



# YEOVIL TOWN FOOTBALL CLUB SUPPORTER SURVEY

*achieve by unity*



# WHAT HAVE WE DONE?

The following are actions that have already begun in response to the issues raised in the survey findings as well as clarification in some areas

*achieve by unity*



# Catering

- Formed Catering and Hospitality Group with the Supporters Alliance who meet on a regular basis
- Pop up tea bars now deployed when needed to reduce queues for busier matches.
- Card payments option now available in tea bar 2 and new till system being explored to offer better experience, quicker transactions and allow rewards and discounts to be applied more easily
- Allowed fans access to marquee at half time.
- Introduced new ovens in some tea bars to increase the amount that can be cooked on matchdays.
- Increase and improved meal deals and promotions

## **Clarification**

- Café and bar open on weekday nights
- Bars and marquee are normally open after games
- Supporters can enter the Alec Stock lounge on match days as a temporary match day member for £2 (subject to capacity). Passes can be purchased from the club office.



# Commercial

- Additional partner benefits for season ticket holders – such as Nuffield, KFC and Subway
- Trialled advertising in shop spaces in the Quedam
- Pop up shop in tourist information centre before Manchester United game and in discussions with Town Centre retailer regarding a permanent presence
- Half time entertainment programme introduced in alliance with the Western Gazette and Octagon Theatre.
- Subsidised travel to Shrewsbury Town game, reduced prices for match with Fleetwood and refreshments at Carlisle for travelling fans.
- Free team sheets via the club shop on match days.
- Improved give aways and kids competitions
- Tour of the Stadium and Manager tours are increasing. Currently aimed at visiting youth teams and schools.

## Clarification

- **Change Entrance Music for Players**– this has been the manager’s choice for this season
- **ST to receive discount** – all ST holders receive 10% discount in the shop and on matchday carvery plus reduced room hire rates for first floor rooms outside matchday..



# Community

- Train with Town – new initiative started in February 2018 with players joining training sessions with local junior teams and teams joining us on match day for tours and to watch a game.
- Family open days at preseason games.
- Allowed local teams to train on 3g pitch before attending fixtures
- Donated over 600 tickets this season to local, events, schools and charities to help fundraising in the community.
- Meeting held with Headmasters of local schools to discuss partnership and how can work together as part of an ongoing project.
- Started project with Somerset FA regarding engaging with Walking Football and Youth teams.

## Clarification -

- **Engagement with Community** – Yeovil Town Community Sports Trust works closely with us offering match day experiences and discounted tickets for schools and youth football clubs in the area taking players to schools and football clubs.



# Media

- Improved press/media output between games including some nationally recognised pieces of work.
- Completely redesigned website including updated content. Supporters guides and dedicated junior sections have been added to site.
- Academy information now features online and in matchday programmes.



# Stadium

- In response to comments about the poor quality of the tannoy system we have replaced a lot of speakers and installed a new amplifier to improve the overall sound quality in the stadium
- Pot holes have been repaired along the pavements and an ongoing programme of pot hole repairs continues.
- Areas around the back of terrace have been tidied and there are plans to cover the groundsman's compound with branded scrim (see illustrations)
- Continued improvements in the Family Area cabin with extra indoor facilities pre match for families.
- Introduced a match day hotline to report any issues so we can address problems immediately.
- Started improvement to hospitality areas with new flooring in hospitality entrance
- Added signage to Junior Glovers area and Green and Whites cabin.
- Improved drainage on Screwfix stand side of ground to reduce puddles

## **Clarification**

- Away fans are allowed in the marquee unless home demand or advice of the police.
- 3G is hired to local clubs when not used by the first team, Academy or Ladies. Academy use the 3G on match days at home fixture which will limit availability for activities.



# Ticketing

- Experimented with ticket bundles to provide a more flexible ticketing option for those who could not commit to season tickets. A decision on whether bundles return next season will be made around Autumn 2018.
- Looking to simplify the ticket pricing structure for both season and match tickets.
- Have looked at match day price increase but feel that it should remain. The purpose of the match day increase is to reduce queuing on matchdays and encourage online purchasing.
- Have made it easier to buy tickets to home and away games by offering majority of tickets 24/7 online. We have also launched a new ticketing website that offers fully mobile compatible system and a smoother buying experience with extra features such as view from seat, and seat selection available on mobile devices.
- Have been trialling and will look to roll out 'Tickets for schools' scheme this season to encourage better engagement with the local school community, offering player visits and tickets for pupils and their families.
- We are currently discussing changes to junior and adolescent price bands to attract younger fans and make it more affordable for families to attend. Also looking to reduce the difference between junior and young person price bands. For season 18/19 the junior and young person match day price will decrease and the age of the young person category will expand.
- Kept prices as low as we can for cup fixtures games- with the exception of Manchester United tickets all have been under £15 this season and some under £10 in Checkatrade.

