



Carlisle United

2024/25 OVERALL REPORT

INTRODUCTION

Welcome to your Family Excellence Scheme overall report for the 2024/25 season. The following pages provide an executive summary and key benchmarking information, as well as full details of the second match that was assessed and all the touchpoint scores from both visits, as well as recommendations, the full assessment report and your family excellence history, contact / support details as usual. We hope you find it helpful but please get in touch if you need some additional support.

OVERALL SCORE

8.0



FIRST VISIT 14 SEP 2024

CAR 2-3 FLE

8

SECOND VISIT 15 FEB 2025

CAR 0-0 COL

8

OVERALL SUMMARY

A family experience that creates a real community club feeling

The 24/25 Family Excellence assessments highlight a very good and extremely consistent matchday experience at Brunton Park, and one that is fast approaching excellent.

The detailed information for families and simple ticket purchasing process helps families plan their first visit with confidence and ease. The mascot timetable is a simple but valuable resource that ensures children don't miss the opportunity to meet Olga the Fox. The fan zone experience also stands out – attracting groups of friends, young families, home and away fans and provides a real community club feeling.

Some opportunities for improvement exist. Looking to personalise the first time fan further and considering additional retail space for families would enhance matchdays at Carlisle United even further, while more proactive engagement from the club's people would lift them too.



TOUCHPOINT SCORES

	FIRST VISIT	SECOND VISIT		FIRST VISIT	SECOND VISIT
WEBSITE	9	9	RETAIL & MERCHANDISE	8	8
TICKET PURCHASE	9	9	REFRESHMENTS	9	9
SOCIAL MEDIA	9	9	INSIDE THE STADIUM	8	8
TRAVEL & LAST MILE	8	9	PEOPLE	8	7
FACILITIES	8	8	POST-GAME	4	8
OUTSIDE THE STADIUM	9	8	FEELING VALUED	7	8
AVERAGE TOUCHPOINT SCORE				8.0	8.3

ASSESSOR FEEDBACK



I was extremely impressed by the fan zone experience and the different types of supporters it attracted. Groups of friends, young families, old couples- whatever type of supporter you could name, they were likely in that fan zone!



Overall, the interactions with club staff/associated individuals were positive, albeit not outstanding. Everyone was pleasant and went about their duties in a professional manner but the levels of proactive engagement could have been higher.

GOOD-TO-GREAT RECOMMENDATIONS



Add some form of personalised, bespoke approach to supercharge the experience for a young first-time fan right from the start of their journey with the club.



Additional retail space, in the form of a pop up/modular unit, ideally in the East Stand area to create another opportunity to purchase pocket money mementos.



Consider adding more activities for young fans in the main fan zone and you're onto a winner in there, as it's brilliant setup so far.



Encourage stewards to be more proactive and engaging in assisting fans. Make Here to Help staff more visible.

BENCHMARKING

2023/24

YOUR LEAGUE POSITION

6TH

4th in 2023/24







YOUR OVERALL POSITION

27TH

14th in 2023/24



YOUR AVERAGE OVERALL SCORE	8.0	8.3
AVERAGE OVERALL SCORE (League Two)	7.5	7.2
YOUR AVERAGE TOUCHPOINT SCORE	8.2	8.3
AVERAGE TOUCHPOINT SCORE (League Two)	7.3	7.1
AVERAGE OVERALL SCORE (EFL)	7.7	7.6
AVERAGE TOUCHPOINT SCORE (EFL)	7.6	7.5
HIGHEST SCORING TOUCHPOINT (EFL)		
LOWEST SCORING TOUCHPOINT (EFL)		

LAST FIVE SEASONS

This programme began in 2006 but here is a quick guide to your club's most recent performance (please note: programme was suspended for the 2020/21 season)

2018/19

AWARDED

2023/24

2019/20

AWARDED

2021/22

AWARDED

2022/23

AWARDED



AWARD THRESHOLDS



THE **GOLD** AWARD IS GIVEN TO EFL CLUBS WHO HAVE SCORED A COMBINED SCORE OF **8.5 OR ABOVE** ACROSS THE TWO FAMILY EXCELLENCE ASSESSMENT VISITS IN THE SEASON.



