



RETAIL FAN FOCUS GROUP

Meeting Notes

6th November 2023

Fan Services

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Meeting Notes

Wolves Women Squad Numbers

Following on from the previous meeting, the club confirmed that it has recently been given permission to include FA Women's National League North font and badges on shirts. Hero shirts were currently available in the Megastore, with a view to expand the range should demand require it. Information regarding availability instore could be advertised further, as some participants were not aware.

The option to offer Women's font / league badges online was discussed, but there are currently complications with the webstore that prevent this. Ideas were also discussed on how to operate a retail operation at Wolves Women home games, particularly in relation to games at New Bucks Head.

Delivery Options

Also following on from the previous meeting, the club have explored additional delivery options through our logistics provider, to offer customers various delivery options. An additional option was close to being confirmed, but unfortunately whilst this was in the process of being added, the logistics provider separated with this partner. Currently the club are awaiting to see if this partner is offered again to the provider, as this was the preferred choice.

Range Communication

An issue was raised that matchday staff instore had not been given information about the availability of a new range. Steps were addressed to provide further training and information to matchday staff in order to supply them with the knowledge of all products in store, and to raise this with the appropriate supervisor / manager should they not know.

Ideas for Kit Next Season

The club shared an idea for colour combinations of the kits for the upcoming 24/25 season, with the view of having a discussion in the focus group. Largely positive reaction to the proposed ideas, and some concerns were raised regarding the traditional colour combination of kits and how this may be seen as a negative to some supporters. No designs shared, the discussion solely focused on colours.

Kit Choices for Fixtures

Discussion was had regarding the choice of kit for home and away games. Various points are considered for the choice and must also be approved by the Premier League. The club also need to consider supporters / viewers with colour blindness.

Difficult to know what kit colours will clash in advance, as the club is not given any prior information regarding other club's home, away or third kits.

No contractual obligation to wear any of the kits with Castore or the Premier League. Decision to wear a particular kit can also be commercial.

Megastore Walk Around

Participants and staff left the meeting to have a tour of the Megastore. Each range we offer was explored, and feedback was given regarding quality and availability, along with a discussion regarding the shop layout and signage.

Thank you for reading.



Fan Advisory Board

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