

WOLVES FAN FOCUS GROUPS

Action Tracker

JAN 22

TICKETING

Feedback

Season ticket resale scheme did not provide supporters with value. The return of 50% of the pro-rata value of the ticket in Wolves Cash does not provide an incentive to use the scheme in a situation where they are unable to attend a home game.

Actions

Resale scheme revamped to offer supporters 80% of the pro-rata value of their ticket should it be resold. The credit would be available as Wolves Cash or Cash.

Implemented ahead of 2022/23 Season tickets going on sale.

JAN 22

MATCHDAY EXPERIENCE

Feedback

Supporters would like to show appreciation to Conor Coady ahead of his 300th appearance for the club.

Implemented ahead of Wolves v Norwich City on 5th February 2022.

FEB 22

TICKETING

Feedback

Admin fees are a huge source of frustration and viewed as unnecessary by fans.

Action

Admin fees to be scrapped for 22/23 season.

Implemented ahead of 2022/23 Season tickets going on sale.

FEB 22

TICKETING

Feedback

Could the club look into away match ticket allocation? It is difficult for supporters on lower loyalty points totals to obtain tickets and there is a risk that younger fans may never get to experience following the team away.

Action

Commit to offering 5% of away tickets to a ballot that can be entered by all home season ticket holders.

Implemented ahead of the 2022/23 season.

MAR 22

TICKETING

Feedback

Could the season ticket direct debit scheme be made available over a longer term?

Action

Direct debit scheme extended from 6 to 9 months.

Implemented ahead of 2022/23 Season tickets going on sale.

MAR 22

RETAIL

Feedback

It would be more beneficial for supporters if the annual Wolves Cash bonus for season ticket holders was added in one instalment.

Wolves cash bonus for season ticket holders was added as one instalment in September 2022

JUL 22

EDI

Feedback

Some supporters were not aware of the clubs matchday text reporting service for reporting discrimination.

Action

Text reporting number to be added to all season ticket and membership smartcards and on all match to match tickets. The club will continue to look into other ways to promote the service.

Implemented ahead of 2022/23 season, along with new branding which differentiated the EDI message from other stadium signage and club branding.

JUL 22

EDI

Feedback

Could the club be reflected as part of the Birmingham Pride celebrations.

Action

The club will look into representation at the 2022 celebrations in Birmingham.

The club had representation at Birmingham Pride in September 2022.

NOV 22

MATCHDAY EXPERIENCE

Feedback

Supporters would like to welcome new Head Coach, Julen Lopetegui, ahead of the the Carabao Cup fixture against Gillingham.

Action

The club will work with the group to look into fan displays and ways to allow fans to show their support.

In progress.

JUL 22

MATCHDAY EXPERIENCE

Feedback

Some supporters dislike the current music played after scoring a goal at home games.

Action

A fan survey will allow fans to vote on this subject.

Survey showed fans were in favour of goal music by 55% to 45%.

Last updated 29th November 2022.