



WREXHAM AFC

FAN ADVISORY BOARD MEETING SUMMARY

THURSDAY, SEPTEMBER 10 2026

*follow up meeting
Tuesday, September 29 2026*



Fan Advisory Board Meeting Summary – 10 September 2026 (follow up meeting 29 September 2026)

The Fan Advisory Board (**FAB**) met at the Cae Ras on **Thursday 10 September** for its first meeting of the 2026/27 season.

The meeting followed the end-of-season review held in June and marked the beginning of the FAB's second year operating under its current structure. The focus for the new season remains on building on the foundations established during 2025/26, continuing to strengthen dialogue between the Club and supporters and ensuring supporter insight is considered as part of key strategic discussions and decisions.

FAB REPRESENTATION

The FAB is made up from representatives from recognised supporter groups alongside independent supporter representatives.

WREXHAM SUPPORTERS TRUST
Dale Webb
Paul Bingham
WREXHAM SUPPORTERS FEDERATION
Steve Irwin
Paul Forret
John Connah
MYCR
Keri Eaton
WREXHAM DISABLED SUPPORTERS ASSOCIATION
Ian Parry
INDEPENDENT SUPPORTER REPRESENTATIVES
Alex Carter
Huw Selby
Jason Rosen
Denise Charles

THANKS TO OUTGOING CHAIR NICOLA HUGHES

The Club formally acknowledged and thanked Nicola Hughes for her contribution as Chair of the Fan Advisory Board during its first year under the new structure in 2025/26.

As the inaugural Chair under the new format, Nicola played an important role in establishing how the FAB would work in practice, helping to set the tone for constructive and open engagement between supporters and the Club.

The Club thanked Nicola for her hard work, dedication and commitment throughout the season and recognised the role she played in driving discussion, influencing decisions and helping establish a clear path for supporter engagement through the FAB.

During its first year, the FAB developed from a new structure into an established forum through which supporters and the Club could engage on important strategic and supporter-related matters. Nicola's leadership and the contribution of all FAB members helped create those foundations.

With Nicola having stepped down as Chair, the FAB is working closely with the Football Supporters' Association (FSA) and will undertake the process of electing a new Chair ahead of the next meeting.

PURPOSE OF THE FAN ADVISORY BOARD

At the beginning of the new season, and with new members stepping in to the role, the Club reiterated the purpose and role of the Fan Advisory Board.

The FAB provides a structured forum for meaningful, two-way engagement between supporters and the Club on strategic matters that affect supporters and the future of Wrexham AFC.

Its purpose is not simply for the Club to provide updates, nor is it intended to replace the day-to-day channels through which individual supporter enquiries or operational matters are addressed. Its value comes from creating an environment in which the Club and supporter representatives can engage openly, challenge constructively, share insight and consult with one another on significant issues.

This means involving the FAB in appropriate discussions at a stage where supporter views can genuinely inform thinking and decision-making, while also allowing the Club to provide context around its plans, responsibilities and constraints.

The first season demonstrated the value of this approach, with FAB engagement contributing to discussions and decisions across ticketing, accessibility, supporter communications, matchday experience and wider stadium matters.

As the FAB moves into its second season, both the Club and members recognised the importance of continuing to develop this two-way relationship and creating opportunities for wider supporter consultation where appropriate.

REVIEW OF PREVIOUS ACTIONS

1. The Club provided an update on actions and matters carried forward from the final meeting of the 2025/26 season.

Additional Accessible Entrance – Macron Stand. At the previous meeting, the Wrexham Disabled Supporters Association asked the Club to consider whether an additional entrance could be provided for disabled supporters using the Macron Stand. Currently, there is one designated entrance. The benefit of an additional entrance was recognised: providing access from both ends of the stand could allow disabled supporters to enter closer to where they are seated, reducing the distance they need to travel within the stand and making the journey from entrance to seat easier. The Club confirmed that the request had been reviewed. While the Club recognises the potential benefit, it is not something that can be implemented within the current stadium configuration for the 2026/27 season. Any alteration to existing entrance arrangements must be considered alongside the stadium's wider safety and capacity arrangements. This includes supporter ingress, normal egress and emergency evacuation routes. Introducing an additional entrance is therefore not simply a matter of creating another access point. A change could have implications for existing safety arrangements; supporter flows and the permitted capacity of the stand and would require appropriate assessment before any alteration could be made. The Club was clear that this does not mean the proposal has been ruled out permanently. The benefit identified by the DSA is recognised and the request will remain part of future accessibility and stadium planning discussions, particularly where changes to the stadium environment provide an opportunity to review existing access arrangements.

