



SUPPORTER SURVEY

March 2014

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BACKGROUND



The Mariners Trust are now a well established link between the football club (Grimsby Town FC) and it's supporters with around 800 members and two representatives on the main board of the club. It is absolutely essential therefore that the views and ideas of the supporters are well represented in the various discussions and meetings.

To make this possible we have undertaken a survey mainly amongst the Mariners Trust membership but also paper copies were made available within the stadium and so we also have a number of responses from non members as well.

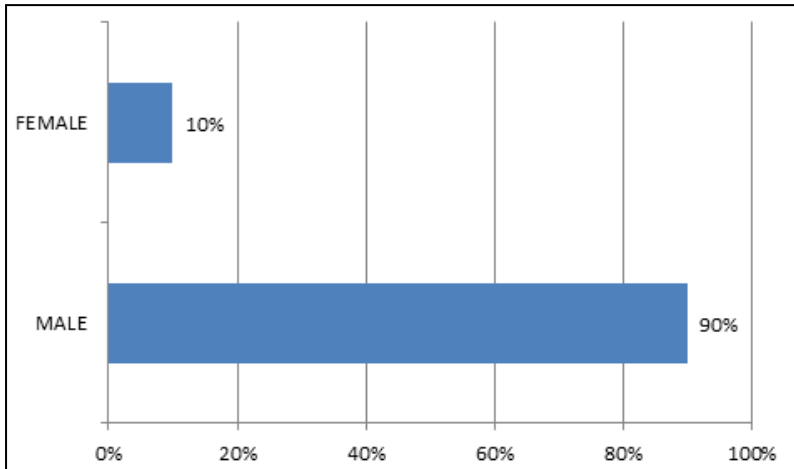
The survey covers views and opinions about both the club and the trust on a wide range of topics and to our knowledge this is the first time the supporters of the club have been asked for their views in this level of detail.

In total we have received 283 returns which represents around 8% of the average home support and as such represents a very robust sample . Most surveys would accept 3% - 5% as being a good representation of the whole.

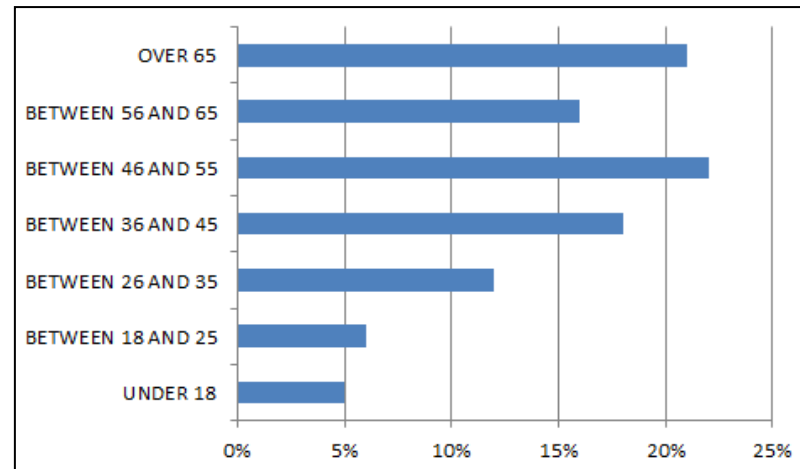
SUMMARY OF PARTICIPANTS



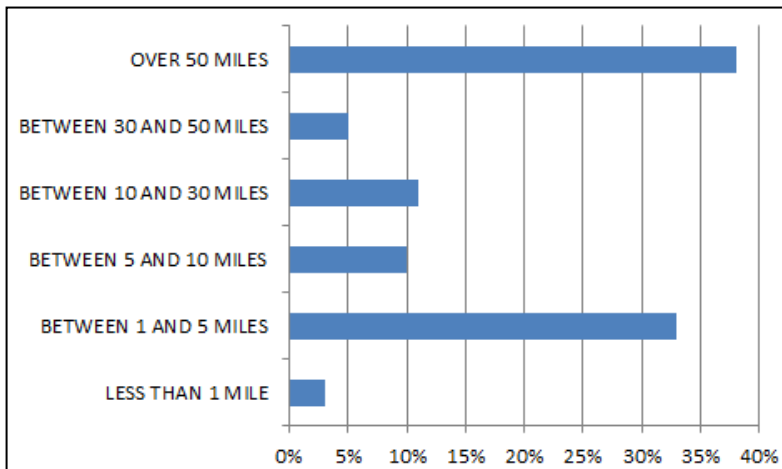
About you: Male or Female



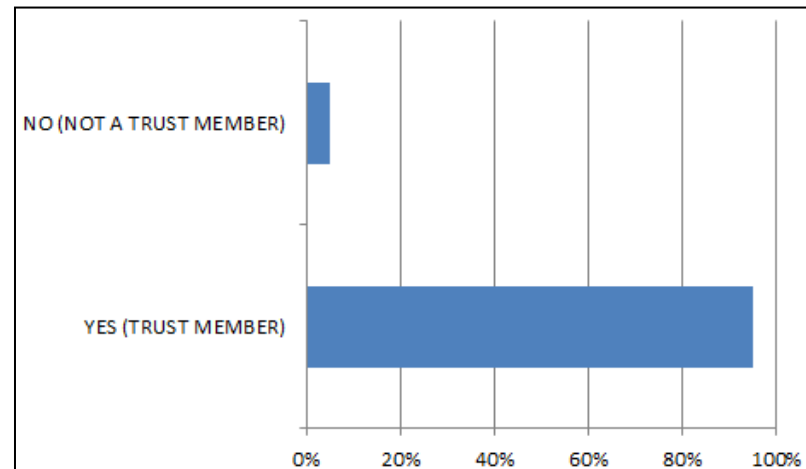
About you: Age



About you: How far do you travel to home games?



About you: Are you a member of the Trust?

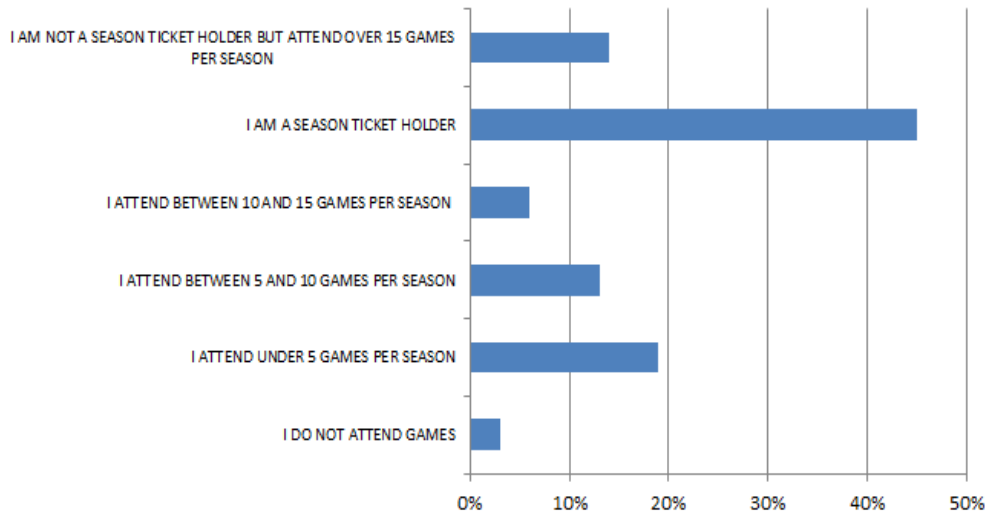


SURVEY RESULTS



Question 3: How often do you attend home games?