## Clarification

- **Cup Ticket offers** –The gate receipts for cup fixtures are shared with the visiting club so free ticket offers would have to be paid for as the away club is due their share of the gate money
- **Discount on away tickets** – we are not able to discount away tickets as this is set by the home side and is their pricing structure. We have though looked at subsidised travel
- **Ticket Offers** – we are limited in what we can offer on match tickets as this impacts the value advertised of a ST, for example.
- **Cheaper Family Tickets** – Family tickets used to be in certain areas of the ground with an adult being full price and under 16's £6. We now offer under 16's entry for £6 in all areas of the stadium (Premium seats excluded). We aim to improve this in season 18/19 with cheaper juniors and young person tickets for match day, with an extended age for the young person category.
- **Promote tickets for small children** – a £16 membership to the junior Glovers gives under 5's free entry to all home league games. Early bird junior season ticket are just £39 which is inclusive of the £16 junior glovers membership equating to £1 a game.
- **ST able to move to sit with friends** – This can presently be done with a ST
- **Free youth games** – the majority of Academy games are free entry anyway and FA youth cup fixtures are a shared gate so it is not possible to do free ticket deals





# Ideas which require further discussion

The following, are ideas put forward in the survey that we are working towards and exploring ways of achieving

## Catering

**Quality of food and Service** – Given the amount of feedback on this area we will continue discussions on how to improve and we will review the variety and quality of the food offered in the close season.

**Skittle alley / darts** – will look to vary the use of the upstairs bar areas on non match days but cannot say yet if these particular ideas are possible.

## Commercial

**ST Offers** - in discussions with sponsors and business to offer extra perks with season tickets.

**Money off around the ground for ST** – Part of membership/point scheme. Would require an upgrading of our stadium tills and point of sales facilities which we are currently looking into

**Ladies day / OAP day** – we have already looked to theme some of our fixtures with a Community trust takeover day planned later in the season and awareness days

## Football

**Watch a training session** – tie into Family open day. Improving links with local youth teams which will incorporate this.

**Meet the players and staff night** - we will look to organise this next season.

## Stadium

**Update décor in bars** – looking into designing this at the top of the stairs - more of a club history area/ museum

**Paint the stadium** – Something we will look to do in the better weather .



# Ideas which require further discussion

The following, are ideas put forward in the survey that we are working towards and exploring ways of achieving

**Ticketing – most of these comments have been considered as part of the 2018/19 ticketing strategy – the prices for which will be announced soon.**

**Discounts – two for one on mid week.** The club will consider promotions for individual games during the 2018/19 season and this may or may not include this idea for certain games. Any promotion like this would, if it happens at all, will be limited to season ticket holders.

**Concessions in Premium area** – club do not feel this is appropriate as it could well result in a situation where premium seats holders pay less than other fans in adjacent non premium seats.

**ST to include friendlies** – unlikely as most friendlies are a shared gate

**ST have 4 free tickets to issue** – will explore idea but unlikely to be part of plans for 2018/19 season.

**ST reduction for those renewing** – season ticket holder already benefit from significant discounts over match day prices but club is looking to reward returning ST holders in other ways.

## **Community**

**Match day on pitch half time and pre-match** – Currently improving communication with the FA, Local football teams, the Academy and Community. End of season 17/18 and for season 18/19 improved planning for match day activity using the facilities before the game and pre-match/half time entertainment.

**School tournaments** – to liaise with Academy, Community and ladies

## **Media**

**Programme – less stats and less visiting team** – will consult with what supporters want to see

**Fan forum** – club will look into this for next season.



# Longer term commitment

The following issues were raised by supporters but have not been resolved yet for the reasons stated

**Permanent Social Bar facilities** – Not currently viable due to significant cost involved and legal issues. The club is committed to improving facilities for fans and will continue to explore options in this area,

**Stadium Wifi** – New league projects are coming soon to offer free WIFI at Grounds

**Live away games** - We are looking at the cost of 'Beam back' coverage of away and the financial viability of injured players attending these screenings.

**TV scoreboard and big screen** – Not currently viable due to significant cost involved.

**Outer Stadium Lighting** - We are looking at costs to light pathways from Screwfix to Western Avenue

**Tarmacking car park** – Not currently viable due to significant cost involved.

**Pot holes** – We are currently looking into the cost of repairing the walk ways around the stadium

**Upgrade and update toilets** – Currently assessing costs for this project.



# Not Feasible

The following issues were raised by supporters but have not been resolved yet for the reasons stated

## Commercial

**Free programmes to season ticket holders** – unfortunately this would not be financially viable.

**Cheaper shirts** – we feel this is not warranted as our price is one of the lowest in league 2.

**Reading out or displaying names of all Junior Glovers** – Unfortunately would need permissions of all parents guardian's each time we did it so not always practical

**Shop in the Quedam** – has been investigated but not financially viable when cost of staffing (at least two people), additional stock, and additional ticketing set up taken into account the use of a shop front in the Quedam has been kindly provided by the shopping centre and has been utilised to provide a presence in town at no cost.

## Stadium

**Cover on away end** – Unfortunately this would not be financially viable at present but is part of the longer term plans of the club.

**More ladies toilets** – space within the stadium is not available to increase the capacity

**Bar under the stand and sports coverage** – not financially viable without planning application however we are looking at offering televised games in bars/marquee after the games

**Reduce parking pricing for seniors** – we feel it would be hard to practically implement concessions on parking on a match day and feel the pricing is in line with parking charges locally and at other grounds

**Bus service / Park and ride** - this does not appear to be a financially viable option but it is being looked at again at the moment.

## Ticketing

**Cheaper ticketing** – Unfortunately we are not in a position to significantly lower prices at this point but we are looking at fairer pricing bands for 2018/19. We do make every effort to reduce prices for Cup games.

**Joint season ticket with Yeovil Town Ladies** – Yeovil Town Ladies Football Club Limited is an entirely separate business who play their games at a variety of grounds which can (and have) change during the season.