



FAN ADVISORY BOARD

Meeting Notes

15th April 2025

Fan Services

fanservices@wolves.co.uk

X: @WolvesHelp



Fan Advisory Board Meeting

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Club Attendees

Russell Jones	General manager – marketing & commercial growth
James Davies	Head of ticketing
Max Fitzgerald	Communications director
Matt Wild	Director of Football operations & administration
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
Andy Nicholls	Retail Focus Group
Marcus Passant	Independent supporter

Meeting Notes

Ticketing Consultation

Following discussions at previous meetings, the club provided an update on plans for ticket pricing for the 2025/26 season. The club had confirmed previously that tickets in the adult price category would be frozen as per the outcome of a FAB meeting back in May 2024. The club confirmed that they would be extending this freeze to all price categories, including over 65s, under-21s, under-17s and under-12s.

The club thanked the FAB for their contributions to the consultation process and confirmed that information would be communicated to supporters once Premier League safety was mathematically confirmed and would then be followed with subsequent communications regarding dates, how to renew, FAQs etc. The club and FAB agreed to delegate gaining feedback on the renewal process to the ticketing fan focus group to help shape those communications and FAQs. The club committed to sharing the initial pricing announcement with the FAB for their feedback before publication.

The FAB members thanked the club for listening to and considering their thoughts from previous meetings.

The club raised match to match ticket prices and indicated that season tickets and match to match tickets were aligned in order to incentivise season tickets. If match to match tickets were to be reduced but not season tickets, this would potentially make season tickets less attractive. The club explained the current Wolves Cash model allows members to earn 10% back on all home league match ticket purchases as way of rewarding loyalty, however an idea was put forward where a discount would be applied at the time of purchase rather than following the game, enabling members to receive a discounted match ticket price.

The club confirmed that they had seen slower sales for midweek and televised games during the 2024/25 season, such as Crystal Palace and Nottingham Forest. The West Ham United game was changed to a category C fixture, this saw an increase in ticket sales but a decrease in revenue compared to the Crystal Palace and Nottingham Forest fixtures.

Wolves Cash

The FAB members were asked for feedback in relation to the Wolves Cash scheme, allowing season ticket holders to earn and spend on qualifying club products as opposed to an alternative where season ticket holders and members receive a discount on qualifying products at the time of purchase.

Positives and negatives of both options were discussed and FAB members asked for more time to provide further considered feedback. The club confirmed that they want as many members as possible, so if a change in the model incentivises more people to become members, it is something that they should look at. Following the meeting, the FAB provided further feedback that, overall, they liked the existing Wolves Cash scheme given its flexible use for ticketing and merchandise.

Sensory Room Update

The club confirmed that, as discussed at previous FAB meetings, a working group had been set up to work with the club providing feedback on upgrades to the club's sensory room as part of the continuation of the Premier League Fans Fund project which FAB members had been part of during the 2024/24 season. A meeting was held on Monday 7th April, where the club provided further insight on the sensory room to date and the aims of the space going forward. Participants in the working group were encouraged to put their suggestions forward and to share examples of best practice at other venues. The club were now finalising their plans and will update the working group and FAB as this develops.

To close the meeting, the Wolves DSA representative updated on the topic of digital ticketing from an accessibility point of view which was due to arise at an upcoming Premier League accessibility focus group.

Thank you for reading.



Fan Advisory Board

Wolverhampton Wanderers Football Club
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