Results:



Comments received:

Those not attending or attending under 5 games mostly down to now living away.

Those attending over 15 games but not season ticket holders mainly due to work commitments.

Observations: Just over a third of those who took part in the survey attend less than 15 games per season which is some cases is due to location and in other cases due to other commitments and affordability

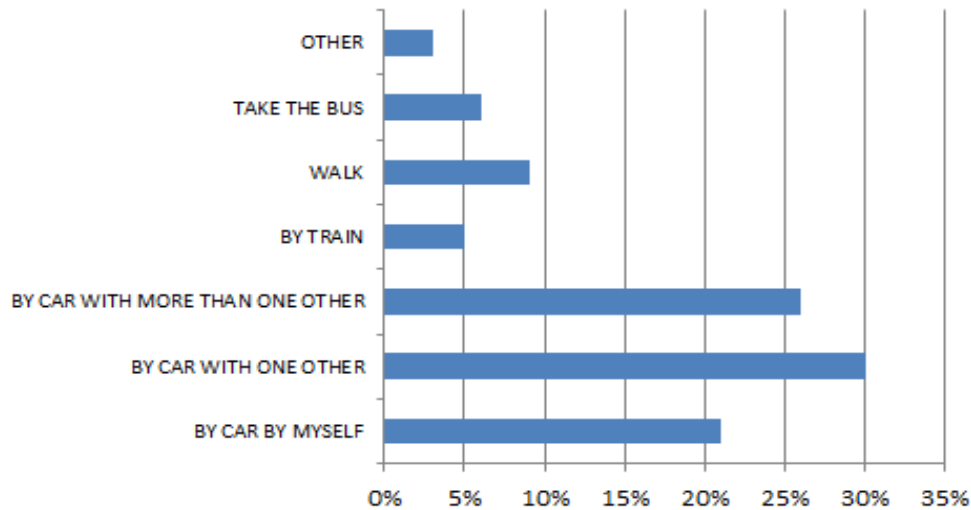
Proposed Actions: Investigate potential of loyalty scheme to hook people into attending more games.
Look at initiative to incentivise exiles to attend more home games

SURVEY RESULTS



Question 5: How do you travel to home games?

Results:



Comments received:

No significant comments

Observations: Very few people cycle or use the bus.

The number walking very much restricted by location of the ground

High proportion of car users with only 1 or 2 persons, even those travelling locally

Proposed Actions:

Promote use of bus (season ticket holders already get free travel)

Look at facilities for cycles

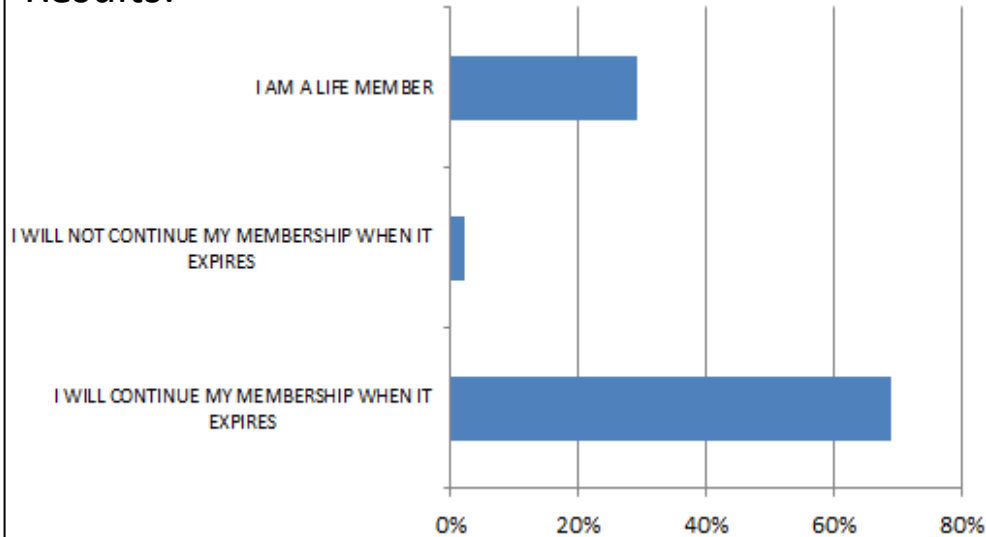
Look at car share forum

SURVEY RESULTS



Question 7: If you are a member of the Trust ...

Results:



Comments received:

Generally positive feedback.
Some didn't know if membership was due/expired

Observations: Vast majority happy to re-join
Some members not sure of their number or renewal date

Proposed Actions:

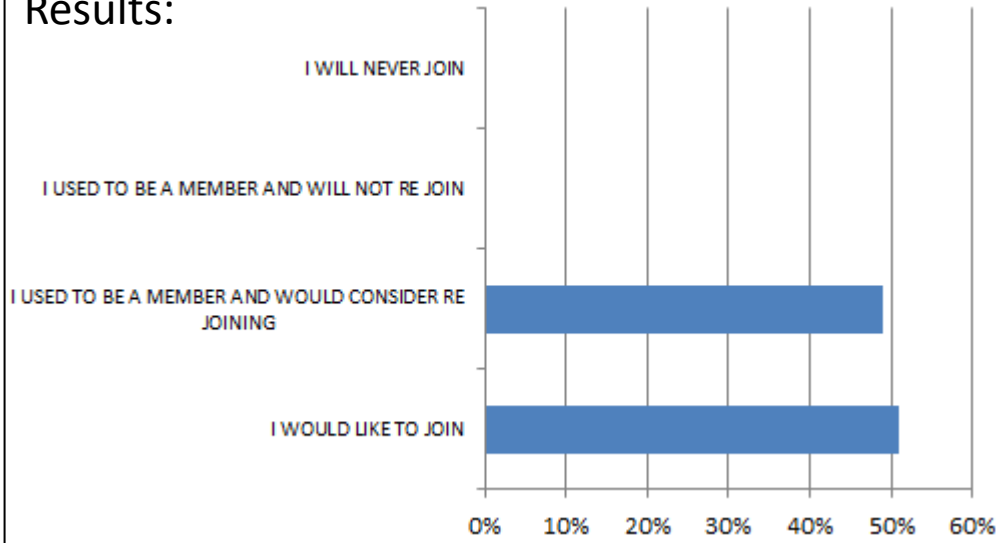
Need to improve follow up on renewals
Investigate possibility of membership card

SURVEY RESULTS



Question 8: If you are not a member of the Trust ...

Results:



Comments received:

Very low number of non Trust members took part in survey.

