

**Wolves recently met with representatives of the Wolves Fan Alliance for a detailed discussion on supporter priorities.**

The collective of fan content channels and supporter groups formed in 2025, in the wake of supporter dissatisfaction. For this meeting, each group nominated one representative to attend, and supporters were invited to set the agenda with no topic off the table.

The meeting also provided an opportunity for supporters to meet interim executive chairman Nathan Shi, who had been in the role for seven weeks by this point, and fan representatives were encouraged to produce their own minutes for external publication.

**Football: Direction, accountability and planning**

Supporters spoke about the strength of feeling among the fanbase during a difficult season and said many fans believe the club has drifted in recent years, without a clearly communicated football plan.

Fans described Wolves as a historically significant club that should be an established Premier League side and expressed concern about a perceived culture of aiming only to survive, rather than progress.

Club representatives acknowledged recent seasons have been challenging, accepted that mistakes have been made and stressed that lessons must be learned, with leaders explaining that work is underway to develop a clearer strategic framework covering short, medium and longer-term priorities across the club.

The club stated an internal commitment to have that strategic work in place by the end of the season so preparations for next season can begin with greater clarity and alignment, and supporters emphasised the importance of that direction being clearly communicated.

**Current season focus and relegation planning**

Supporters urged the club to begin planning early for the possibility of Championship football, particularly around recruitment timelines and pre-season preparation.

Nathan Shi explained that while all scenarios are being modelled internally, the club cannot publicly shift to a 'Championship mindset' while survival remains possible, as maintaining belief and focus within the squad is considered important.

Club representatives confirmed that financial modelling is in place for all outcomes and stated that, in a relegation scenario, Wolves would expect to be competitive in the transfer market within regulatory limits.

**Recruitment and recent transfer windows**

Supporters questioned decision-making in the previous summer window and the balance of influence between coaching and recruitment functions.

Club leaders acknowledged that the summer process did not work as intended, said learning has taken place and emphasised that alignment between recruitment, coaching staff and leadership is now stronger.

The January window was discussed, with the club explaining the difficulty of attracting players to a team in a challenging league position and the risk of panic spending, while also recognising that the summer window will be a key period for squad planning.

### **Trust, credibility and past messaging**

Supporters raised concerns about previous public messaging and statements, including stadium visualisations and ambitious comparisons, saying these had damaged credibility when not delivered.

Club representatives said rebuilding trust requires more careful communication and delivery against commitments and acknowledged the importance of avoiding over-promising.

### **Molineux and infrastructure**

Supporters spoke strongly about the condition of parts of Molineux, particularly the Steve Bull Stand, and said visible deterioration and matchday facility issues are a source of embarrassment and symbolic of wider decline.

Nathan Shi acknowledged the issue and said Molineux forms part of longer-term strategic planning, noting that stadium development requires careful financial planning and coordination with external stakeholders.

Training ground facilities were also discussed, with the club stating that Compton Park remains a planning priority linked to academy, first-team and women's operations.

### **Ticketing and affordability**

Ticket pricing was a major topic, with supporters describing strong frustration around recent pricing decisions and stressing the importance of affordability and earlier consultation.

The club confirmed that ticketing is under detailed benchmarking and review and that supporter input will be part of the process, while also explaining that pricing decisions are made through collective governance structures rather than by one individual.

### **Staff and club culture**

Supporters asked about the impact of potential relegation on staff and expressed appreciation for club employees.

Nathan Shi said the aim is to continue operating to Premier League standards and avoid large-scale staff reductions, while recognising that different employment arrangements exist across the wider matchday workforce.

### **Commercial activity and focus**

Supporters raised questions about SUDU, retail arrangements and Wolves Esports, expressing concern that focus or resources may have been diverted from football and infrastructure.

Club representatives said the club's priority is football, described SUDU as a commercial partnership operating on an arms-length basis, and explained that Wolves Esports operates separately but will be reviewed in terms of strategy and brand use.

### **Fan engagement and dialogue**

Supporters said engagement structures need to be more known and accessible and called for wider opportunities for face-to-face discussion.

The club committed to increasing and improving the quality of fan engagement, including exploring larger-scale fan forums to allow more direct dialogue with supporters.

Nathan Shi and other Wolves staff are also due to meet the Fan Advisory Board in February as part of the club's ongoing engagement structure.

### **Next steps**

The meeting concluded with both sides acknowledging the value of continued dialogue and a pledge to reconvene in roughly six months, recognising that trust will be strengthened through consistent actions over time.

Wolves Fan Alliance representatives self-imposed an embargo and agreed to release information about the meeting to the wider fanbase the following day at 6pm.