Bolton Wanderers Football Club: Fans' Engagement Structured Dialogue Meeting, 2nd October 2026

Fan	Question	Club Response
RC	1.Don't club alongside Raddison to complete the refurb of the hotel. 2. Do the same peopleplam to refurb and reopen th gym at the hotel. 3. Are the club going to instal rail seating at the stadium.	1. Hotel refurbishment: around a third of the hotel rooms have been refurbished. Completing the remainder needs significant investment, up to around £500,000. This season's capital budget is already allocated to projects including the dome at Lostock, the floodlights and safe standing, several of which are regulatory requirements, so the remaining refurbishment will not happen this year. It remains on the list for the future. Radisson has no ownership of the hotel; it receives a commission on bookings made through its brand and booking platform, so any refurbishment is entirely the Club's decision. The Radisson agreement runs until December 2027 and is under review, and any refurbishment is likely to coincide with that. 2. Gym and pool: these were closed because the running costs were extraordinary. The Club has held discussions with Swim and is talking to another party about whether operators can come together to reopen the pool and gym. They will reopen only when there is a viable business case. 3. Rail seating: the Club published details of the safe standing works recently. A small number of rail seats are going into home areas and a larger number into the away area, driven by the SGSA through the Safety Advisory Group. The Club intends to do more, particularly in home areas, in future.

E	As we know Scandainavian Supporters who purchased the season of Wanderers TV get/got their money back. We are grateful for that. But is there anything done to make sure this does not happen again? Maybe warning should appear if someone tries to signup from Scandinavia? Or make it impossible for these countries to purchase? Have everyone got their refunds? Do they get their refund automatically or do they have to claim it? Let me add we miss the commentaries from Derreck and SuperJohn.	The EFL agreed a TV rights deal covering the Nordic countries after Wanderers TV international passes had gone on sale. Under that deal the Club cannot stream matches to those countries, although games are broadcast live there on the domestic platform. We understand the frustration. Refunds have been issued automatically. Anyone who has not received theirs should contact Paul Holliday at pholliday@bwfc.co.uk. Audio passes are still available for these territories so supporters can still receive commentaries.
KM	The volume of the PA in the north stand lower is far too loud , struggle to have a conversation with the lad next to me before the game and at half time. Fine for the music to be in the background but its like being in a nightclub.	PA volume is subjective: some supporters tell us it is too loud and others too quiet. When the volume goes up we receive complaints, and when it goes down the atmosphere suffers. We agree the pre-match music was too loud at times and have fed that back. The music and levels are under review, and an advisory group visiting the stadium will help with this. Sound testing is usually done in an empty stadium, and a full stadium absorbs sound very differently, so we will keep listening and adjusting.
IC	I would like to know if any plans are in place to use parking attendants on Car Park Cafter home matches to ease the congestion. This is predominantly caused by the lack of organisationand everybody getting off 3 car parks at the same time and then having one set of traffic lights to get onto the main road. As the parking fees for the car parks allegedly do directly to the clubthen surely some of of this money could go towards additional parking attendants who could direct the traffic in an orderly manner. It can take up to 45 minutes after the final whistle to exit the car park and as the have a 25 mile journey home it can take about one and a half hours to get back home.	The main bottleneck after the game is the set of traffic lights onto the main road, which Bolton Council controls. The Club already pays for a council operative to manage the lights after matches. We do not believe extra attendants in the car parks would solve the problem, as the issue is the rate traffic can leave via the lights rather than the flow out of the car parks. The new access road at Middlebrook will help significantly once it opens, and the Club continues to press the Council on this. The long-term answer is better public transport, which needs Transport for Greater Manchester and the Council, and the Trust will also raise this at the next residents' meeting.

