



RETAIL AND COMMERCIAL FOCUS GROUP

Meeting Notes

28th January 2025

Fan Services

fanservices@wolves.co.uk

X: @WolvesHelp



Meeting Notes

Museum arrival and matchday experience tour

The group arrived at the museum where a brief introduction was given followed by the club historian providing a tour of the museum for the group of attendees.

Museum overview

Discussions were held around recent events held at the museum, such as an evening organised talks with former players. Events featuring John Richards, Jody Craddock and Kenny Hibbitt have proved to be very popular. Details of pricing for these events were shared with the group in agreement that they were good value for money. The club confirmed a desire to increase the number of events held in the museum across the calendar year.

The group agreed that the museum is a great venue for hosting events, and even suggested further events beyond football itself, such as: musicians, comedy nights, quiz nights, children's events or being part of wider events across the city such as the Literature Festival. The club advised that they have hired event coordinators to continue expanding their offering of events. A suggestion from the group was raised regarding hosting events focused on local musical artists due to the rich history across the region. The group also reminded the club that there was previously a comedy night held at Molineux that was very successful and well attended at the time and could be something to consider again in the future.

Discussion then focused on becoming involved with the wider city and working with other companies and organisers to boost the visibility of the museum and become a potential venue for events or meetings.

The club brought up the new Wolves Museum Instagram page and their intentions surrounding this platform following a recommendation from Visit England. The plan is for the page to be used as a tool to advertise events coming up at the museum, alongside updates to the collection and engaging with supporters.

Further feedback was given in relation to the tour of the museum at the start of the meeting. The group mentioned that a lot of the content in the Wolves Women exhibition was difficult to read. The club then mentioned they were aware of this and are currently in the position of expanding this collection to include more content regarding Wolves Women's wider history. This will include a '100 appearance club' board for Wolves Women which will be displayed in the museum to be part of the expanded exhibition in time for 7th March (International Women's Day).

The club confirmed that they were in the process of planning a new layout for the museum to create more space but also to ensure the museum can flow well in the style of a timeline for the club.

The club mentioned that the Hall of Fame in the museum has recently been refurbished to better represent the key players across the history of the club, featuring details of why they are included, how many games they played, and other information.

A new section of the museum will also be included shortly which will be a tribute to the supporters of the club. Featuring memorabilia such as the old 'The Wanderer' pub sign and supporter flags.

Stadium tour overview

The club had invited members of the group to take a complimentary tour when they had availability, and used the next agenda point to gather any feedback the group had following these tours.

The group mentioned that in their 'Afternoon Tea' package, it wasn't made obvious to the group that they could access the museum following the tour and mentioned that many the group never visited due to this.

Further suggestions were made on how to improve this package.

A member of the group also mentioned that an issue the club would have, is how to get supporters to return to a stadium tour after previously doing this. Which led to further ideas on how to make this appeal to supporters who have already taken part in a tour.

Another member of the group took part in a 'VIP Tour' package and provided some further feedback on this, including an issue with booking a tour on dates that did not clash with both home or away fixtures – making it difficult to find a time for them to book in.

Further discussion was then had regarding the availability of tours, with these now being offered seven days a week. The number of people attending tours vary significantly day to day, and walk-ins are also now offered for supporters who attend the stadium on a non-matchday basis.

The club also mentioned that they now offered tailored tours for children and wider school groups, with aspects changed to be more engaging to this audience.

The group raised the point of supporters who currently hold season tickets, being able in theory upgrade their ticket to include the Matchday Tour Experience, which is something the club wants to explore further, but will require some internal discussions to arrange.

The group indicated that they felt that work being done in the museum was positive and the challenge was to raise awareness amongst supporters and to encourage people to attend more regularly. The club welcomed feedback from the group and are keen to continue discussions as different events or initiatives are launched.

AOB

A suggestion from the group was made regarding a 'green screen package' for the museum and tour experiences. The club confirmed that this was something they had considered however the space that was required was a big consideration. The club confirmed that as a similar alternative, they are working towards bringing in a 'My Moments' machine, which would allow supporters the opportunity to insert themselves into specific photos. There could be a number of options available including photos with the current squad but also from historical moments. There will then be an option for supporters to purchase these photos similar to how you would at other attractions.

The group also suggested handheld guided tours, which included a voice recording that can be listened to whilst walking around the museum. The club confirmed that this would be introduced imminently through the Wolves App and were looking into options for this to be in multiple languages also. The club had also trialled some technology that allowed tour guides to be translated through a headset whilst a tour takes place to improve the experience for overseas supporters.

A focus on accessibility was discussed, and some key ideas were given to the club for considerations on how to make the museum even more accessible. The club then mentioned that there was a lot of work put into this already, such as revamped accessible toilets, the possibility for tours to be arranged in British Sign Language and a dedicated sensory tour. They are also considering the audio tracks used in the museum, and how they can manipulate these to become more conscious of any sensory needs.

The group also raised that it would like to see the inclusion of activities for children in the museum, and it was then raised that the museum are currently in the process of getting these printed, specifically aimed at primary school children.

Thank you for reading.



Fan Advisory Board

Wolverhampton Wanderers Football Club
Molineux Stadium, Waterloo Road, Wolverhampton WV1 4QR