



# MATCHDAY EXPERIENCE FOCUS GROUP

## Meeting Notes

21<sup>st</sup> August 2025

**Fan Services**

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## Meeting Notes

**A matchday experience focus group meeting was arranged at short notice following feedback from within the group, and from the wider fanbase, relating to the use of “Fields of Gold” as a pre kick-off song. In attendance was the club’s Senior Marketing Manager and Marketing Manager, Head of Content, Matchday Floor Manager and Fan Services Manager. Fan attendance from the Matchday Experience focus group included representatives from the Wolves 1887 Trust, OGP, Always Wolves Fan TV and Wolves DSA.**

### 1. Opening Remarks

Thanks given to Kieran Newey and his Old Gold Pack group for the tribute display at the recent fixture. Widely praised as emotional and impactful.

### 2. Pre-Match Music & Potential Anthem

- **Context:** Discussion around replacing or supplementing Hi Ho Silver Lining with Sting’s Fields of Gold, following its emotional use during the Jota tribute.
- **Poll results:** An Always Wolves Fan TV fan (500+ responses) showed majority support (80%+ on some platforms) for trying Fields of Gold. An 1877 Supporters Trust poll of members indicated that there was also support for the change, but not as unanimous as the Always Wolves poll.
- **Previous summer consultation:** out of 36 votes from fan focus group members, 7 wanted no change to Hi-Ho, 19 were open to changing Hi-Ho with the right altered, 8 were in favour of changing Hi-Ho.

### 3. Fan Feedback - Key Points

- Many see Fields of Gold as a unique opportunity for Wolves to establish a distinctive anthem, akin to You’ll Never Walk Alone at Liverpool.
- Concerns raised about:
  - Losing the tempo and atmosphere created by Hi Ho.
  - Desire for a local artist (Slade, Led Zeppelin, Beverley Knight, etc.) if a change is made.
  - Risk of song being tied too strongly to the tragedy rather than a lasting anthem.

### Suggestions:

- Ensure fans lead the decision, not imposed by the club.
- Play only key verses (1 and 3) for length and relevance.
- Consider a re-recorded version by a local artist.
- Any change must be “all in” for a full season, not trialled and dropped.

### 4. Communication & Next Steps

- Strong consensus that if a change happens, communication must emphasise fan consultation and support.
- Preferred approach: joint fan-group statement rather than a formal club announcement. Members of other popular fan channels such as Talking Wolves would be approached by other fan groups in relation to this.
- Fan groups willing to support and amplify via podcasts, social channels, and coordinated messaging.
- Recognition that timing is tight with upcoming fixtures; if adopted, Fields of Gold should be introduced immediately and consistently.

### 5. Action Points

- Wolves to decide quickly (within days) whether to proceed with Fields of Gold as pre-kick-off anthem.
- Club to update fan groups before public announcement.
- Fan groups to continue gauging supporter sentiment over the weekend.
- If adopted, coordinated fan-group communication to accompany rollout.

### 6. Close

Meeting closed with thanks to all participants. Club confirmed further updates will be shared promptly once a decision is made.

**Thank you for reading.**



**Fan Advisory Board**

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