2. Memorial Fixture

The FAB had previously asked the Club to consider reinstating the tradition of dedicating the first home fixture of the calendar year to remembering supporters who had passed away during the previous year.

While this had historically been part of the Club's matchday calendar, the tribute has not taken place in this format for a number of seasons.

Following the request from the FAB, the proposal was taken away for internal consideration. The Club confirmed at the meeting that it supports the return of the memorial fixture and will work with supporter representatives to plan an appropriate tribute for January.

The FAB welcomed the decision, recognising the importance of providing an opportunity for the Club and its supporters to come together to remember members of the Wrexham AFC community who are no longer with us.

This is another example of supporter feedback through the FAB leading directly to an initiative being reconsidered and reintroduced by the Club.

3. Macron Stand Wheelchair Platform

The DSA had also raised the importance of ensuring a fair allocation process for wheelchair users wishing to use the platform within the Macron Stand.

Working closely with the Club's Disability Access Officer, Kerry Evans, a rotation system was introduced during the 2025/26 season to provide a fairer opportunity for supporters to access the platform.

The Club confirmed that this arrangement will continue during the 2026/27 season.

4. Fan Services Update

The Club provided an update on the development of its Fan Services function, which has been established to improve how supporters are supported when contacting Wrexham AFC. Work is underway to introduce a more effective and structured approach to managing supporter enquiries, including emails received by the Club and how supporters access help and information through the Club website.

The objective is to make it easier for supporters to understand where to go for assistance, improve the management and ownership of enquiries internally and ultimately provide a more consistent and responsive supporter service.

The development of Fan Services also supports the wider ambition discussed with the FAB during its first season: creating clearer communication channels between supporters and the Club and ensuring feedback and recurring reasons for contact can be better understood and used to inform improvements.

CLUB PROJECTS UPDATE

Aiden Miller provided the FAB with an update on a number of significant Club infrastructure projects.

Training Ground: Members received an update on the opening of the Club's training facilities at Colliers Park and the First Team now being based at the site. The move provides the First Team with improved facilities and a dedicated training base, representing another important development in the Club's wider infrastructure.

KOP DEVELOPMENT

An update was also provided on progress on the new Kop Stand, including the latest construction milestone and the continued progress being made on site.

The development represents a significant investment in the future of the Cae Ras and will substantially increase stadium capacity while introducing new General Admission, hospitality and supporter facilities.

The FAB will continue to receive updates as the project progresses, with supporter experience, accessibility and future facilities remaining important areas for ongoing engagement and consultation.

TICKETING AND STADIUM ACCESS

Part of the meeting involved discussion around ticketing and matchday stadium access. FAB representatives shared feedback they had received from supporters, while the Club provided context around changes introduced for the 2026/27 season and the implementation of the new stadium access-control system.

Given the importance of these subjects and the breadth of matters raised, it was agreed that they would benefit from dedicated discussion rather than trying to cover them within the remaining time available at the meeting.

The Club and FAB therefore agreed to arrange an additional session focused specifically on ticketing and matchday stadium access. This will provide appropriate time for FAB members and relevant Club representatives to explore supporter feedback, review what is working well, identify areas requiring further attention and discuss future improvements.

NEW STADIUM ACCESS ARRANGEMENTS

The Club provided an update on the introduction of its new access-control arrangements for the 2026/27 season. The new technology forms part of the Club's wider investment in stadium infrastructure and is intended to provide a more modern, secure and effective approach to managing stadium access as the Club continues to grow and prepares for increased capacity in the future.

The Club recognised that introducing a new system represents a change for supporters and that different supporters will have different levels of confidence and ability when using digital technology. Supporting supporters through the transition has therefore been an important part of implementation.

Ahead of the season, the Club introduced support including drop-in sessions where supporters could receive assistance with accessing and downloading their digital tickets. A Fan Support Team has also been introduced on matchdays, providing a visible point of assistance for supporters approaching and entering the stadium. While the team can assist with general supporter enquiries, a key part of its early role has been helping supporters adapt to the new access arrangements and resolving issues where additional assistance is required. The Club reiterated that the introduction of improved technology must continue to be balanced with the needs of supporters who may require additional or alternative support. The objective is not simply to introduce new technology, but to improve stadium access while ensuring supporters continue to receive appropriate assistance when they need it.

Feedback from supporters and the FAB will continue to be reviewed as the system becomes established. The dedicated ticketing and stadium access session will provide a further opportunity to consider this feedback in detail and identify where processes or supporter support can continue to improve.