Most that did were interested in joining

Observations: Still seems to be a number of people who intend to join but not yet got around to it

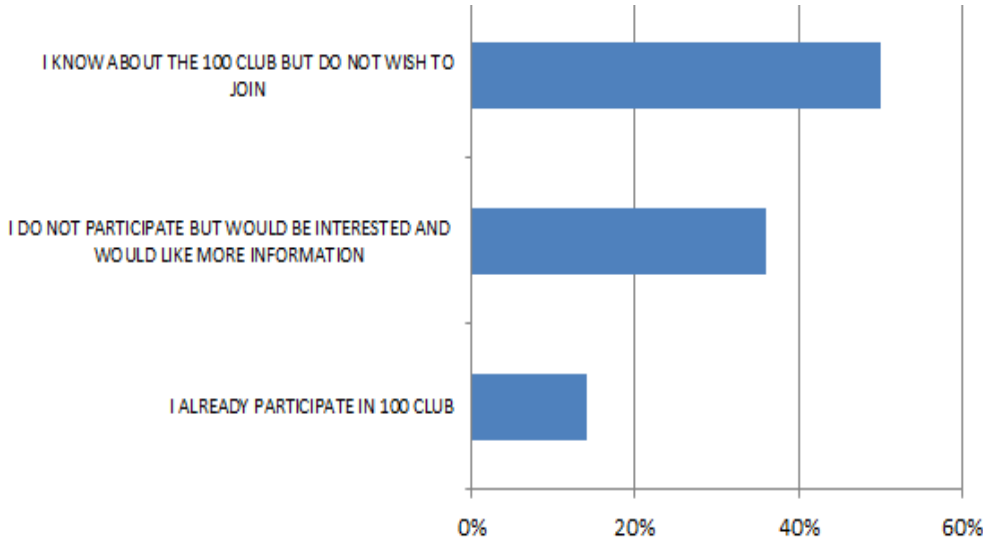
Proposed Actions Review recruitment options/methods
Follow up on potential new members

SURVEY RESULTS



Question 9: The Trusts 100 club is a valuable steady fundraiser. People pay in multiples of £5 per month and then a draw is made paying out 50% in prizes. Would you consider joining?

Results:



Comments received:

A sizeable proportion not fully aware

Observations: Survey shows potential for more participants and improving awareness

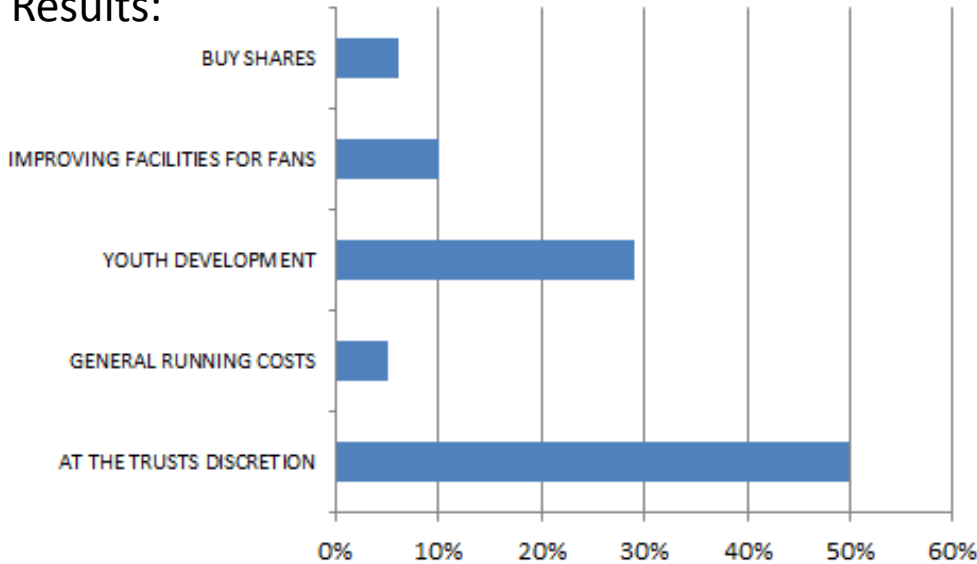
Proposed Actions: Follow up on potential new participants
Look at ways to raise awareness

SURVEY RESULTS



Question 10: We are committed to raise £30k p/a. How would you like to see this invested in the club?

Results:



Comments received:

Many people happy for us to make to our judgement depending on circumstances. Some concern about facilities particularly toilets
Those who would like us to buy shares did so on the basis they are not given away

Observations: Vast majority are happy for the Trust to use discretion and/or put towards youth development

Proposed Actions: Using the survey information we will agree with the club how we make our £30k investment each year and inform members .

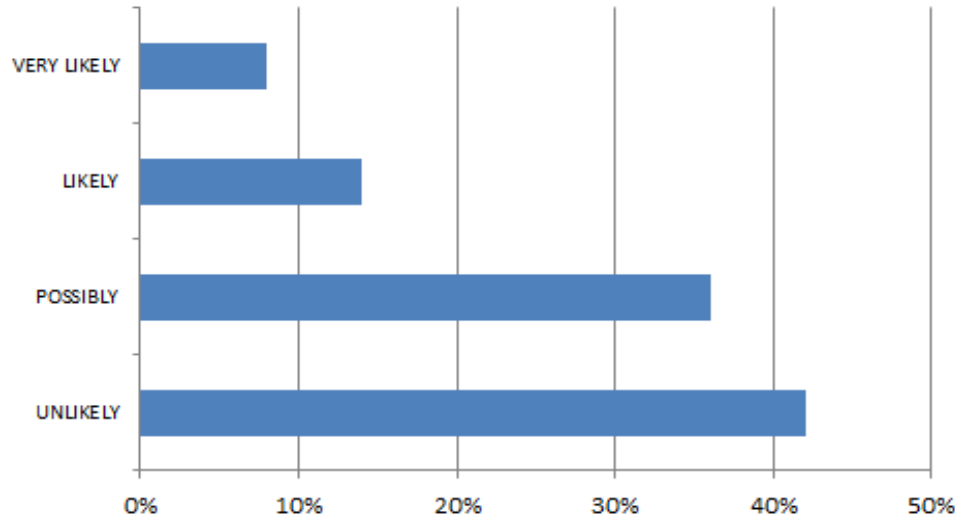
Share comments about facilities with the club.

SURVEY RESULTS



Question 11: We are aiming to use the Trust bar on a more regular basis for smaller events such as race nights, quiz nights, player nights etc. How likely would you be to attend these?

Results:



Comments received:

Those unlikely mostly around not being able to attend due to living outside of area.

Vast majority of local supporters showed an interest in attending depending on the event

Some ideas about events but these were mainly around music for which we don't have a licence.

