



FAN ADVISORY BOARD

Meeting notes

10th March 2026

Fan Services
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Fan Advisory Board Meeting

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Club Attendees

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

FAB Members

Keith Bickley	Wolves 1877 Trust
Andy Nicholls	Retail & Commercial Focus Group
Jack Finch	Matchday Experience Group
Lyndsey Harris	Equality Advisory Group
Marcus Passant	Independent Supporter

Meeting Notes

Wolves staff met with members of the Fan Advisory Board (FAB) to follow up on the previous meeting which focused on season ticket pricing for the 2026/27 season, reviewing and providing feedback on the final proposed pricing framework.

The meeting focused primarily on this subject, with club representatives presenting the proposed pricing structure and communications approach, while FAB members shared feedback on behalf of the wider supporter base.

Season ticket pricing discussion

The club outlined a proposed pricing framework which was broadly the same as the proposed pricing structure the FAB members worked on with club representatives in the previous meeting.

The pricing table included significant reductions across all ticket categories, alongside changes to concession structures designed to make attending matches more accessible for younger supporters and families.

The proposals include expanded age categories for junior fans and a simplified pricing structure for young supporters, aimed at encouraging fans of the future to attend matches and making family attendance more affordable.

FAB members welcomed the approach, particularly the expansion of junior concession age bands and the emphasis on improving accessibility for younger supporters.

Members noted that the overall package - particularly for families and younger fans - represented a positive step and demonstrated that supporter feedback had been taken into account during the consultation process.

Matchday ticket pricing

The club confirmed that match-by-match ticket pricing will also be aligned with the revised season ticket structure, although final details will be confirmed later in the summer.

Communications and timing of announcement

Club representatives explained that the final ticket announcement will be made once the appropriate communication plans are in place.

It was also confirmed that messaging around ticket pricing will form part of a wider update from Nathan Shi, alongside broader supporter engagement updates.

FAB members discussed communication with supporter groups in the meantime, with agreement that formal messaging should come from the club rather than the FAB itself.

The meeting minutes will therefore act as the primary public record of the discussion until the full announcement is made.

Other business

The club also provided an update on the Premier League Fans Fund, which has previously supported the accessible lounge and sensory room at Molineux.

Further proposals for the next funding cycle will now be discussed, with FAB members delegating initial discussions on the subject to the Equality Advisory Group before returning to the FAB.

Next steps

The meeting concluded with both parties recognising the value of the consultation process and agreeing that the proposed ticket structure represented a positive outcome following supporter engagement.

The club thanked FAB members for their input and reiterated its commitment to continuing dialogue with supporters through the Fan Advisory Board and wider engagement activity.

Thank you for reading.



Fan Advisory Board

Wolverhampton Wanderers Football Club
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