FOLLOW-UP MEETING – 29 SEPTEMBER 2026

As a few items required further discussion and time was limited at the first meeting of the season, the Club and FAB held a follow-up meeting on 29 September 2026.

The additional session provided an opportunity to continue discussions from the September10 meeting and consider how the FAB can build on the structure and ways of working established during its first season.

FAB SUB-GROUPS

The FAB discussed the sub-group structure used during 2025/26 and how this could develop during the new season.

It was agreed that smaller, topic-specific groups can provide valuable opportunities for more detailed engagement between supporter representatives and relevant Club departments. The Club will share areas where it would particularly welcome FAB engagement and consultation, with potential sub-groups for 2026/27 including:

- **Ticketing**
- **Stadium Atmosphere and Matchday Experience**
incorporating engagement around supporter-facing Kop initiatives and planning
- **Equality, Diversity & Inclusion (ED&I)**

Members agreed that for these groups to provide meaningful engagement, it is important that they draw upon a broad range of supporter experiences and perspectives. This should include local and international supporters and disabled supporters, alongside representation reflecting the wider supporter base.

Across each area, members agreed that the heritage, culture and community of Wrexham AFC should remain at the heart of discussions and decision-making.

The intention is for sub-groups to provide focused spaces for genuine two-way consultation: allowing the Club to engage supporters while proposals are being developed and enabling FAB representatives to bring supporter insight and challenge into those discussions.

OFFICIAL AWAY COACH TRAVEL

The Wrexham Supporters Federation raised feedback regarding the experience of supporters using the Club's official coach travel to away fixtures.

Matters raised included the cleanliness and condition of coaches, departure timings and routes taken when travelling to fixtures.

The Club confirmed that a meeting with the coach provider is scheduled to take place later in the month. The feedback raised by the Federation will form part of those discussions, with the Club seeking to ensure the service and overall experience provided to supporters travelling on official Club coaches meets the expected standard.

TRAFFIC MANAGEMENT AND PARKING

The Federation also raised questions regarding traffic management, parking and the longer-term plans required as stadium capacity increases following the opening of the new Kop.

The Club explained that it is part of a wider traffic management working group and participates in regular meetings with relevant local authorities and stakeholders.

Recognising the importance of this subject to supporters and the local community, the Club offered for its representative on the working group to attend a future FAB meeting. This will provide members with an opportunity to better understand the work taking place, future planning and the wider considerations involved in managing traffic and parking around the Cae Ras.

SUPPORTER COMMUNICATIONS AND DIGITAL CHANNELS

MYCR raised concerns regarding the communication of changes to iFollow and felt that supporters had not received sufficient information around the changes.

MYCR also asked the Club to consider whether Bluesky could be introduced as an additional social media channel through which the Club communicates with supporters.

Independent supporter representatives also raised concerns regarding errors within some Club communications. Members will collate and share specific examples with the Club so these can be reviewed, and any recurring issues identified and addressed.

The discussion reinforced the importance of communication being timely, accurate and accessible, particularly where changes directly affect supporters.

CLUB CREST, THIRD KIT AND MERCHANDISE

Members discussed feedback received from supporters regarding the 2026/27 third kit and the use of an alternative symbol in place of the full Club crest.

Concern was raised that some supporters had interpreted this as an indication that the Club may be considering changing its crest.

The Club provided reassurance that there are no plans to change the Wrexham AFC crest. Members were also advised that any proposal to make a significant change of this nature would require supporter consultation, including engagement through the FAB.

The discussion broadened into feedback regarding the design of other merchandise, with some FAB representatives expressing concern that the Club's heritage, culture and identity were not always sufficiently reflected or understood within certain products.

Members recognised the strength of feeling that can exist around the Club's identity and heritage and the importance of ensuring supporter perspectives are understood when considering matters of this nature.

The FAB will collate the feedback it has received and share this with the Club for consideration. More broadly, the discussion linked back to an important principle identified earlier in the meeting: as Wrexham AFC continues to grow locally and internationally, its heritage, culture, identity and connection to its community should remain important considerations within supporter-facing decisions.

NEXT STEPS

The first meeting of the 2026/27 season demonstrated the importance of continuing the collaborative approach established during the FAB's inaugural year.

Between meetings, the FAB worked with the Football Supporters' Association (FSA) to complete the process for electing its new Chair and Secretary. At the follow-up meeting, Dale Webb confirmed that he had been selected as Chair of the Fan Advisory Board, with Denise selected as Secretary.

As the FAB enters its second season, the Club remains committed to ensuring the Board continues to provide a meaningful forum for two-way engagement and consultation, where supporter representatives can raise issues, challenge constructively and help influence the development of supporter-facing strategies and initiatives.