

Dear ETFC Society members and supporters

SUPPORTERS' SURVEY 2020

Many thanks to all of you who took part in the club's snapshot survey a couple of months ago. The outcomes of the survey have been summarised to members, including during the 14th May zoom link question and answer session. This note sets out additional detail, including a Board-led action plan.

As was the case with the last similar survey some three years ago, the focus was on the way the club communicates with supporters and the matchday experience. A smaller number of people completed the survey this time round, partly because we were unable to arrange hard copy completion, but 89 of you took the trouble to respond electronically and, although the sample of views was smaller, there was still plenty to use and work on, so once again many thanks for your help. The action plan below is based on an initial assessment of priorities. It does not take account of specifics relating to the impact of the COVID-19 pandemic and the club's consequent operations after reopening in due course.

Cross section of responses

Based on completed surveys:

61% were Society members

57% were over age 50

53% live within 10 miles of the QEII

50% travel to matches by car

20% were #GoToTown subscribers

Overall high level findings

Overall levels of satisfaction with our communications increased from 86% to 94%, whilst matchday experience satisfaction decreased from 92% to 89%. Whilst both scores are encouraging, as the Board is always looking to make improvements it has looked at comments associated with the scores and has subsequently drawn up an initial action plan (see below).

Needless to say, the timing and nature of a full response to the findings has been impacted significantly by the pandemic. In addition, the availability of resources to tackle recommended actions was a key issue three years ago, and remains so now, even for widely agreed priorities.

Communication high level findings

93% were satisfied with the club's brand/ethos

82% were satisfied with the club's openness/interaction

71% did not get involved with club activities beyond first team matches

82% thought that social media had improved

67% thought that the website improved

Matchday experience high level findings

97% were satisfied with the build-up to matches

92% were satisfied with the welcome on matchdays

83% were satisfied with signage at the QEII

80% were satisfied with merchandise available

67% were satisfied with catering on matchdays

Initial action plan based on specific findings

Prevalent 2020 observations (within overall relatively high satisfaction levels) included:

- 47% of respondents have indicated that social media has overtaken other sources of news (e.g. the website) as a first choice medium. **The Board will look to build on and make full use of this finding. It has already increased interactivity on Twitter, for example with footage of past matches during the lockdown. Additional actions planned include the exploration of more interaction (e.g. polls), and more frequent social media updates during matches.**
- 24% would like a walk-in shop and/or an online shop. **The Board will examine the options. It is likely that an online shop will be reintroduced at some point during the 2020-21 season, provided resources allow. A walk-in shop is unlikely to materialise for the foreseeable future due to social distancing restrictions, but the Board will revisit this option in due course.**
- 18% indicated that there were shortcomings with the current website in terms of its presentation, content, and timeliness of updating. **The Board is working on a new, fit-for-purpose website (in line with the emergence of social media as a primary source of news) and this is likely to be launched by the end of June.**
- 17% commented on signage at and around the ground. **The Board will examine the options once it is safe to reinstate operations at the QEII Stadium. In particular, it will examine signage in line with an ongoing review of health and safety arrangements.**
- 11% indicated they are unaware of the existence of the #GoToTown scheme (or at least what the scheme is). **The Board will relaunch this scheme in due course, but almost certainly not before any notification of a 2020-21 season starting.**
- 10% indicated that they would like more varied, and more accessible, catering. **The Board will examine the options, both in Butler's Bar and externally. For the time being, mainly due to the lockdown and associated resource issues, it may well be that current catering arrangements are unchanged for a time before the outcome of any review is announced.**

Common themes (i.e. in both 2020 and 2017 surveys)

- Some supporters have repeated that they want a bigger or new bar/function room. **The Board have regularly explored planning and grant funding options, the latest being an expression of interest via the Heritage Fund in conjunction with the London Borough of Enfield, covering both repairs and enhanced social space. This process is now suspended until at least October 2020, however. The Board has accepted in principle the desirability of an expansion, provided value for money can be achieved, in line with its vision of being an inclusive club for all and a football and social centre for the community, with a range of teams playing at the highest sustainable levels possible.**
- Some supporters have repeated that they want more news about players (comings, goings, injuries, suspensions etc). **The website, social media, #GoToTown and the matchday programme have all increased the number of items on players over the past few years, thanks primarily to the accessibility of the management team and of individual players, and this focus will continue. On occasion it may appear that there is a slower “official breaking news” feed than some supporters may feel is ideal. These instances can be that, with matches looming, it has been decided to not announce immediately the arrival of a new player, for example. In such cases full registration checks need to be carried out, confirmation that the player is eligible needs to be received and the management team must agree the time is right to make an announcement. This will continue to be the case.**
- Some supporters have repeated that they wanted the Board to act more transparently. **The Board have an objective each year to act efficiently and effectively, including adherence to a set of core values. Interactions such as the recent Zoom link and, when current restrictions are lifted, face to face meetings will remain a key component of its open communication with members. In addition, the management team regularly remind all supporters that they are open to discussions after matches. To tie in with the planned launch of a new website, the Board will be introducing an “ask the Board” online facility and the way this will operate will be announced in due course.**

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