

Swans Trust – 2013 Online Member Survey

The Swans Trust recently conducted an online survey with its membership to gauge views on how the Trust is doing

A prize was on offer (£50 of Swans Clubshop vouchers) to 1 member who was drawn out from all those who entered and congratulations to Nicholas Bowen for winning these vouchers.

How many people was the survey sent to and what was the response rate

The survey was sent to just under 6500 people and we had an excellent response rate of 11.59% with 751 people responding. There was a small issue with the survey link when it was initially sent out which MIGHT have prevented some from completing this survey but the response shows that a significant number did complete the survey. All of the narrative outlined below relates to those who did complete the survey.

On a number of the questions, we received a significant amount of text responses. Not all of these responses are detailed within this report but all of the answers have been read by Trust Board Members. Where we can take action with the comments made, we shall try to.

Summary

Total Recipients:	6480
Total Completed Survey:	751 (11.59%)

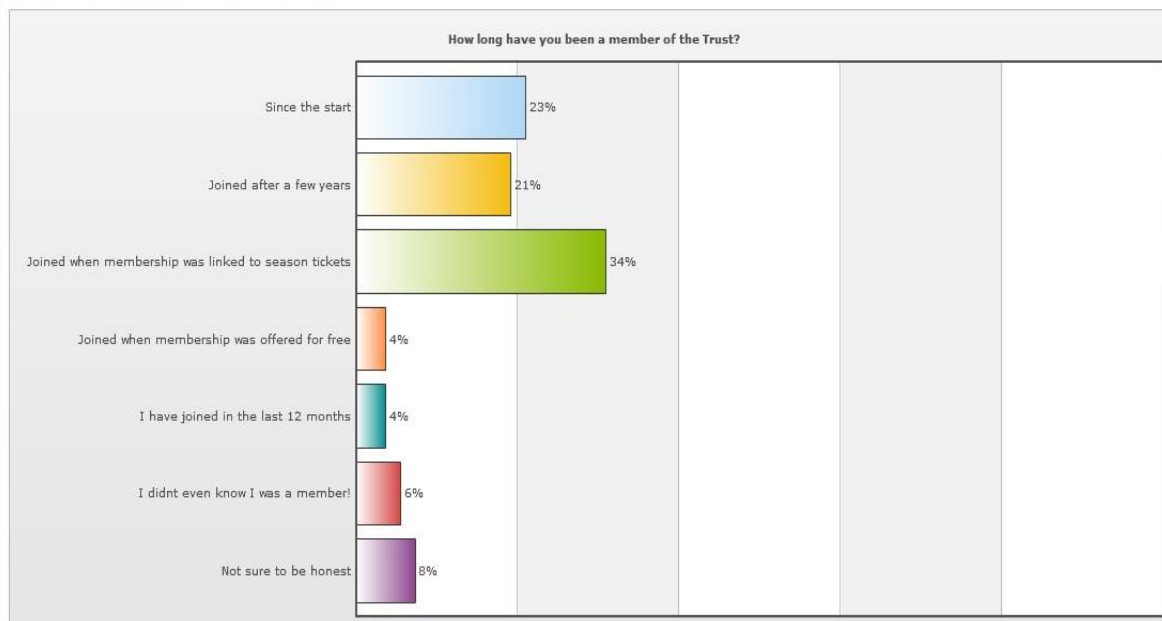
If you have any questions regarding the survey then please email the trust at info@swanstrust.co.uk

Question 1

Members were asked as to how long they had been a member of the trust.

330 members had been a member since the start of the trust and some 255 had been members of the trust since membership was linked to the season tickets. It would seem that 45 (6%) of those who answered the survey didn't realise they were even members and so it shows there is still a bit of work for the Trust to highlight to fans why they are members and why it's important to be a member.

