

# Wolverhampton Wanderers

## FAN FOCUS GROUPS

### **What are the fan focus groups?**

The purpose of the fan focus groups (FFG) is to consult and engage with supporters in important areas of interest. Feedback from the groups will be used to form future policies, strategies, and initiatives.

### **What will the fan focus groups discuss?**

A FFG will be created for the following areas. **Ticketing, Retail & Commercial, Matchday Experience and Equality, Diversity & Inclusion.**

### **Who can be on a fan focus group?**

Each FFG will feature around 20 supporters in each group. Any supporter can apply to join a group with a club panel selecting the best applicants with the aim of ensuring there is a fair and diverse representation of the fan base.

### **When will fan focus groups meet and who will set the agenda?**

There will be a minimum of 3 FFG meetings per season for each group. Each group will elect a representative who will work with the club's supporter liaison officer (SLO) to arrange and set an agenda for each meeting.

### **Who will attend fan focus group meetings?**

Relevant members of staff for each individual group subject will attend FFG meetings.

### **Where will fan focus group meetings be held?**

FFG meetings will be held in person at Molineux or virtually on Teams.

### **Will fan focus group members have any other interactions with the club other than the scheduled meeting?**

FFG members will be invited to join a messaging group including relevant members of staff to continue conversations and to share feedback and suggestions. The nominated representative of each FFG will also be invited to join a new fan advisory board (FAB) which will be formed ahead of the 2023/24 season.

### **How will supporters know what is discussed in fan focus groups?**

The nominated representative from each group will work closely with the club's SLO to provide updates from their group with the aim of providing engaging content relating to FFG activity to the wider fan base. An action tracker will also sit on the club's official website detailing a list of actions coming from the fan focus groups and their progress along with details of all previous meeting dates.