



FAN ADVISORY BOARD

Meeting notes

17th February 2026



Fan Advisory Board Meeting

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Club Attendees

Nathan Shi	Interim executive chairman
Matt Wild	Director of Football Operations & Administration
Max Fitzgerald	Communications Director
James Davies	Head of Ticketing
Dave Wood	Fan Services Manager
Christy Gu	Chief Operating Officer

FAB Members

Martyn Willis	Wolves DSA
Keith Bickley	Wolves 1877 Trust
Jonathan Keeling	Ticketing Focus Group
Jack Finch	Matchday Experience Group
Lyndsey Harris	Equality Advisory Group
Marcus Passant	Independent Supporter

Meeting Notes

The meeting opened with introductions and welcomed Nathan Shi to his first Fan Advisory Board session since taking up the role of interim executive chairman.

Introduction to Nathan and supporter Q&A

Nathan outlined his background within Fosun and his experience across investment, communications and international operations, before setting out Wolves' short, medium and long-term objectives.

He explained that while the immediate focus remains on competing strongly for the remainder of the current season, the club's 18-month objective is to ensure Wolves is a Premier League club by the 2027/28 season. Longer-term ambitions remain centred on building stability, returning to the top half of the table and competing for European places in a sustainable manner.

Nathan stressed the importance of internal clarity around vision and strategy, noting that players and staff benefit from understanding the club's direction. Work is ongoing to formalise that strategy and ensure stronger alignment across football operations, recruitment and wider club functions.

A supporter-submitted question (via website contact form) raised concerns regarding Fosun's long-term commitment to Wolves. Nathan reiterated that Fosun remains committed to Wolves, that significant funding has been invested over recent seasons, and that the club is operating within financial sustainability regulations. He acknowledged that performance has not met expectations this season but emphasised that structural improvements are being made to build greater long-term resilience.

The discussion also touched on infrastructure. The club confirmed that academy facilities at Compton Park must be upgraded ahead of the next audit to retain Category One status, and that this work is progressing. Longer-term considerations around Molineux remain part of wider strategic planning. Accessibility improvements, including stadium screen visibility and the use of sign language interpreters, were also raised and will be reviewed further.

Update from previous meeting

The club provided updates on actions agreed at the previous session. A 150th anniversary consultation evening has been held, with supporters invited to share ideas and feedback on how the milestone should be marked. Further consultation sessions may follow as planning develops.

It was also confirmed that a dedicated session will be arranged to review and refresh the club's fan engagement plan. With the current three-year cycle approaching its conclusion, this review will consider:

- The structure and remit of the Fan Advisory Board
- Representation and diversity within the group
- The flow of feedback between supporter groups and the club
- How FAB discussions and outcomes are communicated more clearly to the wider fanbase
- FAB members discussed the importance of ensuring supporters better understand the FAB's role and how it differs from other supporter bodies.

Ticket pricing

A significant portion of the meeting was dedicated to ticket pricing, particularly in the event of relegation from the Premier League.

The 1877 Trust presented findings from a recent supporter survey, highlighting strong feeling among respondents that season ticket prices should reduce in a Championship scenario. Feedback indicated a preference for meaningful reductions, with particular concern around concession pricing, young adult price steps and affordability for families.

Benchmarking comparisons were discussed, including pricing at other Championship clubs and Wolves' own pricing during the 2017/18 Championship season adjusted for inflation.

FAB members then assisted club staff in suggested prices for all categories, using the data and feedback that had been collated by various members, for the club to take away and consider. FAB members emphasised:

- The importance of recognising supporter sentiment after a difficult season
- Protecting accessibility for younger supporters and families
- Considering the local socioeconomic context
- Rewarding early commitment where possible
- Avoiding sharp fluctuations in pricing should promotion be achieved quickly

Nathan acknowledged the strength of feeling and confirmed that no final decisions have been made. He stressed that pricing must be considered as part of a longer-term strategy rather than a single-season reaction, particularly if the club is targeting an immediate return to the Premier League. He also noted that communication around any pricing structure must be handled carefully while the team is still competing this season.

The club will now undertake further internal modelling before returning to the FAB with more detailed proposals.

Heritage items – 150th anniversary opportunity

The meeting also discussed the opportunity to expand Wolves' protected heritage items as part of the 150th anniversary legacy.

Currently protected under FA rules are the club crest and club colours. FAB members discussed whether additional elements of the club's identity could be formally recognised, including the Molineux name, statues, the South Bank clock and stand names.

It was agreed that the anniversary provides a natural opportunity to formalise a clearer consultation process for any future changes to key heritage assets. Further proposals relating to the method of that consultation will be developed by FAB member Lindsay Harris and discussed at a future meeting.

AOB

FAB members asked about matchday pricing alignment with any season ticket changes and the importance of protecting those who commit early. The club confirmed that matchday pricing structures would be reviewed alongside any season ticket framework.

Upcoming Premier League Fan Advisory Board meetings and focus group dates were noted, and members were encouraged to attend where possible.

Nathan closed the meeting by thanking FAB members for their openness and constructive contributions. He reiterated the club's commitment to continued dialogue and stressed that while long-term planning is essential, the immediate priority remains supporting the team for the remainder of the season.

Thank you for reading.



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