will be placed on achieving promotion this season, as the primary catalyst for wider growth.

Thank you for reading.

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