Observations: Those that are unlikely to attend mainly live out of the local area. Most others are willing to support depending on the event

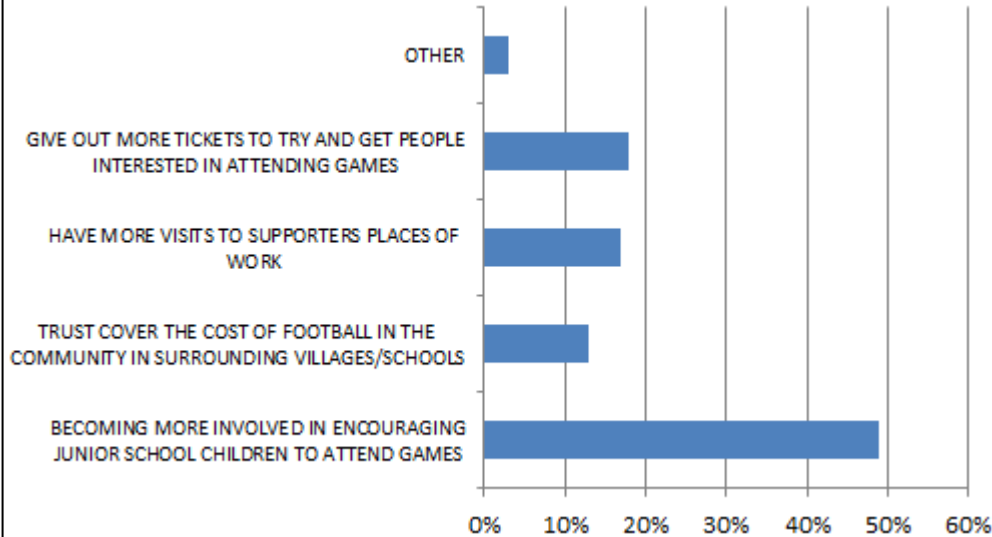
Proposed Actions: Programme of events to be established and updated monthly.
Look at more family based events.

SURVEY RESULTS



Question 12: The Trust have stated aim on increasing the community and football club interaction.
How do you think this can be improved?

Results:



Comments received:

Many comments about more involvement with schools.
Small number commented about players and management not living locally.

Observations: Overwhelming view that more should be done with schools. Also call for more work visits. We know from our work with the club that more of this goes on than people realise which suggests an awareness issue. We still feel there is scope for more.

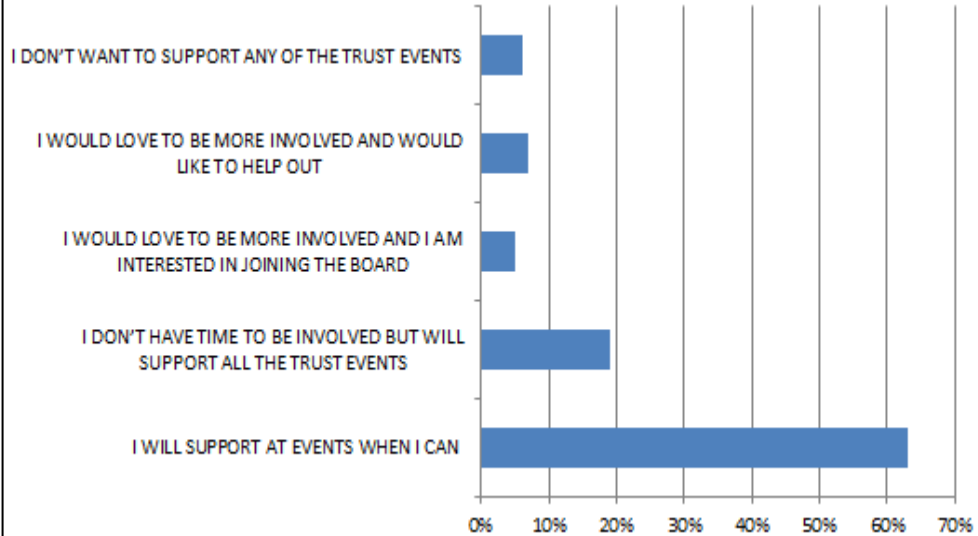
Proposed Actions: Work with club to understand and enhance programme of visits.
Publicise more of what happens. Use visits to promote attendance at games.

SURVEY RESULTS



Question 13: The Trust are always in need of help. How would you describe your own circumstances in terms of involvement?

Results:



Comments received:

Vast majority happy to support but location and other commitments a common issue

A few people offering help and some wanting to be more involved

Observations: Nice to see intention to support whenever possible. We fully understand issue with committing more time

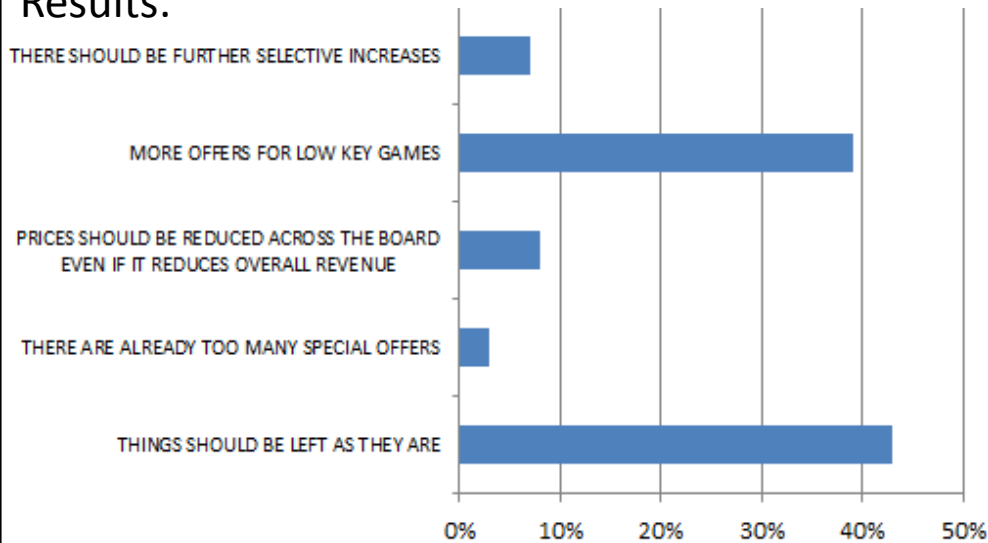
Proposed Actions: Follow up on the offers of help and more involvement

SURVEY RESULTS



Question 14: What is your view on ticket prices? Please bear in mind the annual gap in revenue V cost.

Results:



Comments received:

Most felt that things should be left as they are following last year's increases

The small number that think prices should be reduced believe attendances would increase.

Some comments about student prices and U21 prices.

Observations:

General view is that prices should be left as they are

Those who think prices should be reduced are offset by those who think there should be more selective increases

A good proportion think there should be more offers for low key games

Proposed Actions:

Work with the club on next season's prices

Look at effectiveness of various offers and look at new formats

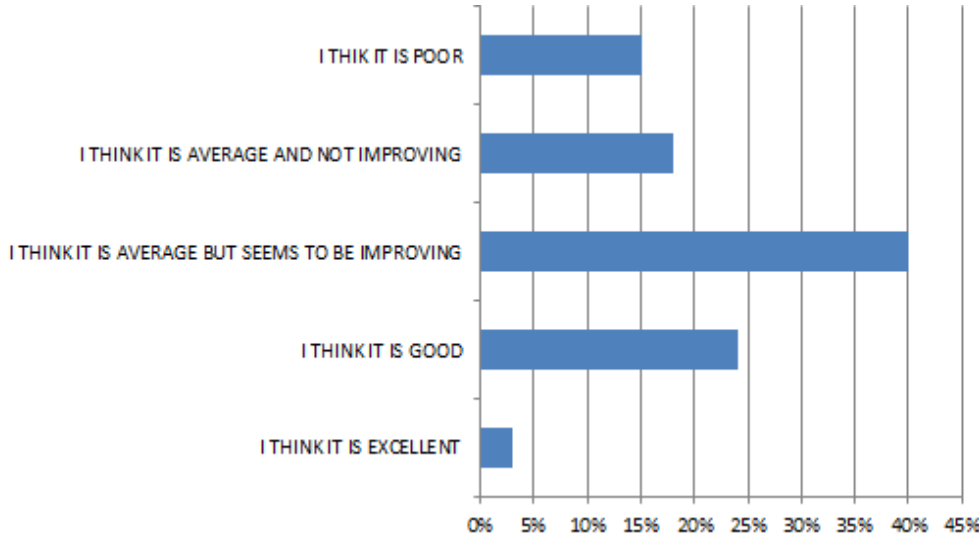
Understand more about 16-25 year old and review with club

SURVEY RESULTS



Question 15: What is your view on the Club's PR and Communication?