THE **SILVER** AWARD IS GIVEN TO EFL CLUBS WHO HAVE SCORED A COMBINED SCORE OF **7.5 OR ABOVE** ACROSS THE TWO FAMILY EXCELLENCE ASSESSMENT VISITS IN THE SEASON.



THE **BRONZE** AWARD IS GIVEN TO EFL CLUBS WHO HAVE SCORED A COMBINED SCORE OF **6.3 OR ABOVE** ACROSS THE TWO FAMILY EXCELLENCE ASSESSMENT VISITS IN THE SEASON.

HELP & SUPPORT

Please contact us if you'd like any advice or support. We're here to help.

Our team and long-term Family Excellence partners, The Fan Experience Company, can provide you with expertise, best-practice examples and strategic advice on fan engagement and the matchday experience at your club. We can also provide support on specific touchpoints.

Talk to us to find out how we can help your club.

EFL Fan Engagement Team

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SECOND VISIT ASSESSMENT REPORT

sky bet LEAGUE TWO | EFL

CARLISLE UNITED

0-0

COLCHESTER UNITED

BRUNTON PARK - 15 FEBRUARY 2025 - KICK-OFF 3PM - ATT. 7,021
OVERCAST



FAMILY EXCELLENCE SCHEME 2024/25
(SECOND ASSESSMENT VISIT)

Date	15/02/2025	Match	Carlisle United v Colchester United
Day of the Week	Saturday	Kick Off Time	15:00
Weather conditions	Overcast	Result	0-0
Attendance	7,021	Mitigating Circumstances (outside of the control of the club)	

PART 1: FIRST IMPRESSIONS

<p>What are we looking for?</p>	<p>Websites are how a club presents itself to the world. The content, style and tone all contribute to create an initial impression of the club: what makes it unique, why it means so much to its community of supporters and why new fans might confidently engage with it.</p> <p>They must serve the needs of families just as much as they serve existing supporters. They should make it clear what the club offers fans on a match day and provide this information in an easily accessible and engaging way so that new families are reassured that the club provides for them.</p> <p>Fan zones, children's activity areas, live music, etc., all contribute to extend the match day experience and to offer more value, so the more they are promoted as integral to the match day, the more likely families will turn up early to enjoy them.</p>
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What support does the club's website provide to families to help them get the best possible match day experience? (e.g., first time fan/family supporter guides, introductory video, match apps, downloadable docs, etc)?	Straightforward access to information on the club website 'menu', with dropdown options for 'fans' (directing you to the SLO team) and 'guides' (including support for first time visitors, travel, matchday info and of course Olga The Fox's whereabouts!).
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How easy was it to find this information on the club's website?	Poor					Excellent				
	1	2	3	4	5	1	2	3	4	5
										x

Please explain your rating here	Easy to access the information, particularly enjoyed the descriptions of the SLO team. Guides were useful and provided the information required.
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Please give a brief description of the information provided (e.g., description of key match day features, inc. fan zone, activities, entertainment, mascot timetable, etc	Matchday info/preview consistently provided at least 24hrs in advance of the fixture. Includes ticket office times, club shop opening hours, fan zone details (food vendors, entertainment etc.). Olga's approximate footsteps are listed on a separate page but very easy to find!
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Please describe your experience of emailing the club. How was the experience in terms of identifying a contact email, responsiveness, tone, information & recommendations?	Emailed a generic email address found on the club ticketing portal. Received a polite but brief response four days later f which informed me that the fan zone with a large TV would be showing the midday game and that if I wanted the best atmosphere I'd be best sitting in the West Stand. I had informed them in the email I was a first-time visitor with a child, so I thought this might've led to a recommendation of the family zone.
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When you reflect on this part of the experience, was there anything that you felt was missing or which left you with unanswered questions?	Yes	No	Comments
		/x	First impressions were certainly positive and it left me confident in attending the ground. I'd have wished for a more in-depth response to my email but it was still helpful nevertheless.

KEY STRENGTHS

Easily accessible information with all the key details a first-time family visitor would need.
Great timetable for their mascot, giving children the opportunity to meet the mascot at different times/places.