GB	The car parking situation at the ground has become the worst part of attending the football stadium now. There really needs to be a review into how better the flow of traffic after the game is managed. The issue is the amount of people who travel to the stadium in cars. Public transport is not a good option. I travel from Wigan and the bus to the stadium would take an hour whereas my car take 15 minutes, Therefore, last year I wouls often leave the games at 85 minutes just to avoid sitting on the car park for an hour after the game. However, one game as I was leaving somebody radomly said , "I don't get why you come to the game to leave early". I do not want to leave the game early, but I have no choice due to the dreadful car park situation. I think this would be massiveky appreciated if the club annouced that they could work with the council and the middlebrook to address the carparking/roads around the ground. Also I am concerned for pedestrians at the crossing between the car parks. I honestly can't believe there hasn't been somebody hurt there over the years. People crossing and cars just going. I really do hope you would take a serious look at this.	Please see the response above on traffic. The bottleneck is the council-controlled traffic lights onto the main road, and the new access road will help significantly once it opens. The Club continues to press Bolton Council on both, and the Trust will raise it at the next residents' meeting. This summer, Bee Network services began routing onto the Middlebrook footprint for the first time, which gives supporters another option. On pedestrian safety, there have been no recorded injuries on the car parks on a matchday. We ask drivers and pedestrians to take care, particularly when crossing between car parks after the game.

NG	Given that Bolton Wanderers had one of the lowest transfer budgets in the championship, what steps does the club need to make to improve revenue and increase that football transfer budget to improve Bolton Wanderers transfer business Given that the fans are doing their bit and we've had near sell ours every home game what does the club need to do to stop posting losses and tuen ibto break even Bolton Wanderers moved to the Toughsheet stadium in 2000 on the premise that they'd be able to use the stadium than they could Burden Park. Yet there seems to have been a lack of activity, no pop concerts and no rugby league matches. Have the club any plans for better use of the Toughsheet stadium. The players are the most important part of the club.What improvements in facilities are envisaged for the players and the Acadamy? Given that children are such an important part of the support, what facilities are planned to bring 3-15 year olds into the club?	Transfer budget: based on publicly available reported transfer fees, the Club's net transfer spend this summer ranked 15th in the Championship. We hope to spend more on transfer fees in future windows as well as selling players for higher fees (player trading model). Break-even: player wages are around 50% of the Club's income. The Club will lose several million pounds this season, though less than last season, as we work towards sustainability. The biggest change to transfer spending will come from player trading. The strategy is to recruit younger players, develop them and sell, as clubs such as Brighton and Brentford have done. Selling a player for £5m would allow that money to be reinvested in the squad. Commercially, the Club is doing everything it can, supporters are playing their part, and we appreciate it. Use of the stadium: the Club is working to bring concerts and boxing to the stadium. It is a very competitive market. Player and Academy facilities: investment includes the dome at Lostock and GPS technology for the players
SR	A couple of things,firstly, what evidence do we have of the £5M investment being used in the stadium? Secondly, why is our wi-fi in the stadium be so bad? I go to every away game , and our stadium is by fsr the worst for receiving a signal. Finally , can we improve the standard of our concourse toilets? The smell of the male toilets has noticeably deteriorated this season. They could do with a godd flushing out and freshening up. Thank you	We assume this refers to the bond (around £4.5m raised) rather than the recent investment. The bond was raised around three years ago and spent on upgrades to hospitality, LED boards, the dome at Lostock and GPS technology for the players. The Club has also paid interest and a 10% promotion bonus to bondholders, nearly £1m this summer, which makes it an expensive form of capital. Wi-Fi: the Club has looked at stadium Wi-Fi. It is very expensive to install and maintain, and there are no immediate plans. Concourse toilets: agreed. We have passed this to Operations to increase
DL	The mobile reception at the Toughsheet is not good and the wi Fi is non existent. Is the wi fi going to be improved?	Please see the response above. The Club has looked at stadium Wi-Fi. It is very expensive to install and maintain, and there are no immediate plans to introduce it.

