



FAN ENGAGEMENT

Wolves 2023/24

Fan Services
fanservices@wolves.co.uk
Twitter: @WolvesHelp



Fan Engagement Plan

At Wolves, we are committed to providing a high standard of communication and consultation to our supporters. The club is committed to finding new ways to consult with as many fans as possible in a variety of ways.

Fan Services

Supporters who wish to contact the club can do so by a variety of methods which will all be directed to the central Fan Services team. Following supporter feedback, the Fan Services team was introduced in 2021 acting as a central hub with one single point of contact for all supporter enquiries and feedback. As well as providing a reliable platform for telephone and email enquiries, the fan services team introduced two new contact methods for supporters with fans now able to submit a direct message to a dedicated fan help account through Twitter and can also live chat with an advisor through the club's FAQ portal. The club welcomes all feedback from supporters and encourage fans with any queries, issues, concerns or praise to get in touch. Data from fan services enquiries is collated and regularly shared with club management to ensure the fan voice is considered.

All fan enquiries should be directed to the Fan Services team. Fan Services are committed to responding to all email enquiries within 48 hours as well as giving supporters an option to contact the club via telephone, chat or through social media. The contact details for Fan Services are as follows.

Email:	fanservices@wolves.co.uk
Phone:	01902 810485 (10am – 5pm Monday to Friday)
Chat:	help.wolves.co.uk
Fan Help Portal:	help.wolves.co.uk
Twitter:	@WolvesHelp

For ticket purchases, supporters can contact the ticket sales team directly on 0371 222 1877 between 9am and 5pm Monday to Friday and 9am until 1pm on Saturdays. The Molineux ticket office is open to in person visits on Wednesdays from 9am until 5pm and Saturdays from 9am until 1pm.

Fan Focus Groups



The club currently operate a number of Fan Focus Groups which allow supporters to work closely with the club on the subjects that matter most to them. The matchday experience group was launched in 2018 and proved to be a big success, working with supporters to improve the matchday experience and deliver initiatives such as the Fuerza Raul banner.

A further series of groups covering EDI, ticketing and retail were launched in January 2022. These groups have allowed fan suggestions and feedback to influence a number of decisions and initiatives such as the scrapping of ticketing admin fees, revamping of the ticket resale scheme and the implementation of an away match ticketing ballot.

The club will continue to provide these fan consultation platforms allowing supporters to join focus groups with key members of staff throughout the 2022/23 season. Ahead of the 2023/24 season, the club has also introduced an Environmental Sustainability fan focus group.

2023/24 Fan Focus Groups

Matchday Experience, Equality Advisory Group, Environmental Sustainability, Ticketing and Retail & Commercial

A terms of reference plus updates from fan focus groups will be detailed on the club's official website at [wolves.co.uk/fans](https://www.wolves.co.uk/fans) in the form of meeting notes and an action tracker. Dates of previous focus group meetings will also be detailed.

The club is committed to continuing the fan focus groups and surveys. Russell Jones, general manager for marketing and commercial growth, is the club's nominated board level official responsible for fan engagement and consultation.

Fan Advisory Board

In addition to the existing fan engagement and consultation initiatives, the club will launch a new Fan Advisory Board ahead of the 2023/24 season.

The purpose of the fan advisory board is to create a consultative panel of supporters who would work alongside the club with the primary purpose of engaging in dialogue, exchanging information/ideas and securing feedback from the fan's perspective.

To achieve consistency between the club's other fan engagement and consultation initiatives, the Fan Advisory Board is made up of a representative from each of the club's Fan Focus Groups along with a representative from the Wolves 1877 Supporters Trust, a representative from the Wolves Disabled Supporters Association and an independent supporter representative. Supporters on the panel will then nominate a panel chairperson.

Russel Jones is the club's nominated board level official responsible for fan engagement and consultation. In addition to this, the Fan Advisory Board meetings will also include members of the senior management team based on items in each meeting's agenda. A representative from the club's ownership will also attend at least one fan advisory panel meeting per season. Special guests or advisors may also attend if deemed appropriate.

The fan advisory panel would meet a minimum of twice a season. Meetings will be arranged by the club however the fan advisory board members will elect chairperson who would work with the nominated board level official to organise meetings and to set meeting agendas.

Fan Advisory Board members

Jonathan Keeling:	Ticketing Fan Focus Group
Andy Nicholls:	Retail Fan Focus Group
Lyndsey Harris:	Equality Advisory Group
Jack Finch:	Matchday Experience Focus Group
Daniel Warren:	Wolves 1877 Trust
Martyn Willis:	Wolves Disabled Supporters Association
Marcus Passant:	Independent Supporter



The FAB would be expected to discuss the following topics during a season.

- The club's strategic vision and objectives
- Short, medium and long-term business plans
- Club performance updates, priorities, and plans
- Operational matchday issues of concern to supporters
- Any proposals relating to significant changes to club heritage items
- Stadium issues and plans
- Club's community strategy
- EDI commitments
- Plans for broader supporter engagement
- On the pitch matters or commercially sensitive matters will not be discussed in this forum.