1. How long have you been a member of the Trust?



Question 2

Members were asked whether the trust does enough to communicate with its members and it's pleasing to see that some 91% (683 members) thought we were doing enough. Some felt we weren't and we will continue to try and engage with those members. Some of the comments on what we should do more of are provided below

2. Does the Trust do enough to communicate with its members? (if no, please provide comments on what we should do more of)



"I receive regular updates via email, this are an important medium of communicating, and I value it immensely"

"Try to communicate with all age groups remember not everyone is PC literate and probably don't want to be with some older members perhaps a tel call to see if they are OK and still have things like transport to the match(something to consider for a community service)"

"I believe email is the modern way to contact fans also I think maybe once a month an article in the Evening Post with an update on new, progress, upcoming events would be useful to"

"I think the Trust is great in communicating but maybe could be even better with involving members. Maybe think of more ways members could do something for the club - practical tasks - asking for people to join smaller groups for organising specific events and for benefits for being a member and even more events linked to fundraising"

"Web site could provide more information. E.G. how the academy/training facilities are coming along"

"More prominence in Matchday programme and posters around stadium, clubs and pubs"

"But would like more feedback on Board room discussion, on what Trust representative is asking on our behalf and outcomes"

"However, I feel the Trust could benefit from taking advantage of the internet to further engage Trust owners abroad, even if it's something as simple as streaming Trust meetings or holding question periods online with players and the club"

"I want as much info as possible on the latest goings on at the Club. People are always asking what's happening at Landore, Fairwood. Also what's happening about Stadium Expansion. I don't mean doing it in a time (and cost) consuming way. The easiest, and cheapest, would be if Phil on Planetswans and Jim on SCFC2 just gave a 'latest' maybe once a month on everything even if it says still waiting on the diggers at Fairwood or whatever. I say Phil and Jim's sites because I don't know

how many people access the Trust site whereas I know huge numbers check out the other two sites daily”

“More detail of what the Trust are involved in however small. The only communication that comes close is the Board minutes, which are very brief”

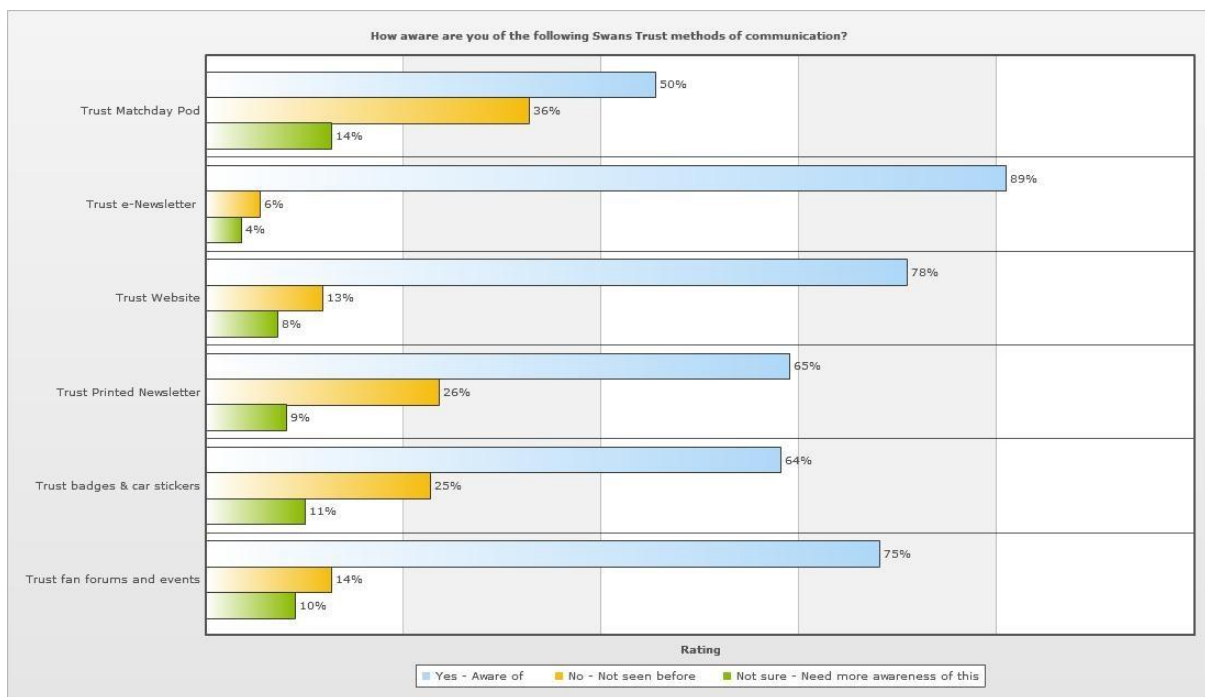
“Lots of info but would like to see more of an emphasis on how the Trust can help take forward issue on our behalf and feedback hereafter e.g. charging over £500 for a mascot package, charging £45 for a category A match, not allowing families with season tickets and those with just JA membership to sit together for away games and the price of kids leisurewear in the club shop. If we're 20% owner by fans in an area of social and economic deprivation we need to do some hints differently”

“Younger, new fans don't really see the point of The Trust”

Question 3

Members were asked whether they were aware of the different methods that the Trust uses to communicate. The responses show some interesting results.