Travel guide comprehensive and provides options for all modes of transport, including some useful nearby services as well (Petrol, ATM etc.)

KEY WEAKNESSES / OPPORTUNITIES

Possibly room for a different format (E.G video guide or interactive piece with the mascot?). Quite text heavy which mightn't excite a child.

Opportunity to really deliver a first-class family experience through a more thorough and considered email response.

Touch Point Score – enter a cross in the appropriate accompanying box:

POOR		BELOW AVERAGE		SATISFACTORY		GOOD		EXCELLENT	
								x	

PART 2: TICKET PURCHASE

What are we looking for?

People expect a seamless and convenient experience when booking tickets. Making an online purchase quickly and being able to save the ticket in a digital wallet are all basic expectations these days. However, anything you can do to lift the experience for new families (such as a first time fan experience for your children) will make this touch point one of the most memorable ones.

New families will appreciate any guidance the club can provide on the most appropriate place for them to sit / stand to get the best possible experience. The more personalised the experience (i.e., being guided to the most appropriate location in the stadium and being able to select their own seats), the more likely the fan is to feel valued.

Does the club make it clear in its communications that there are areas in the stadium appropriate for families?	Yes	No	Comments	
	X		They do say where families are best sitting if they want to access the Family zone prior to a game, but one of their pages says Section 7 (family zone) is best to sit, then another says Section 8 (1 st time visitors).	

Please call the club and ask if there are areas in the stadium appropriate for or designed for families. How would you rate the experience of calling the club?	Poor					Excellent				
	1	2	3	4	5	1	2	3	4	5
				X						

Additional comments	Comments
	Called the main office (apologies, I forget the name of the operator) and asked for some advice on where's best to sit when coming with my younger brother. They advised the East Stand as expected and were more than happy to chat about the surrounding areas to the ground. A friendly exchange.

How would you rate the quality of service provided by the person you spoke to?	Poor					Excellent				
	1	2	3	4	5	1	2	3	4	5
				X						

Additional comments	Comments
	Provided the information I was after in a polite and concise manner.

Were you able to choose specific seats when booking online?	Yes	No	Comments	
	X		Easy to pick specific seats, although you have to go back to the '1 st time guide' to know which stand is which (stand sponsors mean you don't know which is the East Stand at first)	

Did you receive online confirmation of your ticket purchase?	Yes	No	Comments	
	X		Confirmation after booking, email received immediately and ticket reference provided.	

Please rate your online ticket purchase experience	Poor					Excellent				
	1	2	3	4	5	1	2	3	4	5
					X					

Did the club email, text or call you with info before the game to help you get the most from the match day (e.g. a special first time fan experience for your children)?	Yes	No	Comments	
	X		Email received 24hrs before the game with the generic key matchday information. The information is useful and certainly welcomed, but it wasn't anything bespoke to us that would've made the experience special.	

Additional comments	
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<p>How much did you pay for your tickets?</p> <p>Please specify the type of ticket (e.g., family bundle, adult / child special, child free with paying adult, discounted tickets for family stand, etc.) and the extent to which you believed that this offered 'value for money'.</p>	<p>Purchased online using card. Adult ticket £23 (£3 discount compared to matchday) and junior £10 (discounted by £2 I believe when sat in the family zone). A small discount which is welcomed and would be £10 cheaper for a typical family of 4.</p>
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Where in the stadium was your ticket for (i.e. named stand or section)?	Section 8 East Stand
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KEY STRENGTHS	<p>Simple purchase process on the website- including selecting seats.</p> <p>Immediate emails with purchase confirmation and e-tickets- including contact details for the ticket office if required.</p> <p>Key information email prior to matchday, to reemphasise the details I've mentioned in the 'first impressions'.</p>
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KEY WEAKNESSES / OPPORTUNITIES	<p>Slight confusion with guides- one saying Block 7 and one saying Block 8. Not a huge issue given they're right next to each other but consistency is key!</p> <p>Would it be possible to include on the guides that the East Stand is the 'Andrew Jenkins/Pioneer Foodservice' stand? Or have this on the ticket portal.</p>
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Touch Point Score – enter a cross in the appropriate accompanying box:									
POOR		BELOW AVERAGE		SATISFACTORY		GOOD		EXCELLENT	
								X	

