



FAN ADVISORY BOARD MEETING

Meeting Notes

14th September 2026

Fan Services

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X: @WolvesHelp



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Club Attendees

Matt Wild	Director of football operations & administration
Max Fitzgerald	Communications director
James Davies	Head of ticketing
Dave Wood	Fan Services manager

FAB Members

Martyn Willis	Wolves DSA
Keith Bickley	Wolves 1877 Trust
Jack Finch	Fan Experience Focus Group
Lyndsey Harris	Community & Social Responsibility Focus Group
Nick Andrews-Gauvain	Wolves Women Focus Group
Ian Parkes	Independent Supporter
Deb Loynton	Independent Supporter

Meeting Notes

FAB membership and focus groups

New independent FAB members Ian and Deb were welcomed to the group, alongside Nick, who will represent Wolves Women. Ian and Deb were selected following extensive application process which saw just under 100 supporters apply to join the FAB. The selection process was supported by the Football Supporters Association (FSA) who assisted with shortlisting and interviewing of candidates. Nick was elected on to the FAB by the Wolves Women fan focus group, ensuring the newly formed fan focus group has FAB representation in line with the club's other focus groups. The club thanked departing representatives for their contribution.

An update was provided on the restructure of the club's supporter focus groups following the summer application process. The previous groups have been consolidated into a Fan Experience Focus Group, covering areas including ticketing, retail and matchday experience, and a Community & Social Responsibility Focus Group, alongside the existing Wolves Women supporter group.

The Fan Experience group attracted a particularly high number of applications, while a second recruitment push for the Community & Social Responsibility group also generated a strong response.

The club explained that one of the objectives of the new structure is to create a stronger link between the focus groups and the FAB. Representatives will be able to gather views from their respective groups ahead of FAB meetings and report discussions back afterwards.

Location of away supporters

The club updated members on changes to away supporter arrangements following Wolves' return to the EFL.

Under EFL requirements, the minimum away allocation is lower than in the Premier League, while the introduction of licensed standing in the Stan Cullis Quadrant has increased the number of usable seats in that area. Together, those changes provide greater flexibility to accommodate visiting supporters in the Quadrant for selected fixtures.

The club explained that moving away supporters from the Steve Bull Lower where appropriate has been a longstanding football consideration, with successive head coaches having raised the potential impact of having visiting supporters positioned prominently along the side of the pitch.

A number of fixtures have already been identified where the Quadrant can be used, subject to agreement with the Safety Advisory Group and police. Other fixtures will be assessed closer to the date, taking into account factors such as expected demand, previous behaviour and the sporting context.

Members asked whether reducing allocations at Molineux could result in Wolves receiving fewer tickets for corresponding away fixtures. The club explained that allocations are determined independently by each home club, and that decisions at Molineux will balance home advantage, supporter demand, safety and potential ticket revenue.

The upcoming West Bromwich Albion fixture was discussed specifically. The club outlined the extensive planning undertaken with police and the Safety Advisory Group, including ticket eligibility measures designed to reduce the risk of away supporters entering home areas, enhanced controls around hospitality sales and arrangements for supporter movement after the fixture.

Further joint and operational communications will be issued to supporters ahead of the game.

Audio commentary and streaming

Members discussed the introduction of charges for men's first-team audio commentary following Wolves' return to the EFL.

The club explained that the change forms part of the EFL's central streaming and commentary arrangements, rather than being an independent Wolves decision. FAB members felt that distinction should be considerably more prominent in supporter communications, particularly given that commentary had previously been available free of charge for a number of years.

The club agreed that communications could make the position clearer and will look at reinforcing the information alongside regular match-by-match streaming updates.

There was also discussion about the wider streaming service and the difficulty of communicating availability when broadcast rights differ between fixtures and territories and can sometimes only be confirmed shortly before a match.

Members additionally raised the reduced audio and highlights offering around Wolves Women fixtures. The club explained the reasoning behind the decision not to continue dedicated audio commentary, given the increased availability of free live video coverage on the WSL YouTube channel but acknowledged that the change should have been communicated more clearly.

Booking fees

The club explained the recent change to ticket booking fees following discussions with the EFL.

EFL regulations require clubs to apply equivalent fees to home and away match tickets. Wolves' previous model applied charges to away tickets which were not replicated on home match-by-match tickets and therefore needed to change.

The revised structure applies a 50p booking fee per ticket to both home and away match-by-match tickets, while the previous £1 away-ticket transaction fee has been removed.

Members asked about the distinction between booking and transaction fees. The club explained that the charges covered Ticketmaster's fees and different elements of the costs associated with processing and fulfilling ticket purchases.

Supporters who had already paid the now-removed transaction fee this season have received the relevant amount back as account credit.

Digital ticketing

Members requested an update on the introduction of digital tickets at Molineux.

The club explained that much of the necessary technology has been in place for some time and digital ticketing had originally been considered for introduction last season. The rollout was postponed because matchday staffing and resources were required elsewhere, particularly around stadium operations.

The intention remains to introduce digital/NFC ticketing for home supporters on a phased basis, potentially section-by-section, rather than changing the whole stadium at once.

Members stressed the importance of supporting people who do not use smartphones or may need assistance with the technology. The club confirmed that alternative arrangements will remain available and that dedicated support at turnstiles will be an important part of the rollout.

The FAB and Fan Experience Focus Group will also be used to test communications, FAQs and instructional content before wider implementation.

Away ticket resale and loyalty points

A substantial part of the meeting was dedicated to the unauthorised resale and transfer of away tickets.