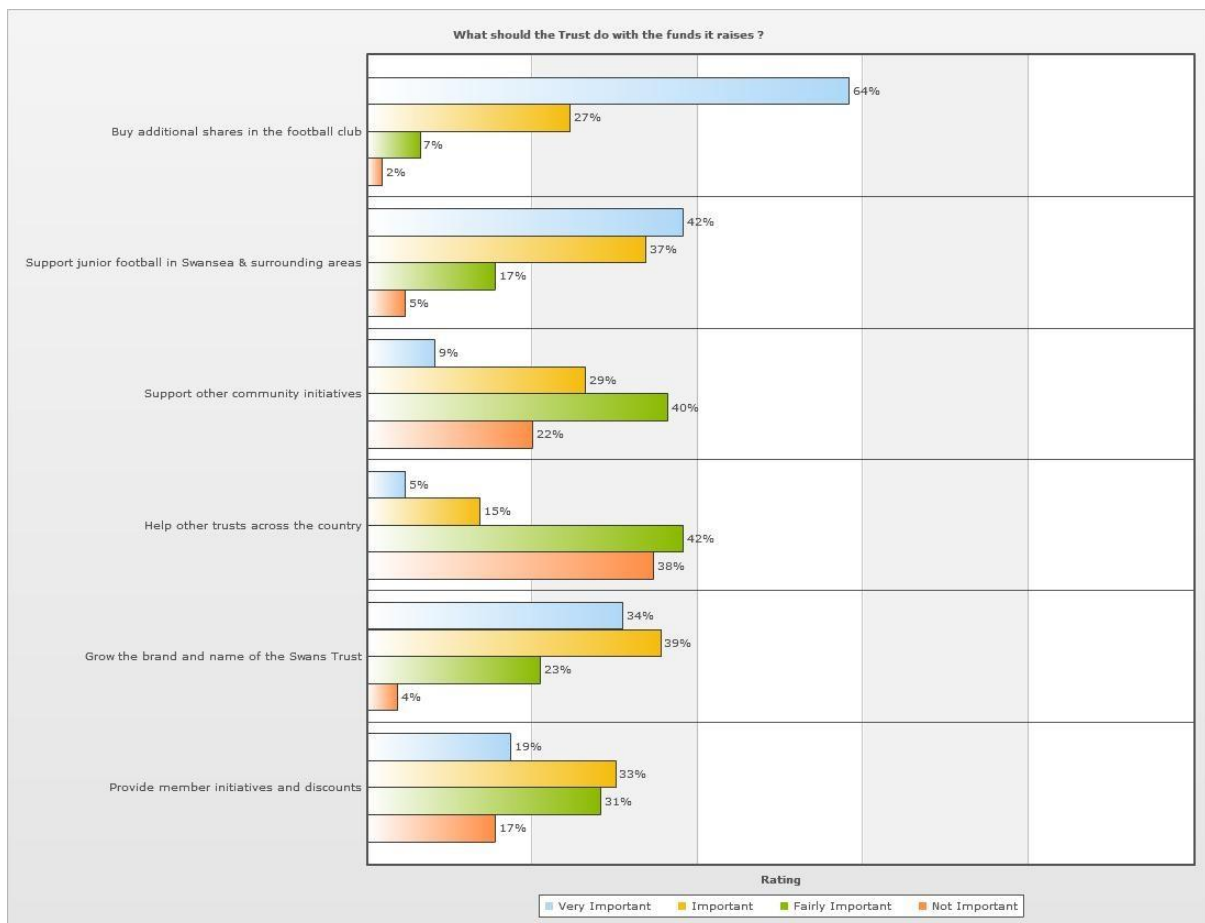
- Some 50% (375 people) of those surveyed are not aware that the Trust has a match day pod and so it's clear we need to ensure people are aware of this.
- Nearly 90% of all those surveyed were aware of the Trust's e-Newsletter and nearly ¾ of those surveyed were aware of the Trust's website.
- It would seem that nearly 1/3 of members are not aware of the printed newsletters that the trust send out and of the Trust badges and car stickers.
- Finally, over 560 members were aware of the Trust fan forum and events which shows that a good number of members are aware of how to interact with the trust at events.



