



# FAN ADVISORY BOARD

## Meeting notes

3<sup>rd</sup> June 2026

**Fan Services**

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# Fan Advisory Board Meeting

3rd June 2026

## Club Attendees

Matt Wild	Director of football operations & administration
Max Fitzgerald	Communications director
Dave Thomson	Head of partnerships
Dave Wood	Fan Services manager

## FAB Members

Martyn Willis	Wolves DSA
Keith Bickley	Wolves 1877 Trust
Jonathan Keeling	Ticketing Focus Group
Jack Finch	Matchday Experience Group
Lyndsey Harris	Equality Advisory Group
Marcus Passant	Independent Supporter

## Meeting Notes

Wolves staff recently met with members of the Fan Advisory Board (FAB) to mark the end of the 2025/26 season. The meeting gave an opportunity to review the effectiveness of the FAB, present plans for fan engagement and consultation heading into the 2026/27 season and to provide an update on partnerships for the 2026/27 season. Notes for the FAB effectiveness review will be provided in a separate summary document to be hosted on the official website.

### Partnerships update

The meeting began with an update on the club's commercial position following relegation to the Championship.

The club explained that while partnership revenues are expected to reduce significantly due to the lower visibility and audience associated with the Championship, Wolves remain in a stronger commercial position than during the club's previous spell in the division. Recent front-of-shirt and sleeve partnership agreements compare strongly against the wider Championship market and are among the strongest non-ownership-driven deals in the league.

Members were told that the commercial team had spent the past 12 months exploring partnership opportunities across both Premier League and Championship scenarios, adapting its approach as the season progressed and the club's likely league status became clearer.

FAB members discussed the announcement of Midnite as principal partner for the 2026/27 season, including supporter concerns around betting sponsorship, religious and personal objections to gambling brands, and the availability of sponsor-free shirts for supporters who request them.

The club acknowledged that views on betting sponsorship remain mixed among supporters but stressed the importance of securing strong commercial revenues following relegation. They also highlighted Midnite's desire to engage with supporters and activate their partnership in meaningful ways, including the launch activation where they gifted lucky supporters with season tickets and home shirts.

### Matchday Experience Group update

Members received an update following the most recent matchday experience group meeting.

Discussion focused on the future of the existing fan zone, with members recognising the challenges created by weather conditions and the lack of a clear year-round purpose for the current outdoor space.

The club outlined that following the matchday experience group meeting, there had been ongoing discussions around alternative venues and the possibility of creating an indoor pre-match fan zone in Wolverhampton city centre. Potential elements include live sport, food and drink, entertainment, former player appearances and family-friendly activities.

Members welcomed the concept and felt it could strengthen both the matchday experience and the club's connection with the city, while stressing the importance of accessibility and ensuring the space appeals to a broad range of supporters.

The matchday experience group had also discussed opportunities to improve the pre-match atmosphere inside Molineux, including music, entertainment, supporter engagement and accessibility improvements. Wi-Fi infrastructure was again highlighted as an important area for future development.

## **Premier League FAB lead meeting**

FAB representatives provided feedback from the recent Premier League FAB Lead Meeting.

Discussion centred around the Premier League's supporter engagement survey, supporter consultation standards and opportunities for further training and development for FAB members.

Members discussed how supporter sentiment during a challenging season may have influenced survey responses and considered whether additional supporter feedback mechanisms could be beneficial in future.

## **EFL FAB Focus Group**

FAB representatives also provided feedback from the recent EFL FAB Focus Group meeting.

The discussion focused on the development of supporter engagement structures across the EFL and the emerging network of Championship supporter representatives.

Members agreed that Wolves should remain engaged with both EFL and Premier League supporter engagement initiatives, ensuring the club continues to adopt best practice regardless of division.

## **FAB and Focus Groups 2026/27**

The club outlined proposals for the next phase of supporter engagement structures for the 2026/27 season.

The FAB itself is expected to continue broadly in its current form, supported by updated governance documents, clearer role descriptions and the introduction of two independent supporter positions.

The club also proposed restructuring several existing focus groups to create clearer remits and stronger links between supporter consultation and decision-making. This includes the creation of a new fan experience group, bringing together ticketing, retail and matchday experience matters.

The equality, diversity and inclusion group would be expanded to incorporate sustainability, social responsibility and greater involvement from Wolves Foundation, while the Wolves Women supporters group would continue with direct representation from the group to be incorporated into the FAB for the first time.

Members were also updated on plans to establish a young supporters group, subject to funding from the Premier League fans fund, which had been discussed at prior meetings and further development work.

FAB members welcomed the proposals and asked to be involved in future recruitment and selection processes to help support diversity, representation and fairness. The club confirmed that further consultation would take place before the revised structure is finalised and incorporated into the club's Fan Engagement Plan.

## **Any other business**

The group viewed the club's forthcoming home kit launch video, which was well received.

Additional discussion covered the club's pre-season fixture in the Netherlands, away season ticket matters, positive feedback regarding recent fan engagement activity, supporter recognition initiatives involving John Richards, and the club's ongoing mental health and suicide prevention work.

The meeting concluded with thanks to Marcus Passant for his contribution to the FAB following his decision to step down as chair.

**Thank you for reading.**



**Fan Advisory Board**

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