PART 3: SOCIAL MEDIA

What are we looking for?	<p><i>In little over a decade, social media has become an important communications channel.</i></p> <p><i>However, for it to impact positively on fan value, it must go beyond simply broadcasting to becoming a more pro-active engagement tool.</i></p> <p><i>How well does the club use social media to engage fans? How is it used to connect different types of fans (i.e., families, new fans etc.) to the club and the match day experience? How well does it update supporters on important changes and what innovation has the club introduced?</i></p>
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What club social media accounts could you easily find (i.e., easy to find on any social media search)?	X	Facebook	Instagram	TikTok	YouTube	Other
	X	X	X	X	X	

Did the club's main social media channels provide any useful guidance to help manage family expectations of the day? Please use the comments box to describe what relevant information you found <u>in the two weeks prior to match day</u> on the club's X account.	Yes	No	Comments
	X		Club mascot has an account which provides links to the 'first time visitors guide' and 'matchday information' guides, which the club retweet prior to every home fixture. This then links you into the family information.

Is there evidence of two-way communication and / or responsiveness (e.g. a response to your or other fans' tweets)?	Yes	No	Comments
	/		Club seen to reply to cash/ticket office enquiries, as well as interacting/retweeting fan content (often young supporters enjoying their experience at BP).

Does the club's main X profile (or official website) include details of an official mascot account? If there is an official mascot social media account, please use the comments box to describe how it is used.	Yes	No	Comments
	X		As above, mainly for sharing matchday/1 st time visitor guides. Appears to be a new addition for the 24/25 season so still in its infancy, would like to see more matchday content moving forward!

During your experience, how well do you think the club engaged families via social media (from the date of ticket purchase to the match day itself)?	Poor Excellent				
	1	2	3	4	5
				X	

Please add any additional comments or clarification here on the club's use of social media, including on any notable innovation or 'best practice' that you encountered.	<p>1) Specific mascot page for Olga which was active in and around matchday with key information and timings.</p> <p>2) Main account tweets in the buildup to the match, asking supporters to share their images pre-match. They were then seen interacting with family images and pictures with the mascot.</p>
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KEY STRENGTHS	<p>Active page for club mascot which provides information for first time visitors.</p> <p>Good interaction in the build up to kick-off.</p> <p>Professional content across all forms of social media, all of which was bespoke to the platform it was posted on.</p>
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KEY WEAKNESSES / OPPORTUNITIES	<p>Opportunity for even more family-friendly content on the mascot page, possibly some video content on matchday or some young fan shoutouts?</p>
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Touch Point Score – enter a cross in the appropriate accompanying box:									
POOR		BELOW AVERAGE		SATISFACTORY		GOOD		EXCELLENT	
								X	

PART 4: TRAVEL (& THE LAST MILE)

IMPORTANT: Although ensuring a hassle-free journey to the stadium is important, much of the travel experience is beyond the control of the club. This section therefore asks you to focus on those areas that the club could reasonably be expected to address and to comment on your experiences accordingly.

What are we looking for?

The more the club can remove the stress from travel and parking, the more valued families will feel. By offering a reliable travel plan to fans & backing that up with relevant updates via social media, families know that you're doing everything possible to make their match day journey hassle-free.

Certain types of fans (those with young children and elderly supporters) will appreciate any targeted guidance the club can offer (such as walking times to the stadium, alternative parking, well-lit routes, etc.)

This is also a chance for the club to promote its environmental commitments and offer walking routes, cycle parking, car sharing and public transport.

How easy was it to find travel info and advice on the club's website?	Poor				Excellent
	1	2	3	4	5
					x

Please give a brief summary of the travel information provided by the club (that was easily accessible on the club's website).	Dedicated travel page on the website (and linked throughout numerous articles leading up to the game). Provided clear instructions for people using all modes of transport and more specifically for us travelling by car, some useful information around parking, cost and nearby services like petrol stations.
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Please describe any guidance offered to families by the club to remove the hassle from the last mile of the journey (e.g. walking times from car parks, suggested time to arrive to get the best possible experience, dedicated family parking at the stadium, etc.)	The location of the recommended car park makes it easy for us to get to the fan zone along the main road within 5 minutes.
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If <u>relevant</u> , did the club communicate any traffic issues that emerged on the day of the game?	Yes	No	N/A	Comments
			x	No traffic issues.