Question 4

Question 4 looked to ask members their views on what the trust should look to do with the funds it raises.

- Nearly 91% of those surveyed felt it was important or very important for the Trust to continue to buy shares in the club
- Some 593 (79%) people also felt it was important for the trust to support junior football in Swansea and the surrounding areas
- Supporting other community initiatives is seen to be fairly important by some 40% of people but not important at all to 22% of those who answered the survey
- Helping other trusts across the country is something that was not seen as being important by some 38% of those surveyed
- Growing the brand and the name of the Swans Trust itself was seen as Very Important or Important by nearly 73% of those surveyed
- Providing member discounts and offers was seen as important and fairly important by nearly 64% of those surveyed



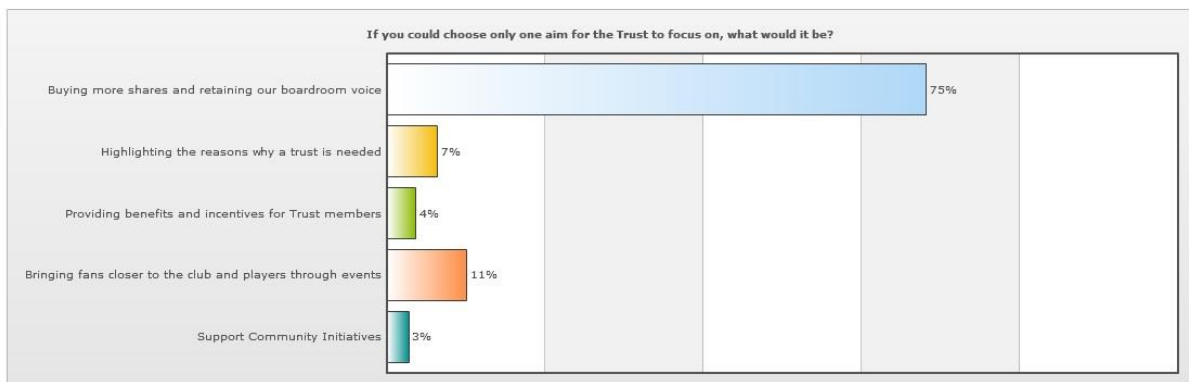
Question 5

Question 5 looked to get members to be very specific about what they felt was the most important aim for the trust to focus on.

Nearly $\frac{3}{4}$ of those surveyed (563 people) felt that buying more shares and retaining our boardroom voice was the most important aim for the trust with 11% of those responding feeling that 'bringing fans closer to the club and players through events' was the next most important area.

This provides a clear mandate for the Trust with future funds that it raises and earns.

5. If you could choose only one aim for the Trust to focus on, what would it be?



Question 6

The final question asked was a text based question on how members feel we can improve as a trust. Here is a selection of some of the responses we received.

"I think the Trust has an opportunity and a role at board level to gather information from fans and make changes to enhance the match day experience at the Liberty. There are many small changes which could now be made that would really improve the day out at the ground, for example barriers controlling the queues for bar areas, small programme seller type stands to alleviate queues for alcohol & half time smoking areas"

"I feel in many aspects the trust is doing a great job, i think one idea would be a suggestion box for improvements that can be made by trust members club/board/trust etc"

"I hear a lot about the trust, but that's about it. I don't think things are advertised as much as they should, nor does there seem any incentive to join and get actively involved. I'd like to get more involved, but I'm not sure how..."

"Already doing extremely well and an inspiration to fans of other clubs"

"Try to create more active regional supporter groups of the trust, even if it was just one per county, ie Carmarthenshire, Ceredigion, Gwent, Midlands etc . This has been mentioned to Phil Sumbler previously"

"Make membership renewal automatic, unless otherwise stated. I am lazy so did not renew when my membership expired!"