The club shared examples of tickets being advertised through social media and explained the concern that some supporters may purchase tickets primarily to retain or accumulate loyalty points before passing the ticket to somebody else.

Members agreed that there is an important distinction between someone who buys a ticket genuinely intending to attend but subsequently cannot go, and somebody who repeatedly buys tickets without intending to use them.

The discussion considered what behaviour the club is ultimately trying to prevent: unfair accumulation of loyalty points, tickets being used by people other than the named purchaser, empty seats at sold-out away fixtures and supporters who legitimately qualify for tickets being unable to purchase them.

A number of possible approaches were discussed, including:

- Removing loyalty points where misuse is established
- Awarding points based on attendance rather than purchase
- Introducing a mechanism allowing supporters to return unwanted away tickets
- Creating a form of official resale where practical
- Focusing sanctions particularly on persistent or deliberate misuse

Members noted that any system would need to accommodate genuine changes of circumstances and avoid disproportionately penalising supporters who occasionally find themselves unable to attend.

No policy change was agreed. FAB members felt the subject required further consideration before recommendations were made.

Representatives involved in the wider EFL FAB network will also seek information on how other clubs approach away-ticket resale and loyalty-point misuse before the issue returns to a future meeting.

Fanzone at The Halls

The club provided an update on the new indoor Fanzone at The Halls Wolverhampton following its opening fixtures.

Early attendance has been encouraging, including for fixtures with less favourable kick-off times, and the club said it was pleased with the atmosphere and initial response.

Members who had attended highlighted bar queues as the most significant issue, particularly at the first event. The club confirmed that this had also been its principal concern and that additional service points had subsequently been introduced, with further improvements being discussed with The Halls.

There was a broader conversation about what supporters ultimately want from the Fan Zone. The club explained that while there is scope to introduce more entertainment, interviews and activity, early experience suggests its most important function may simply be providing a lively indoor environment where supporters can meet friends before the match.

The timing of former-player interviews was discussed, with members suggesting that interviews celebrating a player's career should take place when the venue is busier and audiences are more likely to engage. The balance between DJs, live musicians and other stage content will also continue to be reviewed.

Members asked about showing televised early kick-offs. The club is exploring the possibility, although commercial broadcast costs and technical requirements are significant considerations. Any screening would need to be delivered to an appropriate standard.

Other ideas being explored include showing live content from inside Molineux before kick-off and, potentially, using the venue for communal screenings of selected Wolves away fixtures.

The club encouraged FAB members and the wider focus groups to continue providing feedback as the Fanzone develops throughout the season.

150th anniversary

Members received a detailed update on Wolves' 150th anniversary programme and the activity delivered since the start of the season.

The club discussed the development of the anniversary visual identity, including the bespoke typography and logo, commemorative kits, stadium honours boards, city dressing and changes to the matchday presentation at Molineux.

Members responded positively to the anniversary kits and the increased emphasis on Wolves' history around the stadium. The club also discussed the changes made to the overall feel of matchdays this season, including new video content, music and presenters.

Further anniversary activity is being developed, including additional city dressing, a new mural near Molineux, a commemorative book, further heritage content and additional retail ranges.

Retail prompted a wider discussion. Members raised concerns about the range of sizes available in women's clothing, having previously highlighted the importance of greater inclusivity. Issues were also raised around shirt printing, product availability and quality.

The club agreed that the feedback should be escalated with its retail partner and through the appropriate senior channels.

Members were also updated on plans for the main anniversary matchday in January and wider events being developed around the club's 150th birthday.

The Wolves Hall of Fame was discussed, with the club confirming that plans are being developed for its return as part of the wider anniversary celebrations.

Members also asked how former players featured in the anniversary launch would be used throughout the season. The club confirmed that longer-form interviews have been recorded with a number of significant figures from Wolves' history and plans are being developed for their release.

Priorities for 2026/27

The group discussed how the FAB can take a more proactive approach to setting its agenda for the remainder of the season, rather than determining discussion topics shortly before each meeting.

Heritage was identified as one area for further work, particularly how supporters can be consulted on heritage items and what permanent legacy the 150th anniversary year could leave.

A financial update is also planned, reflecting the significant change in the club's financial position following relegation.

The club confirmed that, with the Premier League supporter survey no longer available, it intends to develop its own supporter survey. Members welcomed the opportunity for the FAB and focus groups to help determine what should be included and to discuss the findings in greater depth.

It was also agreed that Wolves Women and the women's supporter experience should feature regularly on future FAB agendas.

AOB

Members raised an FSA campaign seeking support for a cap on away ticket prices across the EFL.

The club reflected positively on the principle and experience of capped away prices in the Premier League, while noting that the EFL contains clubs with very different commercial circumstances and that achieving league-wide agreement may therefore be more complicated.

The view around the table was that Wolves should support measures which make attending away matches more affordable where possible, and the club will continue to engage with the discussion as the proposal develops.

The club confirmed that Jonathan Gregory had been appointed as Chief Commercial Officer and would be starting his role at the club in the near future. It was also shared that the club had been working closely with the Independent Football regulator (IFR) as part of the IFR club licensing pilot.

Next meeting

The next FAB meeting is provisionally planned for early November, subject to final confirmation.

Members were encouraged to suggest agenda items further in advance, as well as areas of the club they would like representatives to attend and discuss.

Potential subjects for the next meeting include club strategy, finance, Wolves Women, heritage and anniversary legacy, and further consideration of away ticket resale and loyalty points.

Thank you for reading.



Fan Advisory Board

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