Please focus on the last mile of your journey and comment on the quality & visibility of signage you encountered	Signage straight off the A69 referring to two club car parks (Official and Alternative). Followed directions for Carlisle Rugby Club as advised on the website. Easily accessed off the main road with a sign directing me.
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If you parked at a club-recommended car park (official or otherwise) please rate the experience here (access, cost, safety & ease of departure)	Poor				Excellent
	1	2	3	4	5
				x	

Focusing on those aspects that the club could reasonably be expected to control , please rate your experience of travelling to the club and departing afterwards (where 1 is poor & 5 is excellent)	Poor				Excellent
	1	2	3	4	5
				x	

Additional comments	Easily accessed and very close to the ground. Only annoyance was that the website states parking is £3 for a Matchday when it was actually £5 (Note- appears to have been changed now since I have visited, so feel free to ignore if this was an error from me). Nice gentleman on the gate though who made the most of our small interaction.
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Please describe any evidence you found of the club encouraging environmentally friendly / sustainable ways of travelling. This could range from advice on public transport timetables, park and ride facilities, walking or bike routes or club-provided supporter coach schemes (in areas with limited public transport)	The club provide a comprehensive guide for all forms of travel. They make it clear bike racks are available on the West & East stand of the stadium, as well as providing details to travel by train, bus or on foot. A 'footyriders' ticket also gives you 50% discount on bus journeys on matchday.
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Please add any additional comments or clarification here on the way the club manages 'the last mile' and what it puts into place to make everything hassle-free for new fans.	If fans listen to the advice of the club and park in the rugby club, it's extremely easy to find your way to the ground and main club shop. More than adequate in my opinion!
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KEY STRENGTHS	<p>Various recommended parking options within a very short walk of the ground.</p> <p>Comprehensive guides offered by the club for all forms of travel- including bus discounts in partnership with Stagecoach.</p>
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KEY WEAKNESSES / OPPORTUNITIES	<p>Ensure parking fees advertised on the website are correct,</p> <p>Consider walking/cycling trails to the ground.</p>
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Touch Point Score – enter a cross in the appropriate accompanying box:									
POOR		BELOW AVERAGE		SATISFACTORY		GOOD		EXCELLENT	
								X	

PART 5: FACILITIES (EASE, COMFORT & ORIENTATION)

What are we looking for?

Elements such as comfort, hygiene and wayfinding can make all the difference to a first time fan's experience. The availability and quality of toilet facilities are of particular importance to families, while clearly visible signage (especially to key locations such as the club shop, the fan zone and the entrance to the family stand / section) is vital.

Please rate the quality of signage you observed in the immediate stadium vicinity	Poor					Excellent				
	1	2	3	4	5					
			x							

Please support your rating with comments here.

Signage into the main West stand fan zone from the main road was good and multiple site maps could be found around the ground showing 'You are here' markers. However, this could have been strengthened when leaving the fan zone to direct people around the ground to the seats we had purchased (other side of the ground). It was a bit misleading at first as it just said 'visiting supporters' but it was also accessible for home fans to get around to the other side of the ground as well.

Is there a stadium plan / map providing helpful information (e.g., directions to specific stands, the Club Shop, any match day activities, etc.)? Please use the comment box to expand on this.	Yes	No	Comments		
	/		As mentioned above, site maps were good and therefore made it possible to work out where to go. Just felt like the other signage could've provided more clarity, rather than confusing matters.		

Please rate your physical comfort in the concourse (in terms of being able to move freely, etc.)	Poor					Excellent				
	1	2	3	4	5					
				x						

Please comment further here.

Concourse was busy but never felt uncomfortable or cramped in.

Please rate your physical comfort in the stadium (inc. leg room, seat comfort & view from your seat)	Poor					Excellent				
	1	2	3	4	5					
					x					

Please comment further here.