"The Trust needs to do much more about issues which affect the fans. There doesn't appear to be any negative comments from the Trust about the useless ticket office and their staff, the price increases on the food and beer at the Stadium, the heavy handed methods used by the Stewards (the gestapo in yellow jackets) the stupid rule about fire resistant flags etc,. It appears that the Trust Board don't want to rock the boat and just want to protect their privileged position. If the fans don't agree or are not happy with decisions made by the club, it should be the Trust that leads with the opposition to those decisions. Sadly it looks like the Trust Board have joined the gravy train and won't be leading any future protests"

"I would like someone to be able to put questions forward at meetings, for members who live a long way away, and can't attend the meetings"

"Although I have highlighted "Buying more shares", "Bringing fans closer to the club" is very close second choice. This questionnaire is a superb tool for establishing views of supporters on various matters. But the fans without computers need to give their opinions"

"Keep up the good work. It's impressive and encouraging"

"I feel that sometimes even though the trust has a voice on the board the fans views, opinions and concerns maybe mentioned to the board but I feel that's as much as it goes and the trust doesn't really have a say in the running of the club. I think more input is needed by the trusts into matters such as renewing of season tickets, it came out of the blue a few seasons ago that we'd have to

renew in December. The lack of Swans shirts in our centenary year is shocking and the trust should have put pressure on the club to bring in more. The way the online ticket site and how the ticket office is run also needs looking into"

"More fundraising events / ideas, and awareness of the Trust and how to contribute"

"Keep updates coming but at a more regular basis with perhaps player news included"

"Advise general public of the trusts aims"

"I believe that putting on events (eg.Fans Forum, Open Day) is a close second. The ONLY constant in ANY football club are its true supporters. The club should be at the heart of the community and the community should be at the heart of the club"

"Keeping the website up to date"

"More transparency with regard to the workings of the trust, we are aware of the voice the trust has at boardroom level but seems we get back little information on club affairs particularly those that relate to the fans. The problems at the Liberty are on-going with regard to the Liberty ticket office (online sales in particular) and stewarding (anti inflammable flags fiasco etc), would be useful if the trust could use their influence to help fans voice their opinions on things that cause concern and annoyance"

"Promoting the trust and making the trust more visual around the stadium on match day home and away"

"Very difficult as all involvement is done in personal time. As already answered the main focus should be on maintaining the share in the club. In the current situation it might seem 'small money' compared with the amount the club now gets, but it does give the fans a voice. This brings back to communication, showing the total involvement the Trust has in solving what might be seemed as small issues, that are not communicated, but mean a great deal to fans"

"If it is possible, to have regular meetings for all Trust members so that there is a constant flow of information and ideas within the Trust and between the Trust and the Club. Every effort must be made to ensure that Swansea City never again faces the crises of the past so by greater awareness and involvement by all Trust members we should go a long way to ensuring this"

"Bang your drum a lot louder!"

"By helping to promote/market the Club and the "Swansea City" area/brand (not the all Wales/Cardiff marketing that currently takes place) particularly in Indonesia. Can we have another "Jack" (full size dog) statue located at the ground for luck and prestige?"

"Great club well run and a big thank you to the Trust for all it's had work - much appreciated"

"Hold talks with the appropriate departments to sort out problems at the liberty stadium. Getting in and out of the Liberty car parks is a major problem on match days. Trying to get tickets is a feat in itself. Even as premier seat and season ticket holders. Help the away fans by providing adequate parking for fans on Sundays"

"There are a number of local events especially over the summer period namely Royal Welsh, Welsh games fair (Llandeilo) major Town and City Fairs over West and Mid Wales where a stand promoting Swansea City would provide positives and increase the presence in the community. We have recognisable players ie Michu etc and we should be promoting this more. The community is not just Swansea and surrounding but West Wales and Mid even up to Newtown etc. Let's go out and get involved"

"I often say to fans of other clubs "We, the supporters, own 20% of our club, but the other 80% is owned by supporters too!" I would like to be able to say: We are a club which cares for its fans better than others do. We are a club which has a real dialogue with its fans. We are a club which attaches huge importance to its social responsibility. You can see all that in everything the club does. I can't at the moment"

"sort out the ticket office"

"Focus on growing the "Family" feel we already have as a club both locally and further afield. I live in Norfolk, but joined when the club was struggling. I have seen very little in the way benefits. I don't mind as I wanted to help, but discounts at local Swansea restaurants doesn't interest me. I want to see you arranging youth football events and helping the club grow its marketing in Wales and globally"

"Thanks to all those who put in so much hard work on the Trust Board"