DR	Some time agi I asked about some sort of recognition for the young lads that played for us when we nearly loist our club have you managed to sort something out or are discussions ongoing I hope this can be achieved beacause they deserve it	The Trust and the Club, together with the Youth Advisory Group, are working on a proposal to recognise the young players.
NS	Are the Trust or club able to put some pressure on Bolton Coubcil to get the new access road next to the poloce station at Middlebrook open? The road is desperately needed to allow traffic before and after the match as well as wider economic benefits it would bring for the area. Hundreds, if not thoiusands, of fans leave home matches early because the traffic is so bad which affexts the atmosphere. The road has been virtually finished for 3 yearsand the situation needs resolving.	The Club has no more influence than anyone else on opening the road, but continues to press Bolton Council at senior level. We agree the road will make a significant difference once it opens. The Trust will also raise it at the next residents' meeting.
DG	Is it possible that match day programmes can be sold inside the stadium. Also the ongoing complaints from many fans of the roof leaking especially in the Nat Lofthouse Lower Tier Stand.	Matchday programmes: our printer now provides the sellers. We see no reason why programmes cannot be sold inside the stadium, and Paul Holliday will raise this with them.
WM	I pay 500+quid for a season ticket and they can't even put thr correct numbers on seats, that's if it's actually got a number. My seat is 58 (JU2) yet it's got number 94 on it. Come on get your act together please.	Thank you for flagging this, and sorry for the frustration. Some seats around the stadium carry the wrong number because broken seats have been replaced with backs taken from netted-off areas; the Club no longer holds surplus seat stock. The plan is to re-sticker affected seats rather than swap seat backs. We have passed seat 58 in JU2 to Operations.
TG	My question for the structured dialogue meeting is following the removal of the 10% discount in the club shop (not sure if the same applied to the hotel). What are the new benefots of being a Bolton Wanderers Season Ticket Holder? The price of kits has continued to increase and this season I had to order online to access a 10% discount.	Season ticket holders receive 10% off food and drink at the Bolton Stadium Hotel on matchdays on production of their season card. This does not apply to accommodation. The Club and the Trust are meeting the hotel to clarify and formalise the offer, and we will communicate it clearly.

PD	Why are there no cost options in the concourse? In my opnion, it makes sense to have both cash and card options as people would have cash on them and cash is legal tender.	Card payments are much quicker, and queues are a frequent complaint, so speed of service matters. Handling cash also carries risk and cost, which would likely push prices up. On balance, the benefits of card payments outweigh taking cash.
PD	From next season, I read on the BWFC website that the supporters would have to pay seperately for their season card instead of in past seasons where you would make your paymentfor your season ticket and the card would come for free. Whay is that? This should never be the case for the fans.	Some supporters value a physical season card and others do not. Rather than add the cost to every season ticket, the Club has kept the season ticket price lower and made the physical card optional for those who want one. There is no charge this season; the charge applies from next season. Anyone who needs a physical card for accessibility reasons will not be charged.
PD	I still can't stand the fact that the Championship playoffs are extended to the 8th. It's disgusting and I think it is a sign of how football is a shadow of what it was 20-30 years ago when football was at it's best. It doesn't affect us but if there is any way clubs can get together in agreement for the Championship play-offs going back to 3rd-6th, yhat would be brilliant. There are fans that are still annoyedwith the decision.	The EFL is a members' organisation and the change was voted through by its clubs with overwhelming support. Bolton voted in favour. More clubs have something to play for in the final weeks, which keeps the end of the season competitive and exciting.
JE	Is the club going to do anything for the Bolton fans that live around the rest of the uk and find it hard to get to home games, as I can't make it to all the homegames.	Supporters who cannot get to every home game can follow every match on Wanderers TV, with audio commentary for supporters in the UK and live video for international subscribers.
DC	The recent issue of Lift Passes isa boost for those in need of them but it is abused by non-holders as no checks are made. Can this sbe upgraded please.	Checks are in place. The Duke of Lancaster lift also serves the north concourse and level two, so it is used for several purposes. If you can tell us which lift you mean, we will look into it.