The introduction of the fan advisory board follows consultation with the Wolves 1877 Trust.

"We have had ongoing discussions with Wolves about setting up a Fan Advisory Board from a very early stage and they have been very open in discussing their plans with the Trust. We are very encouraged to see this announcement and look forward to playing an active role in the Fan Advisory Board and its development over the coming seasons. We believe this is a continuation of a process where fans have a direct stake in the decision-making process at the club."

Daniel Warren, Wolves 1877 Trust chair

Full terms of reference for the fan advisory board can be found at wolves.co.uk/fans



Fan surveys

Fan surveys In addition to fan focus groups, the club also encouraged supporters to take part in a number of surveys to ensure fan values are considered on a number of topics. Since 2021, supporters have been asked to complete surveys on their values towards EDI and towards sustainability and the environment as well as a matchday experience survey.

Details of previous fan survey results and other fan engagement are archived on the fans section of the official website.

Supporter clubs and groups

The club is committed to consulting with independent supporters' groups on important issues as they arise. Supporter groups can contact the club through the club's dedicated supporter liaison officer. The club welcomes the formation of an Independent Supporters Trust (Wolves1877 Trust) allowing Wolves supporters to be represented at a national level through their affiliation with the Football Supporters Association. The club regularly engaged with the Wolves1877 Trust since forming in 2021 and collaborated on campaigns such as My Wolves, My Shirt. Wolves have also worked closely with the Wolves Disabled Supporters Association for a number of years through the club's dedicated disability access officer.

The club has a dedicated network for supporters' groups and clubs around the world through the Worldwide Wolves network. Supporters looking for supporter groups/clubs in their area, or who are interested in setting up a supporter group or club, should visit worldwide.wolves.co.uk for more details.

In addition to working closely with fan groups, the club are dedicated to ensuring that fans' views are represented amongst various stakeholders such as West Midlands Police, the local Safety Advisory Group and the Transport for West Midlands network.

Heritage assets

The club understands that certain aspects are crucial to the club's history and identity and are committed to reflecting this by identifying 'heritage assets', which cannot be altered without consultation with supporters.

Crest and colours have been identified as heritage assets and if the club wishes to make a material change to the club crest or the recognised home kit colours, they must undertake a thorough and extensive consultation process with supporters.

Formal complaints

Fan complaints procedure

Formal complaints can be registered with the club through either of the following ways:

- Email: fanservices@wolves.co.uk
- Letter: Fan Services, Wolverhampton Wanderers Football Club, Molineux Stadium, Waterloo Road, Wolverhampton, WV1 4QR

When can I expect a resolution?

The Fan Services team aims to acknowledge all enquiries within two working days and to provide a resolution to any complaint within a maximum of 14 days. Please note that response time may be extended during busy periods. All enquiries are important to us and we are grateful for the feedback received from our supporters.

How are complaints handled at the club?

Once a formal complaint has been received, an 'enquiry reference number' will be sent to confirm that the enquiry has been officially logged with the team for review. The Fan Services team will be the intermediary between the supporter and the relevant department head to ensure the review is handled effectively and brought to a conclusion in a timely manner.

The enquiry reference number is provided to the supporter for their reference and also recorded on club systems should there be a need to re-visit the enquiry at any stage in future.

Who can I escalate my complaint to?

We aim to provide a satisfactory conclusion to all complaints received at Fans Services and we hope there isn't a need to move on any further. If we are unable to resolve your complaint at this stage, you may pass it over to the Independent Football Ombudsman at theifo.co.uk/.

For complaints regarding to the academy, Foundation or safeguarding please [click here](#).

Our commitment

To summarise the club's commitment to supporter engagement and consultation, the club will:

- Introduce a Fan Advisory Board for the start of the 2023/24 season.
- Undertake thorough and extensive consultation with supporters if the club wishes to make a material change to the club crest or home shirt colours.
- Nominate a board level official who is responsible for fan engagement and consultation.
- Continue to provide a dedicated method of contact for supporters to direct all enquiries and feedback through Fan Services. Enquiry and feedback data will be shared with club management to ensure the fan voice is considered in decision making.
- Continue to operate fan focus groups, providing a list of meeting dates and an action tracker on the official club website as well as updates through club channels such as the matchday programme.
- Continue to consult with fans through surveys with results published and archived on the official club website.
- Continue to provide a dedicated contact point for supporter groups through the club's supporter liaison officer and provide a dedicated contact point for disabled supporters through the club's disability access officer.
- Publish a fan engagement report which will be published as part of the club's annual report and accounts.

Club contacts

Nominated board level official for fan engagement:	Russell Jones
Fan Services Manager:	Dave Wood
Supporter Liaison Officer:	Mason McEnergy
Disability Access Officer:	Laura Wright
Worldwide Wolves Supporter Club Manager:	Alan Perrins

Thank you for reading.



VERSION ONE
August 2023

Fan Engagement 2023/24
Wolverhampton Wanderers Football Club
Molineux Stadium, Waterloo Road, Wolverhampton WV1 4QR