



FAN ADVISORY BOARD

MEETING SUMMARY NOTES

November 2025

Fan Advisory Board – Meeting Summary

The Fan Advisory Board (FAB) met with representatives of Wrexham AFC earlier this week for its inaugural meeting. As this was the first official session, the focus was on setting strategic priorities and establishing how the FAB will engage with key areas of the Club going forward.

Strategic Focus & Engagement

Members were introduced to senior Club stakeholders responsible for areas including infrastructure development, supporter experience, ticketing and membership, and operational sites such as the stadium, academy facilities, The Rock, and the training ground. This provided FAB members with an overview of long-term strategies and the areas in which they will be consulted.

Fan Experience & Engagement

The Club shared plans to continue improving supporter engagement, including:

- Ongoing development of a fan engagement framework.
- Enhancements to matchday experience within the stadium.
- Improved channels for communication between supporters and the Club.
- Planning ahead of the new Kop stand to ensure readiness for hospitality and ticketing.
- Exploring opportunities around Club heritage, including archival projects and stadium tours.

Kop Stand & Accessibility

A high-level overview was provided on current progress in relation to the new Kop stand, including design considerations and next steps in the development process. FAB members were reassured that updates will be provided to supporters as plans evolve. The Club was able brief on the point below:

During the discussion on the Kop stand, members reviewed the publicly shared design plans and received a brief overview of the progress made to date. It was noted that the Club is awaiting further clarification on planning approvals relating to increased capacity. The current timeline aims for construction of the structure to take place in 2026, followed by internal fit-out in 2027. The Club confirmed that it will provide more frequent updates to supporters throughout the development process. Feedback from the recent Kop accessibility session was also highlighted as positive and informative.

Accessibility remains a key priority, with the Club currently developing a two-year strategic approach.

Facilities & Club Sites

Updates were shared on the Club's various facilities. Discussion also covered The Rock will host its first match on Sunday 30th November, following earlier pitch and facility issues, with the long-term ambition for it to become a leading women's football venue in North Wales. Academy fixtures have started to take place at Darland, with the intention of providing a consistent level of quality and experience across all Club sites. The Club confirmed its aspiration to progress the academy from Category 3 to Category 1 status, supporting the development of local talent.

Work is also ongoing to identify a long-term training ground solution for the men's first team. Finally, it was clarified that the relocation of the stadium dugouts was carried out to ensure UEFA compliance for potential future tournaments at the Racecourse.

Operations & Major Events

The Club provided an update on major event planning, confirming ongoing engagement with the FAW and UEFA regarding the UEFA U19s European Championship scheduled for summer 2026. Discussions also touched on the long-term ambition to be part of a potential bid to host fixtures for the 2035 Women's World Cup, with positive early indications of support from the English FA. Members were informed of a recent rise in reported hate-related incidents following the relocation of the dugouts to the Macron Stand.

In response, the Club has implemented a new reporting system at the Racecourse to allow supporters to confidentially alert safety, hate crime or offensive behaviour concerns. Ways to further promote this system through platforms such as the Club website, match announcements and programmes are being explored to encourage wider awareness and use.

Ticketing & Membership

The Club has engaged a consultant to support the development of a broader ticketing strategy and will work closely with FAB members in shaping this, with further opportunities for wider engagement planned.

An update was provided on ticketing and membership processes, during which the issue of late communication was raised by FAB members. The Club acknowledged this and confirmed that future ballot release dates will be staggered and communicated in advance to give supporters greater flexibility, including the ability to withdraw from subsequent ballots if already successful.

Concerns were also raised regarding ticket touting and inflated prices. In response, the Club will explore a communication campaign to discourage supporters from purchasing tickets through unauthorised third-party platforms. Membership structures were discussed, with tiers designed to reflect different supporter priorities.

Next Steps

The Board welcomed the strategic approach and will continue to provide structured input on behalf of supporters. Several previously raised supporter matters were also confirmed as resolved, with the Club committing to ongoing communication where appropriate.

The FAB will continue to meet regularly with the Club, providing independent supporter feedback on strategic matters. As developments progress, further updates will be shared with fans.