



WOLVES WOMEN FOCUS EVENING

Meeting notes

7th August 2023

Fan Services

fanservices@wolves.co.uk

Twitter: @WolvesHelp



Wolves Women Focus Evening

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Club Attendees

Laura Nicholls	Academy Manager - Operations
Jenna Burke-Martin	Head of Women & Girls Football
Claire Hakeman	Academy Operations and Administration Assistant
Max Fitzgerald	Communications Director
Luke Turner	Academy Media & Content Officer
Dave Wood	Fan Services Manager
Mason McEnery	Supporter Liaison Officer

Meeting Guest

Jenny Wilkes	Wolves Women Chair
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Meeting Notes

Future Vision

- Women's game has grown over the past three years, and the club have built an infrastructure that has allowed steady progression.
- Definition of semi-professional in relation to Wolves Women is difficult to apply.
- Label applies to some of the current circumstances.
- The club does not currently have a full-time offer.
- Various players have careers and commitments alongside Wolves Women.
- Appropriate situation in terms of the league.
- The flexibility is a benefit that the club can include in their offer.

Question from attendees in relation to this: What is the current offer to players?

- The offer is bespoke to the individual, the club sits down with the players to discuss what will work for them.
- Different opportunities depending on situation, flexible depending on players situations.

Question: How are we going to bridge the gap between semi-professional and professional?

- The club has been pushing for the Championship for the past two seasons.
- FA are impressed with what Wolves offer and the use of the training ground.
- Important to implement programme and training routines but also be conscious of a player's circumstance.

Question: What percentage of the teams in the National League are Semi-Professional / Professional?

- Mix of teams in the league, some professional teams, and semi-pro teams.
- The club aims to replicate similar offer from last season.
- Infrastructure will be able to cope with the demand.
- Foundations put in place will sustain the club for the longer-term future.

Question: Is there continued support for the team from higher up if we progress further?

- Continue to push for growth and have been supported.
- Hard to gauge the club's success at the start of the season.
- Difficult to answer regarding a 5-year plan, although the club will strive to keep progressing and staying sustainable.
- The club are very good at researching various teams, across various leagues to analyse how they are operating and using this to compare.

Question: Are we applying for FA Professional Game Status?

- Clubs can only apply when in the Championship.
- The club offers different opportunities as part of our pathway – that allow players to go to university, college, and school.

Question: What are the club doing to increase diverse nature of talent coming in to the ETC and Academy?

- Trials this year were unprecedented in terms of applicants and included a wide range of local applicants.
- Pathway to ETC operating alongside the academy.
- Diverse nature is naturally occurring, due to the demographic of the city.
- One of the most diverse groups of players across the country.
- Passionate to work with and implement EDI policies.

Matchday Experience

- The club were pleased with the transition to Telford / New Bucks Head.
- Standard and quality of the ground is greater and creates a better performance environment for the players.
- The change to Telford means the club now meets the Championship fan gate criteria.
- Last season there was a focus to get everything right for the players, moving into the new season we want to speak to the fans to improve the matchday experience.
- Recognising Wolves Women demographic is different to Wolves Men's fixtures.

Question: If there were pre-game events or a fan zone, will fans arrive earlier? Supporters may feel more comfortable meeting up with like-minded supporters to make attending by yourself more comfortable.

- Something the club have considered, but difficult to operate on Sunday 2pm kick-offs.
- Hard to gauge how popular a Fan Zone or events will be.

Question: Potential to operate a click and collect retail facilities?

- The club have considered offering this as an option and will continue to explore this option.

Question: Could the club get Wolfie / Wendy at home fixtures? Goal music? Flags?

- The club have spoken with to Wolves fan volunteers regarding flags and will be on the radar to come back again at future games.
- Idea to have volunteers specifically for Wolves Women fixtures.
- Can be consistent with the flags across fixtures.

Question: Any possibility of creating away sections at all fixtures?

- Worked well with certain fixtures last season.
- A realistic approach is required regarding how that will work with varying opponents throughout the season. It is certainly possible to do it with some fixtures.
- The club will take the suggestion on board for key fixtures.

Question: Is there an option for the PA prior to kick off to announce some information relating to the fixture?

- Information already goes into the script that is given to PA operator at fixtures.
- This information is read in the build up to kick-off and could potentially be repeated or continued.

Question: Can we have any half time entertainment? Such as games with supporters, such as the "O What A Shot" challenge at Molineux?

- Difficult with the logistics at Telford, only one member of Telford ground staff compared to the eight members at Molineux.
- Would be more viable with a larger pool of fan volunteers able to assist, but something the club would explore if available resources allowed.
- Any supporters who would like to volunteer to help with the fan experience should contact Fan Services. It would be good to get in contact with those supporters and keep their details on file.
- Ticket prices will increase for the 23/24 season, in line with other clubs. Benchmarked as an average of the league.
- The club have also launched season tickets for Wolves Women.
- Match to match prices are now £6 for adults on the gate, or £5 in advance.

Question: What can we do to increase security checks on the gate? There was an issue last season where supporters attended with memberships.

- Technology part is challenging, as the infrastructure is based through Telford itself.
- Issues have been flagged to the team and looking at ways to combat these.
- We will continue to support Telford with their operations.