LH	What are the investment plans of the Swiss and US investors? How much has actually been invested by the so called Swiss investors...and in what? And why do their plans appear to be shrouded in secrecy?	At last year's fans' forum, Sharon referenced a signifcant investment since Football Ventures came in, a large proportion of it through BMLL, the group described as the Swiss investors. That group is a large number of people rather than one individual, which is why we refer to the shareholders collectively. The American investors invested a large sum this summer. The shareholders continue to invest significant sums, and there is full communication and transparency between the executive and the board.
LH	How come we appear to have such a limited transfer budget (as evidenced by our recent inability to compete with PNE for Johnny Kenny), even though we have had average crowds of over 21k for the past 3 seasons (PNE haven't had an average of 20k since 1960...and were watched by 14k on Saturday), with three lucrative trips to Wembley in that time, corporate facilities and a hotel on a much bigger scale than many other teams in the Championship, a busy Fanzone on matchdays etc etc?	The Club raised new investment this summer and budgeted for the season. We put as much as possible onto the pitch while also meeting bond interest, contingent payments triggered by promotion, and stadium infrastructure upgrades, which together run into millions. Everything that remained, and everything the Club generates, has gone onto the pitch. Wages are around 50% of income and the Club will lose money again this season. Please also see the response on transfer budgets above.

LH	How can you justify putting matchday prices up by as much as you have - 15 percent or so? Season ticket prices have been kept reasonable (especially for children, which is to be applauded) and there's clearly a push to maximise the ST base, but a ST doesn't work for lots of people who can't necessarily commit to a game every fortnight, for all sorts of reasons (family, work, geography etc)...why are they being penalised to such an extent? My ST seat works out at £13 per match....someone buying on the day for West Ham would have paid £36 for the same seat! That's way too big an increase. We're a northern town in a cost of living crisis...there's no point comparing us with London clubs like QPR or West Ham. Our matchday prices are now significantly higher than most other clubs...why? Where was the consultation? How are we going to tempt more fans to come along at those prices (who may get the bug and in time become ST holders)? It just seems massively shortsighted.	The Championship is an expensive division to compete in, and clubs rely far more on gate revenue than Premier League clubs, which can absorb a ticket price cap through their TV income. Pricing on the day is set higher than buying in advance to encourage supporters to buy early, as most clubs do. Season tickets remain the best value. Half-season tickets launch in October at a competitive price, and the Club is looking at bundled games in January. The Club will consult on next season's ticket pricing through the Structured Dialogue Meeting in November.

LH	Can we look at 10 game tickets or similar, reasonably priced? As well as committing to reducing the on the day price back down to a more affordable level? There's a £30 cap on away tickets in the PL...how can you justify charging away (or home) fans £36?? It just adds to ticket price inflation and means we're more likely to be hit with similar prices when we go away...thus limiting the numbers likely to travel (and we know how brilliant our away support is and what a difference it makes...so again, really shortsighted).	Please see the response above. Half-season tickets launch in October and the Club is looking at bundled games in January. On-the-day pricing is deliberately higher than advance pricing to encourage early purchase. The Premier League can cap away prices because of its TV income; Championship clubs rely on gate revenue.

LH	Why is the capacity so significantly reduced by unnecessary segregation? The Preston game was billed as sold out...the attendance was 26,262...our listed capacity is 28,723. How does that work? Why are hundreds of seats left empty in the corners between the South and West and East stands? And now this season there are hundreds of seats left empty in the first few rows of the South upper...why? Especially as there are no home fans below in that stand this season. We didn't have such segregation last season when there were! Other clubs don't do this. Any BWFC fan who's watched us at Derby will testify to this...there's literally a couple of seats width and some stewards separating away from home fans. Look at PL games and it's the same...even high profile games like Spurs v Arsenal. Talking of the South stand, why have we stopped making seats available to home fans in the South lower? It creates a much better atmosphere having home fans on all 4 sides.	Some of the netted-off seating has been required by the Safety Advisory Group because of persistent standing. The Club has reduced segregation since the Preston game, with less in place for West Ham, and will reduce it further where the police and authorities are happy for us to do so. The stadium's bowl shape brings away and home supporters close together in the corners, and we have had problems with missiles in the past, which is a factor. Once the safe standing works are complete, the Club will be able to offer significantly more seats to supporters, including home supporters. We want to sell as many tickets as we can.
LH	Why is the stadium still looking so shabby....and what happened to the £4m raised in the bond issue? Wasn't this supposed to have been spent on upgrading facilities? The public address system is still very poor and WiFi non existent at times.	The Club is investing around £1.5m of capital this season, much of it regulatory. This includes nearly £200,000 on floodlights to meet Championship requirements, around £200,000 on the dome at Lostock, nearly £100,000 on safe standing and £15,000 on hotel lift repairs. Improvements to the main entrance, which is 30 years old, are being worked on now. Every pound of capital spend comes from the same budget as the playing squad, so it is a balance. For the bond, PA and Wi-Fi, please see the responses above.

