



FAB REVIEW / ASSESSMENT

Meeting Notes

2025

Fan Services

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Meeting Notes

Russell Jones, the club's nominated board level official for fan engagement met with the fan advisory board (FAB) members to review and assess its effectiveness following the conclusion of the 2025/26 season. All FAB members were involved in the review process with a survey provided to complete ahead of the review meeting.

Members felt that the FAB had continued to develop throughout its second season and that they were able to advise the club in an effective manner on a number of subjects. It was felt that discussions around ticket pricing had taken place earlier than the previous season and helped lead to a more positive outcome.

FAB members generally felt that the current composition of the group, containing representation from each of the club's fan focus groups, as well as a representative from the Wolves 1877 Trust and Wolves Disabled Supporters Association, was adequate and effective for the early stages of the FAB. The FAB were in agreement that further representation and more diversity would be required as the FAB continues to develop.

FAB members were encouraged by the establishment of some representative supporter groups throughout the season, such as the Pride In The Pack and Golden Black groups. It was felt that it would be natural for these groups to take up a position on the FAB in the future at a suitable point for those respective groups. It was agreed that it was important for these groups to become established at their own pace, however, it was seen as a positive that these groups, amongst others, had been represented at the 150th kit consultation focus evening. Further feedback was raised by FAB members to suggest that it would also be useful to have some younger representation within the group.

Following the conclusion of the second season of the FAB being in existence, members continued to be pleased with the involvement of senior club figures at FAB meetings. Throughout the season meetings had been attended by executive chairman Jeff Shi, general managers Russell Jones and Matt Wild, as well as communications director Max Fitzgerald and heads of department for ticketing, partnerships, Foundation and finance. The club stated that they were committed to ensuring senior staff will continue to support FAB meetings, with the relevant staff in attendance at each meeting based on the agenda.

It was again felt that meeting frequency throughout the season had far exceeded the expectations of FAB members, with six meetings held. It was agreed to continue the flexible approach taken to arranged meetings as and when required, but using six to eight weeks for each meeting as a guide. Members also felt the length of meetings had been sufficient. Members felt the structure of the club's wider fan engagement structure and fan focus groups had allowed for effective working groups and discussions to be formed within those forums with clear examples of projects delegated out to relevant fan focus groups, such as work around the 70th anniversary of the club's victory over Honved.

The FAB members felt comfortable in bringing agenda items to the club, however, expressed a desire for the club to provide more detail in meeting agendas and to be more specific in detailing what the club were hoping to gain from discussions. It was felt that some agenda items had been too general and that discussions could have been more productive if there was a clear focus on the outcome that was required or if more information had been provided prior to the meeting. The club agreed that this was fair feedback and would address this for future meetings, and it was agreed more could be done to share insight and information on subjects prior to meetings. Following feedback at the end of the 2023/24 season, the FAB elected a co-chair to work directly with the club on meetings and for wider representation with stakeholders such as the Premier League.

The FAB members felt that steps had been taken to grow the visibility of the FAB with the wider fanbase and the addition of FAB member profiles on the official website were welcomed. It was agreed by both the FAB members and the club that this could be developed further still. Several suggestions were made such as a regular FAB column in the matchday programme, and an opportunity for supporters to meet FAB members was also suggested. It was agreed that this would be explored during the 2025/26 season. Finally, the FAB members indicated that it would be useful for the impact of the FAB amongst the wider fanbase to be gauged. The club stated that the annual Premier League fan survey could be an opportunity to do this.

Meeting notes from each FAB and fan focus group meeting can be found at wolves.co.uk/fans.

Thank you for reading.



Fan Advisory Board

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