

FAN ADVISORY BOARD MEETING

Meeting Notes

2nd November 2026

Fan Services
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Fan Advisory Board Meeting

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Club representatives

Matt Wild	Director of football operations & administration
Max Fitzgerald	Communications director
James Davies	Head of ticketing
Adam Beevers	Finance manager
Bolaji Alabi	Head of football finance
Jonathan Gregory	Chief commercial officer
Russ Fraser	Head of women & girls football
Dave Wood	Fan services manager

Additional attendee

Ashley Brown	Football Supporters' Association (FSA).

FAB Members

Martyn Willis	Wolves DSA
Keith Bickley	Wolves 1877 Trust
Jack Finch	Fan Experience Focus Group
Jonathan Keeling	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

Focus group updates

An update was provided from respective group representatives in relation to the recent round of fan focus group meetings. Detailed notes from each meeting can be found at wolves.co.uk/fans

Finance and club sustainability

The Board received a comprehensive update on the club's financial position, the impact of relegation, ownership investment and the changing football regulatory landscape.

Members were informed that relegation from the Premier League has created significant financial challenges, requiring the club to adapt to substantially reduced revenues while maintaining a competitive squad capable of challenging for promotion. Club representatives outlined the work undertaken to improve financial sustainability through cost reductions, careful financial planning and ongoing support from ownership.

There was extensive discussion regarding the balance between managing short-term financial pressures and maintaining long-term sustainability. Members explored topics including transfer financing, borrowing, cash flow management and the realities of operating within football's increasingly complex financial regulations. The club emphasised that financial planning remains focused on maintaining stability while supporting its sporting objectives.

The meeting also considered the introduction of the Independent Football Regulator, new squad cost control frameworks and the broader financial challenges facing clubs across the game. Members discussed how regulatory changes are likely to shape future decision-making and acknowledged the significant financial pressures that now exist throughout the football pyramid.

An update was also provided on Wolves Women, with members hearing how investment in the professionalisation of the women's programme continues alongside efforts to ensure long-term sustainability and compliance with league regulations.

Introduction to Jonathan Gregory

Jonathan Gregory introduced himself to the Board, outlined his background in football and commercial sport, including previous roles at Fulham, Leicester City, the FA, Formula 1 and Goodwood, and how his first month at the football club had been. Discussion focused on the challenges and opportunities associated with operating in the Championship, alongside plans to strengthen commercial performance across sponsorship, retail, marketing and supporter engagement.

Members were informed that improving the supporter experience will remain a key priority, with a strong focus on collaboration across departments and a commitment to adopting a "one club" approach that better connects the men's team, women's team, academy, Foundation and supporter base.

The Board welcomed Jonathan's emphasis on supporter-focused decision-making and his commitment to enhancing both commercial performance and the overall fan experience.

Wolves Women and introduction to Russ Fraser

Members received an update on Wolves Women's progress both on and off the pitch following promotion to WSL2, from head of women and girls' football, Russ Fraser.

Discussion centred on the club's ambitions for sustainable growth, the team's positive start to life in the division and the challenges associated with competing against clubs with significantly greater resources. Members heard about the club's focus on recruitment, player development and establishing a stable platform for long-term success.

A significant part of the discussion focused on attendance growth and supporter engagement. Members shared a range of ideas aimed at increasing support for Wolves Women, including improved promotion, travel initiatives, stronger links with men's supporters and ticketing incentives.

There was broad agreement that greater visibility and integration within the wider Wolves brand would help drive awareness and encourage more supporters to attend fixtures.

Fan experience survey

Due to time constraints, members agreed that detailed discussion of the club's proposed supporter survey should take place separately.

The club confirmed plans to launch a comprehensive supporter survey designed to better understand supporter sentiment and gather feedback across a wide range of club activities. Members welcomed the opportunity to help shape the survey and emphasised the importance of ensuring the findings are meaningful, transparent and capable of driving positive change.

The inclusion of questions relating to supporter wellbeing and safety, particularly the experiences of women attending matches, was also discussed.

Unauthorised ticket sales and loyalty points

The Board held an extensive discussion around unauthorised ticket resale primarily of away match tickets and the operation of the club's loyalty points system.

Members explored a number of challenges associated with unauthorised ticket resale, recognising the distinction between genuine supporters who are unable to attend matches and individuals who may exploit the loyalty point system for personal gain. The discussion highlighted concerns around fairness, accessibility and ensuring that ticketing arrangements continue to reward genuine supporter commitment.

A wide range of potential solutions were considered, including improvements to return and resale processes, increased monitoring and clearer guidance for supporters. While no immediate changes were agreed, there was broad consensus that any future approach should be evidence-led, proportionate and developed in consultation with supporters.

Heritage and supporter consultation

Members discussed plans to expand the club's recognised heritage items as part of the 150th anniversary legacy programme.

There was strong support for a supporter-led approach that places fans at the centre of identifying and preserving important aspects of the club's history, traditions and identity. Members agreed that future consultation should be transparent, inclusive and designed to create a lasting legacy for future generations of Wolves supporters.

Any other business

The Board discussed a number of supporter-facing issues, including ongoing concerns regarding retail operations, product availability and the overall Megastore experience. The club acknowledged the feedback and reiterated its commitment to improving the retail offering.

Members also welcomed the restoration of the Molineux Subway mural and agreed to support efforts to ensure its visibility and protection as an important part of the club's heritage.

Thank you for reading.

Fan Advisory Board
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