



Fan Advisory Board Terms of Reference 2026/27

Purpose

Fan Focus Groups are a key part of the club's fan engagement structure, designed to create meaningful opportunities for consultation and collaboration with supporters.

They provide a dedicated forum for supporters to share their experiences, insights, and feedback on priority areas, ensuring that fan perspectives directly inform the club's decision-making, service delivery, and long-term planning.

For the 2026/27 season, Fan Focus Groups will operate across the following areas:

- Fan Experience
- Community & Social Responsibility
- Wolves Women Experience

Objectives

The Fan Focus Groups aim to:

- Gather detailed and representative supporter feedback on key areas of the club's operations
- Support the development and delivery of fan-focused projects
- Strengthen transparency, communication, and trust between the club and supporters
- Provide a structured pathway for supporter insight to inform the Fan Advisory Board (FAB)

Scope of Activity

Each Fan Focus Group will focus on a defined set of priority projects, as outlined annually within the Club's Fan Engagement Plan (FEP).

In addition to these structured projects, members may:

- Raise operational matters relating to supporter experience
- Ask questions regarding club operations
- Provide insight based on lived supporter experience

Out of Scope:

- Ticket pricing structures
- Commercially sensitive or confidential matters

Where relevant, issues outside of scope may be escalated via the group's Fan Advisory Board representative for potential discussion at FAB level.

Structure and Membership

- Each Fan Focus Group will consist of up to 20 supporters
- Membership is open to all supporters via a transparent application process, promoted through the club's official channels
- Members will be selected by a club panel, with input from independent representatives (e.g. FAB members), to ensure:
 - o Diversity and inclusion
 - o A balanced and representative cross-section of the fanbase

Each Focus Group will nominate or include a representative on the Fan Advisory Board (FAB), ensuring alignment between engagement forums and escalation of key issues.

Roles and Responsibilities

Fan Focus Group Members

Members are expected to:

- Attend meetings regularly and participate actively
- Provide honest, constructive, and representative feedback
- Draw on both personal experience and wider supporter insight
- Respect differing perspectives and contribute positively
- Support communication back to the wider fanbase where appropriate

Fan Advisory Board

Terms of Reference 2026/27

Club Representatives

The club will:

- Facilitate meetings and provide administrative support
- Ensure relevant staff, including senior representatives, attend based on agenda topics
- Share appropriate updates, plans, and project information
- Listen to feedback and respond constructively

Meetings

- Meetings will be held regularly throughout the season, with dates outlined in the club's Fan Engagement Plan
- Additional meetings or working sessions may be arranged where required
- Meetings may take place:
 - o In person at Molineux, or
 - o Virtually via Microsoft Teams

Each meeting will include:

- A clear agenda aligned to key projects and priorities
- Opportunities for open discussion and supporter input
- Documented actions and outcomes

Focus Group Areas

Fan Experience

This group focuses on all aspects of the supporter experience at Molineux and beyond, including:

- Matchday atmosphere and facilities
- Catering, fan zones, and entertainment
- Ticketing processes (excluding pricing structures)
- Merchandise range and retail experience
- Club museum & stadium tours
- Digital experience
- Experience for away fixtures where appropriate.

Community & Social Responsibility

This group works closely with the club and Foundation to shape and support initiatives relating to:

- Equality, Diversity & Inclusion (EDI)
- Environmental sustainability
- Safeguarding
- Community engagement and social impact

This group ensures that community and social values are embedded across the club's fan engagement approach.

Wolves Women Experience

This group focuses on enhancing the supporter experience for Wolves Women fixtures and engagement, including:

- Matchday environment and atmosphere
- Facilities and fan engagement opportunities
- Communications and digital experience
- Growth and development of the women's game from a supporter perspective

Relationship with the Fan Advisory Board (FAB)

Fan Focus Groups form an integral part of the club's wider engagement structure:

- Each group is represented on the Fan Advisory Board (FAB)
- Key themes, feedback, and proposed escalations may be raised at FAB meetings
- FAB representatives will provide regular updates back to their respective groups

This ensures a clear and consistent flow of information between supporter forums and strategic discussions.

Communication and Transparency

To maintain openness and accountability:

- Meeting notes will be recorded and published on the club's official website
- Notes will be archived and accessible to supporters
- Key themes and outcomes will be shared through club communication channels

Fan Advisory Board

Terms of Reference 2026/27

Review and Effectiveness

The effectiveness of Fan Focus Groups will be reviewed annually by:

- The Fan Advisory Board
- The club

This review will assess:

- Contribution to key projects
- Quality and impact of supporter feedback
- Overall effectiveness of the engagement model

Learnings will inform improvements for future seasons.

Commitment to Supporters

The club is committed to ensuring that Fan Focus Groups:

- Provide a genuine and meaningful platform for supporter input
- Influence decision-making and service delivery
- Reflect the diversity and passion of the fanbase
- Strengthen the supporter experience across all areas of the club

Fan Focus Groups are central to the club's commitment to listening, learning, and evolving with its supporters. By working collaboratively, these groups help ensure that the fan voice is embedded in both everyday decisions and the club's long-term vision.