Results:



Comments received:

Most feel more care and attention should be given to written and verbal communication
Many acknowledge improvement over recent months
Positive comments about social media

Observations: Always an emotive subject and many refer back to historical events. Main criticism is around the quality of statements although there is a recognition that this has improved especially in the area of social media.

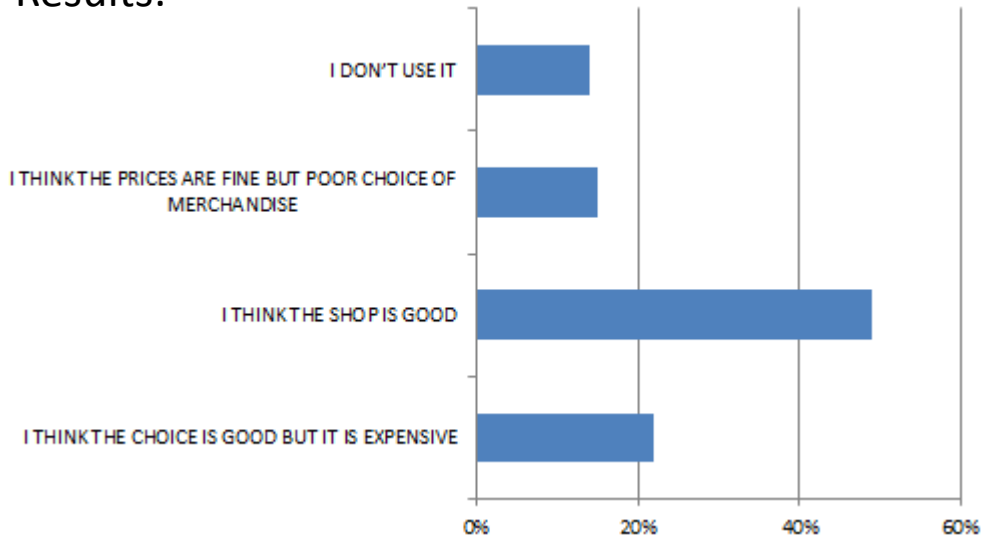
Proposed Actions: Work with the club to make further improvements and meet with media partners to enhance working relationships.

SURVEY RESULTS



Question 16: Do you think the club shop has good choice and value for money?

Results:



Comments received:

Good service
Too small
Need more choice
Not enough for small children
More stock of larger sizes

Observations:

General view is that the shop is good
Those who think it is expensive acknowledge that it is a way of “giving” to the club
Some believe the choice could be improved
A higher number than we expected never use the shop

Proposed Actions: Discuss with club possible range additions (compare with other clubs)

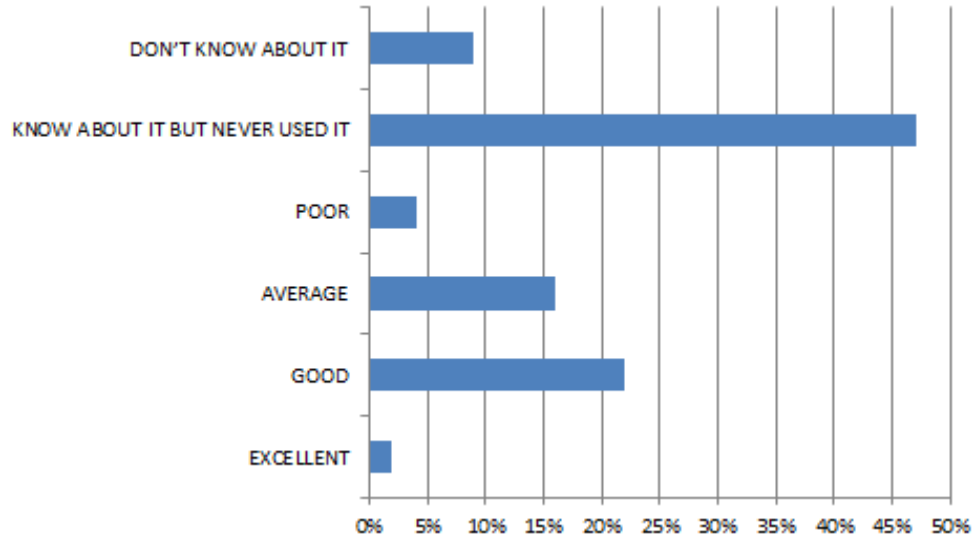
Look at possible additional outlets inside ground and within the community.

SURVEY RESULTS



Question 17: How would you rate the Club's online shop?

Results:



Comments received:

Difficult to use
Very prompt service
Never use it
Layout could be better

Observations:

Very low usage
Limited awareness
Online shopping booming nationally which suggest opportunity

Proposed Actions:

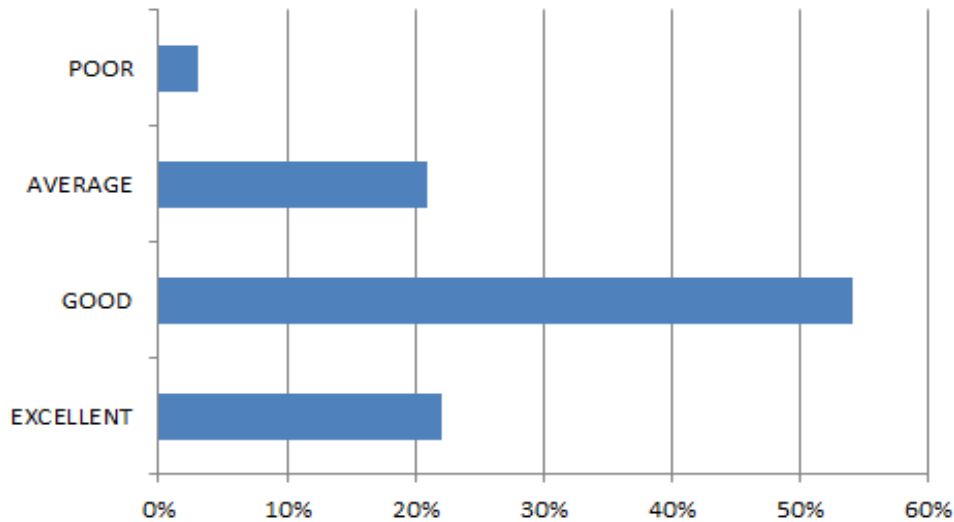
Work with club on raising awareness of the online shop
Suggest improvements to site

SURVEY RESULTS



Question 18: How would you rate the ticket office? (Including online and telephone)

Results:



Comments received:

Most comments are very favourable but a few think service could be better
Online poor
Staff good on telephone
Separate pick up point on match days?
Poor layout for big occasions
Do we capture details and use it?