LH	Talking about stadium facilities, the Fanzone is a great addition (not sure why it took 25 years to create one, to be honest), but prices are very high and the service very poor. It's the same at the kiosks inside the ground. Is there any staff training at all? There seem to be lots of staff stood around not pouring pints efficiently whilst fans can be queuing for 10 or 15 minutes. And why is a pint of Bank Top beer almost double what it costs in pub in Horwich?	The Club benchmarks its pricing against other clubs and tends to be at the lower end of what clubs charge; Blackpool, for example, charges £7.50 a pint. Prices are higher than a high-street pub because the Club operates an event space. The kiosk survey gave us a great deal of useful feedback, and thank you to everyone who took part. A full overhaul of the kiosks is planned. Many supplier agreements run annually, so the main changes will come next season, and the Club may trial changes at a couple of kiosks during this season. The Fan Zone agreements end next summer, giving the Club more control over the offer.
LH	Public transport - what's happened to it?! Just as GM has got its act together on pricing with the Bee Network, BWFC have gone the other way. Half a dozen match day buses now, when there used to be 30 to 40? How can you square that with your environmental commitments? How about £2 bus tickets (to mirror Bee Network) and less for kids/family ticket options.	The Club expects to make an announcement on matchday bus services shortly. This summer Bee Network services began routing onto the Middlebrook footprint for the first time, so supporters can also use regular Bee Network buses.
LH	Do we get together with the other clubs to lobby the authorities and TV companies on how much they're inconveniencing fans. What's the point in the great fanfare of announcing fixtures in June when at least half are changed at short notice?	Without TV income, football would be a very different proposition. Since the first year of the current TV deal, the EFL and broadcasters have recognised the problem with late changes, and supporters now receive more notice of fixture moves, with selections confirmed in rounds through the season.

LH	Those buying STs for children but never using them is wrong - give a warning that they won't be allowed to renew unless used a certain number of times. Every home game the East lower shows as sold out on the seat map...on match day there are literally hundreds of empty seats...we need to address this...it's got worse as fixtures have been shifted more and as more and more people watch us on firesticks.	The Club increased prices in some categories this season, in part because some supporters were buying low-priced season tickets for seats they did not intend to use. The Club monitors who does not scan in and contacts them after the game. When a game sells out, the Club opens the ticket exchange so supporters who cannot attend can resell their seat.
LH	How can we get more people to attend games that are on TV (as so many now are), especially at night? Reduced matchday prices would be a start...especially for games moved at short notice. Why should fans keep being inconvenienced and be asked to pay a premium too?	Supporters can already buy in advance at a lower price than on the day, and half-season tickets launch in October. The Club will consult on next season's ticket pricing through the Structured Dialogue Meeting in November.
LH	More trials of the ST seat exchange...worked well for PNE game. Lots of fans - including LWs - can't make night games in particular but would love their tickets to be used...even a small payment back to them is a nice gesture too.	Agreed. The ticket exchange worked well for the Preston game and the Club will open it whenever a game sells out.
LH	Can't we have a better, more frequent train service. The roads around the stadium can't cope with our increasing crowds.	The Club agrees and will speak to the rail operators and the authorities about additional post-match services, as happened for the Bradford game. We cannot promise an outcome, as this is a scheduling matter for the rail operators.

LH	Why did we knock 3 years off our history? Growing up, I had a penant with our list of honours and history on it...which said 'formed in 1874'. Which is correct. Before this regime's time, I know, but still really frustrating. Means Blackburn Rovers can now say they're older than us (1875), when that's not true.	The club completely understands this point and the 1874 founding as Christ Church FC remains a crucial piece of our history. It was understood that Bolton Wanderers Football Club celebrated the 100th anniversary in 1977 and we are continung this tradition. But be assured that those early years will never be forgotten and will be accordingly recognised during the 150th celebrations.