Question: Have we done any further analysis on who is attending on the day? Such as who is a season ticket holder or paid on the gate?

- The club encourages everybody attending to purchase online, as this data can be analysed further.

Question: Why are tickets sold via AFC Telford's website?

- Must be sold in this manner, as their software talks directly to the infrastructure at the ground.

Question: Have we considered offering loyalty points for attending Wolves Women fixtures?

- The club wants to ensure supporters have purchased with the intent of attending the Wolves Women game and not just for loyalty points.

Question: Is there an option to plan a shuttle bus or travel from Molineux to New Bucks Head?

- Logistically difficult, and cost / demand will need to be considered.
- Scope for something for away games but will require volunteers.
- The club have contacts available for fan groups who want to organise any trips if needed.

Wolves Women at Molineux

- It was great to see Wolves Women play at Molineux and there are plans for this to happen again. Fixture schedules of both the Men's and Women's teams must be considered in order to facilitate this.
- The club is hopeful to expand on the offering from last season and build on this.

Question: A lot of fixtures at Molineux have been night games, is there any option to include further daytime fixtures to encourage parents to bring children?

- Useful to have the option to have evening or afternoon kick-offs. There have been examples of both at Molineux for Wolves Women in previous seasons.
- Unfortunately, this is something that is difficult to schedule in advance due to fixture scheduling.

Question: Will we be using the training ground at Compton for fixtures in the upcoming season?

- Realistic and appropriate that we will need to play some fixtures at Compton.
- The club were aware of an issue with the netting for supporters to watch, gets in the way for fans watching and accept that the nets are not great from a fan engagement perspective.

Wolves Women Content

- The club feel that content has improved based on previous conversations and feedback.
- The club historically used students to assist and produce content for Wolves Academy and Wolves Women. Luke Turner has now joined the club and will be focusing on coverage for both Wolves Academy and Wolves Women.
- Some set roles had been advertised to university students, specifically for Academy or Wolves Women.

Question: In relation to our new signings, the reveals are of a much higher quality than before and comparable to a men's transfer reveal. Is there anyway in the future to publish via the Wolves main channels?

- There are some examples of other clubs doing this, but very minimal. The club are conscious that doing this may cause confusion with people expecting any information from Men's teams.
- Instagram have a useful feature to collaborate between accounts.

Question: Impressed with the content produced for the Men's team, such as the recent Lip-Reading Challenge. How realistic is it to do similar content with the Women's team?

- The club wants content for the mid-week that is a little different and have some instances of this such as the recovery sessions and behind the scenes of signings.
- Plans are in place to increase the content throughout the week.
- The club used the pre-season to get a lot of the light-hearted content and the success of this content enables consideration of this for the Wolves Women's team.

Question: Going back to the matchday, fans talk positively about Wolves Radio, Can this be promoted further?

- The club's aim is to push ticket sales and for people to be at the game, on this basis difficult to advertise Wolves Radio leading up to a fixture.
- The club believe they can improve the quality of this content further.

Question: There hasn't been a great deal of Wolves Women content over pre-season, is there any reason why?

- Difficult for the club to put content out over the course of the pre-season. With some games being behind closed doors. Communication between clubs also affect this.
- It has been a challenge for the club, and as acknowledged that from a fans perspective it is frustrating. Feedback will be taken on board going into the pre-season next season.

Question: You do some great extensive highlights packages available on Wolves TV, is there any reason these were not shared further by the club?

- The club will look at promoting this content further.

Question: Can we see the inclusion of information about Wolves Women through the Wolves App?

- The club will look at addressing this further.

Question: Can we keep the website regularly updated in terms of the squad and squad numbers?

- The website will be updated for the start of the season.
- There are issues with retained lists in the Women's game. There will never be a retained list in May, as clubs cannot sign anyone until the 1st July.

Any Other Business

Question: Regarding sponsorship, is there any further information on having the same sponsor as the Men's team this season?

- Wolves Women will get a financial contribution from using AstroPay.
- There is benchmarking on sponsorships available through the FA.
- The club is keen to continue to be involved with local companies.

Question: Do you have any update on merchandise or retail products?

- Supporters will be able to get selected name blocks on the back of the shirts with FAWN letters, numbers and sleeve patches.
- Wolves Women are featured throughout the Wolves Annual released yearly.

Question: Are we looking at stepping away from using white kits in the future?

- Suggestions of white kit's would be challenged by those involved with the Women's team.

Question: With the success of the Women's game, are Wolves Women part of the owner's global vision for branding?

- There were plans for Wolves Women to be involved in the cancelled pre-season tour to South Korea.

Question: Were Wolves Women involved in the Karen Carney review?

- Both Laura Nicholls and Jenna Burke-Martin participated.
- It was a useful conversation with like minded people and some of the things raised were part of the final report.

Question: Will there be a Wolves Women fan representatives on the Fan Advisory board?

- It is the first year of the fan advisory board, but as things progress there is scope to include more people.
- The FAB needs to start small to ensure it works and expanding out as necessary.
- If Wolves Women get their own focus group, it will then require representation on the fan advisory board.

Thank you for reading.



Fan Advisory Board

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