Observations:

Face to face service generally very good but can be variable
Online limitation of not being able to select specific seat is an issue
Telephone system poor but when answered staff are good

Proposed Actions:

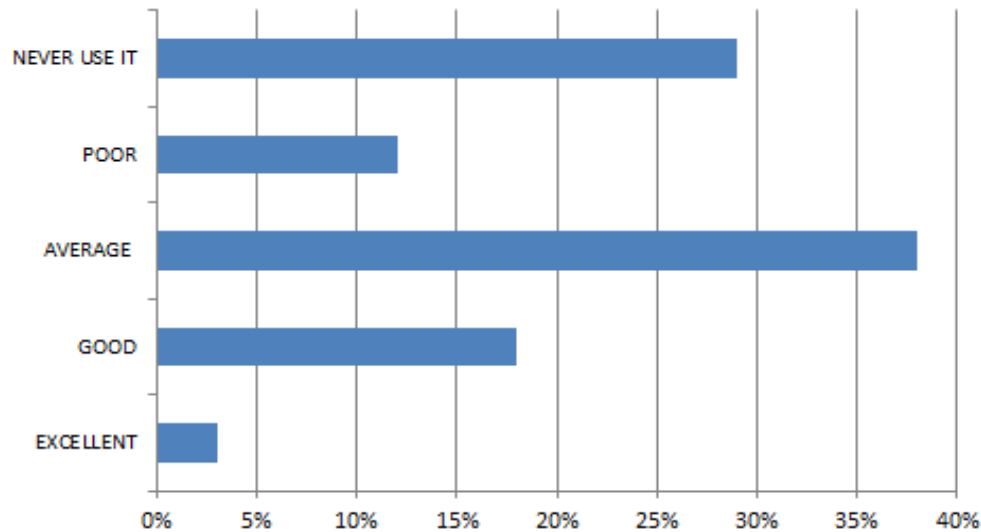
Share findings and comments
Investigate improvements to online and telephone

SURVEY RESULTS



Question 19: How would you rate the catering at the club?

Results:



Comments received:

Poor choice and quality

Expensive

Never use

Fish & Chips !!

Not good advert for "Food Town"

Observations:

Big proportion don't use the catering at all

Most people think that the catering is only average

General criticism is around quality and choice

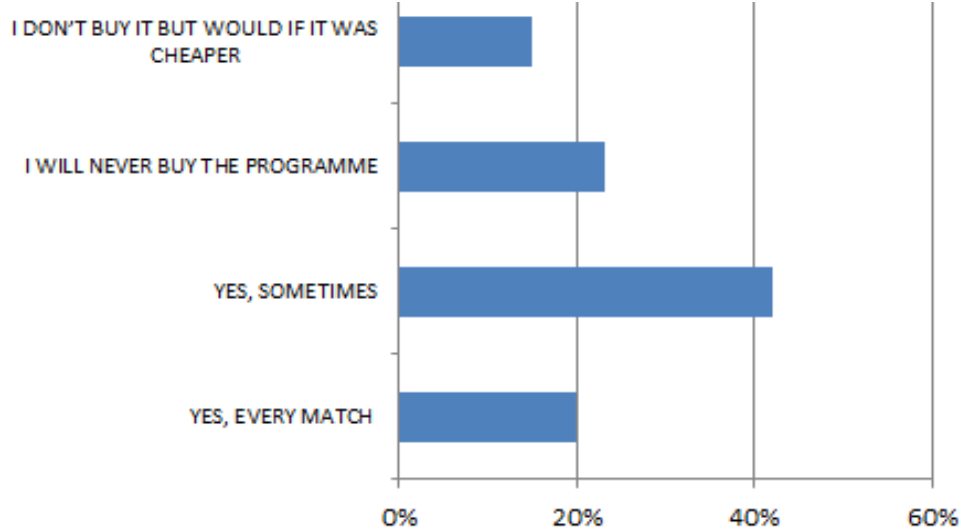
Proposed Actions: Share findings with the providers and suggest improvements

SURVEY RESULTS



Question 20: Do you buy the match day programme?

Results:



Comments received:

- Most info now online
- Too expensive
- Only buy for big matches
- Only buy when discounted
- Don't see the need anymore

Observations:

- Only small number of regular buyers
- Quality recognised as good
- The need for a programme questioned by many given other media options
- Seen as expensive

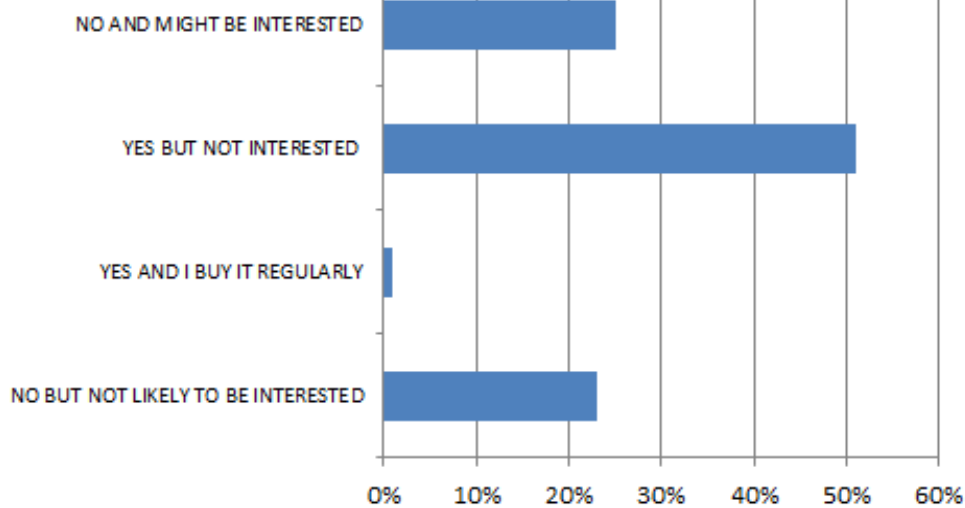
Proposed Actions: Explore with club options for format , cost, alternatives etc

SURVEY RESULTS



Question 21: Do you know about the online version of the programme?

Results:



Comments received:

Very few comments received

Observations:

Big lack of awareness issue
Very few buying at moment
Low cost of achieving trial

Proposed Actions:

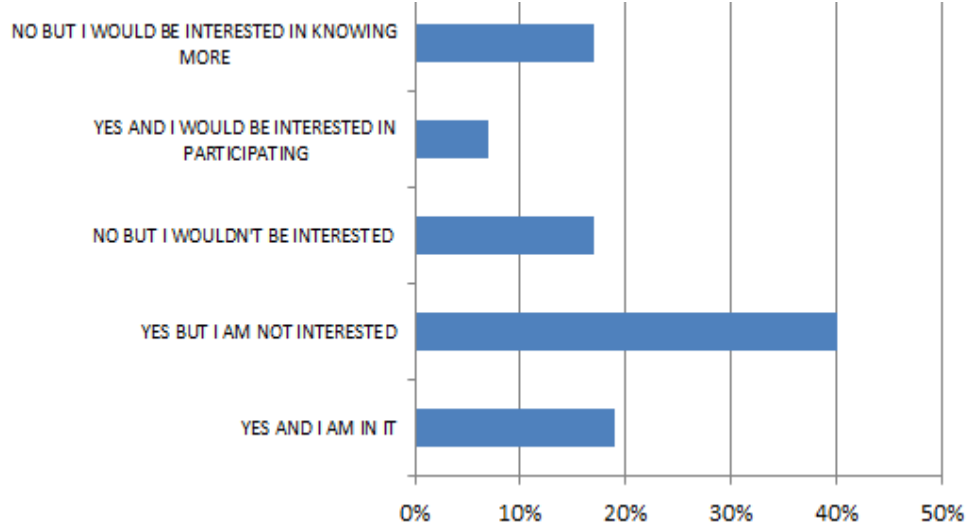
Work with club to raise awareness
Look at how quality could be improved

SURVEY RESULTS



Question 22: Do you know about the Club's gold bond draw?

Results:



Comments received:

Notification of winners not easy to find
Can't pay by direct debit?
Asked for numbers- not received so cancelled

Observations:

Surprising number not aware of gold bond
Scope to improve participation

Proposed Actions:

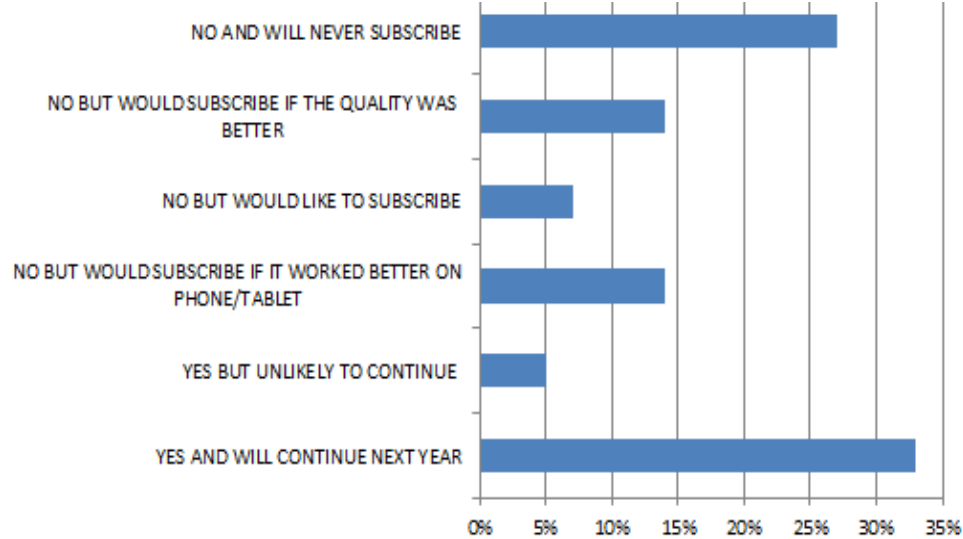
Share with club and follow up potential new participants
Understand other club's equivalent products

SURVEY RESULTS



Question 23: Do you subscribe to Mariners Player?

Results:



Comments received:

Great way of keeping in touch
Expensive
Better deal for season ticket holders?
Very frustrating that it doesn't work on tablets or phones
No need when we have club website, You Tube and Telegraph site

Observations:

Issue with quality especially on phones/tablets
Potential for more subscribers if problems can be overcome

Proposed Actions:

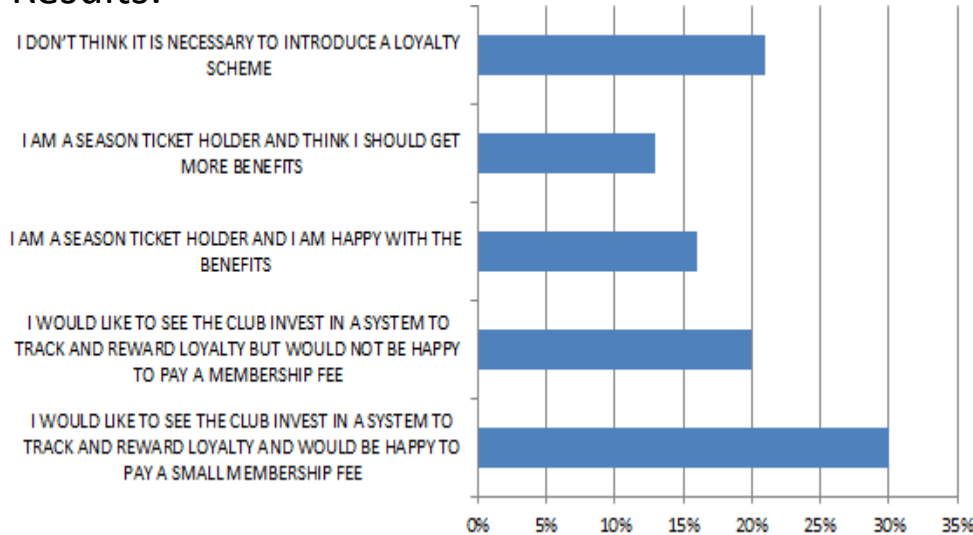
Meet with suppliers and share findings

SURVEY RESULTS



Question 24: We are currently looking at what other clubs do to reward supporter loyalty and whether these would be appropriate to GTFC. What is your view on loyalty rewards?

Results:



Comments received:

About time
Should reward those who support home & away
Like the idea but should be free
Electronic system rather than stubs
would be big improvement
Not needed

Observations: Shows there is definite interest in loyalty scheme but would need to be free
Any scheme would have to be sympathetic to season ticket holders and benefits in proportion.

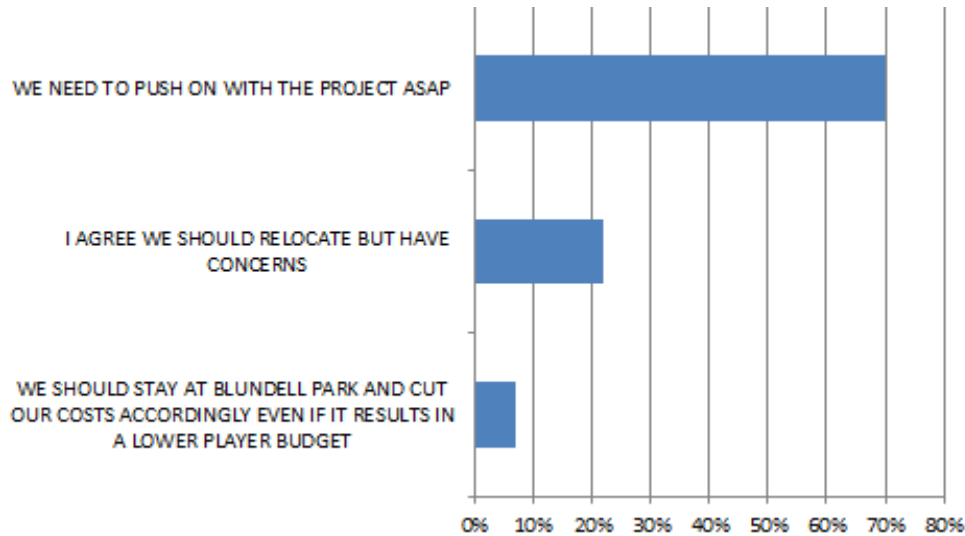
Proposed Actions: Investigate with club possible scheme
Understand what works at other clubs

SURVEY RESULTS



Question 25: The relocation in our view is vital for the ongoing sustainability of the club. Assuming that the eventual solution can satisfy concerns around traffic, noise etc what are your views on the project?

Results:



Comments received:

Need a community facility
Need to ensure stadium is not “soulless”
Not sure it will ever be delivered
Won’t happen unless Council support
Not sure about location
Agree with the location
Leading question

Observations: Overwhelming support for relocation
Those in favour but with concerns mainly worried about either location or the stadium design.
Very few think staying at BP is an option and of those a number felt we should not move until league status regained

Proposed Actions: Work with club to promote the stadium project within the local community and with local politicians.

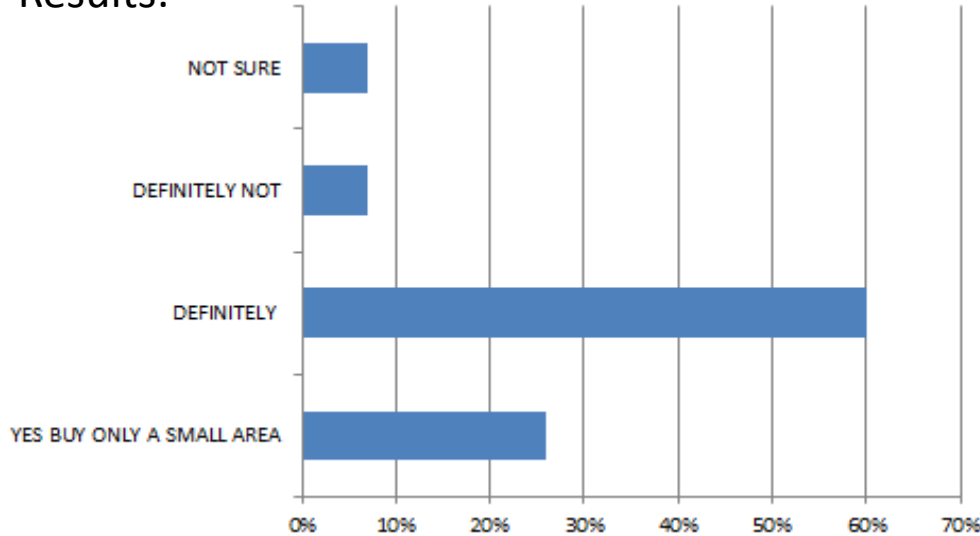
Ensure concerns are fully understood and taken into account in final plans

SURVEY RESULTS



Question 26: Thinking about a new stadium, what is your view about incorporating an area of safe standing?

Results:



Comments received:

A must for any new ground
Works in Germany
Agree but limited area
Anything to stop standing on seats
Would help the atmosphere
As long as it is safe

Observations: Vast majority agree new stadium should have an element of safe standing although a number think this should be on a limited basis. Very much in line with national opinion.

Proposed Actions: Share findings and ensure views are taken into account

SURVEY RESULTS



Question 27: Please tell us any other features that should be considered for a new stadium.

Comments received: (consolidated)

Transport	Catering	Design	Other
Adequate and affordable parking	Restaurant /Pub	Must have character (not lego !!)	Bookmakers
Good access from Parkway	Fish & Chips available to all	No posts and plenty of legroom	Baby Changing
More than one way in/out	Big enough bars	Facilities that community can share (sport & educational)	Good quality sound system
Cycle facilities	Bars in concourse	Fill in corners	TV's on concourse
Park & ride points	McMenemy's style function room but bigger	Not too big so as to lose atmosphere	Museum
Buses from train station	Better quality	Good disabled facilities	No posts and plenty of legroom
Adequate footpaths	Season ticket bars	Good away segregation but size flexible	Choice priority for existing season ticket holders

Observations: Key concern surrounds access and adequate parking as well ensuring that the stadium retains some character (eg unlike Scunthorpe)

Proposed Actions: Share comments and findings. Seek trust involvement in design at the appropriate time

SURVEY RESULTS



Question 28: If there is one thing the club could do as a quick win to either increase revenue or reduce costs what would it be and how would they do it?

Comments received: (consolidated)

Costs	Revenue	Organisation	Other
Pool of supporter tradesman to offer services free/cheap	Better pre season home fixtures	Share ticket selling with other organisations	Do another share issue and offer benefits
Reduce non playing staff	Family /multiple game tickets	Make better use of database marketing	More nostalgia DVD's
Review number of stewards	Make use of open corners for more bars etc	Ticket office in club shop non match days	Better use of local media
Shorter working week?	Find way of utilising Osmond Stand	Merchandise in other parts of ground on match days	Get other big firms involved (eg renewables)
	Pay to play competitions		
	Share ticket selling with others		

Observations: Some interesting ideas some of which we have already put forward but also some new

Proposed Actions: Share the ideas/comments with club and identify any potential projects

SURVEY RESULTS



Question 29: In the medium to long term what changes would you make and how would you do it?

Comments received: (consolidated)

Costs	Revenue	Organisation	Other
Give Youth more of a chance	Check out other Clubs best practice	Customer facing staff need to improve – consistency needed	Relocation, Relocation, Relocation
	Community shares?	Expand board	Link with continental Club(s)
	Keep plugging away at new companies		Suggestion boxes

Observations: Not many new ideas compared with Question 28. Many of the comments received are about the need for a new stadium

Proposed Actions: Share the ideas/comments with club and identify any potential projects

SUMMARY



- Generally positive views about the Trust.
- Still potential for more new members.
- Ticket prices viewed as being about right but possibly scope for some modifications and alternative offers.
- PR/Communication only seen as average but improving.
- Club shop seen as good but potential for more online and possibly improvement to range.
- Ticket office seen as good for face to face but improvements needed on telephone and website.
- Catering only viewed as average with definite potential to improve.
- Demand for programmes changing and need to understand likely future trends
- More potential for Mariners Player if quality can be improved
- Potential for more participants in the Gold Bond
- A loyalty scheme should be evaluated.
- Overwhelming support for new stadium
- Big support for an element of safe standing at any new stadium
- Some short/medium term initiatives identified which will be followed up.

CONCLUSION AND NEXT STEPS



- Useful exercise which supporters appreciated being involved in
- Shows some potential for improvements in a number of areas
- Presentation to the club board and senior teams
- Identify focus areas and teams
- Improvement plan by area identified with time frame for each
- Regular progress updates to be published
- Re visit relevant aspects of survey with supporters later in the year
- Use as benchmark for continual improvement plan