The in-stadia facilities were great! Brilliant view of the full ground from the family zone, adequate seat spacing and enough leg room. Quirky, traditional layout which created a great atmosphere on the day.

Please rate the overall cleanliness in your section of the stadium	Poor					Excellent				
	1	2	3	4	5					
				x						

Please comment further here.

Toilet facilities clean and seating around us had no mess/litter when we arrived.

How would you rate levels of hygiene & functionality in the club's toilets?	Poor					Excellent				
	1	2	3	4	5					
				x						

Please comment further here.

As above. Only issue with the toilets were the lack of warm water, was freezing when trying to wash your hand and was pointed out by my accompanying child.

Were you able to determine if the needs of particular fan groups been considered (baby changing facilities, decoration to appeal to children, complimentary female sanitary products, etc.)?	Yes	No	Comments		
		x	Unsure on female toilet provision. Male toilets were decorated in typical club colours but could definitely do with a creative 'family-		

			friendly' design to make kids feel comfortable, especially given they're in the family zone. One reference to 'priority toilet' for juniors in the male toilets, which had a colourful football silhouette.
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Did the club communicate the availability of baby changing facilities and / or complimentary sanitary products?	Yes	No	Comments
		x	Not that I was able to see, although this might've been communicated within the toilet facilities.

KEY STRENGTHS	<p>Organised concourse facilities, easy to access our correct block.</p> <p>Lots of male and female toilet provision and meant queuing was never needed.</p> <p>Clean and clear stadium.</p>
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KEY WEAKNESSES / OPPORTUNITIES	<p>A greater child-friendly feel, especially towards the entrances and toilets to Blocks 7 & 8 where families are recommended to sit.</p> <p>Clearer 'flow' of supporters when going from fan zone to other areas of the ground. If you want fans to exit the fan zone back out onto the road, is there a way to advise fans not to walk around the Sports Centre end?</p> <p>Some warm water in the toilets would be appreciated, especially in a family area.</p>
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Touch Point Score – enter a cross in the appropriate accompanying box:									
POOR		BELOW AVERAGE		SATISFACTORY		GOOD		EXCELLENT	
							x		

PART 6: THE IMMEDIATE STADIUM VICINITY

What are we looking for?	<p><i>If clubs are to extend their reach into their communities and grow attendances, there is an established expectation that they will offer much more than a match.</i></p> <p><i>Many clubs have set up entertainment areas, fan zones & special activities to make sure fans not only enjoy themselves but also come to the stadium earlier & spend too.</i></p> <p><i>Clubs displaying strong evidence of supporter engagement at this touch point will create a strong sense of arrival by ensuring the experiences, activities and entertainment they offer are well promoted, well sign-posted and well executed.</i></p>					
Please describe the welcome you received upon reaching the stadium.	After finding our way around to the correct entrance, we were asked by a steward for evidence of tickets. He was polite but was clearly there to get people in quickly to reduce congestion.					
Did you find any club representatives (e.g., stewards or 'here to help' teams) that were specifically dedicated to assisting and engaging with fans?	Yes	No	Comments			
		x	Didn't see any, although there was a good staff presence in the fan zone and upon entering the ground, so some of these may well have been official 'here to help teams'			
Does the club provide kids' activities and entertainment outside of the stadium (inc. the local vicinity or rooms accessible from outside of the stadium)? Please use the comment box to describe what you found.	Yes	No	Comments			
	x		To an extent, there was a penalty/target inflatable in the fan zone. A few more of these activities would be welcomed as the queue was massive, so clearly people wanted to have a kick around.			
If there is a <u>fan zone</u> (i.e., an external area with refreshments, drinks, live music and entertainment, etc), please rate how family-friendly it was.	Not at all					100%
	1	2	3	4	5	N/A
				x		
Does the club deliver what was promised via the website, personal email, social media, etc.	Yes	No	Comments			
	x		Yes, I'd say so. Fan zone was full of all types of fans, with a large family presence. Large TV screen with the early KO on, as well as a few football related activities for kids. Clear social media timetable with player appearances, who were spotted walking through the fan zone to the store.			
Please describe any magic moments provided by the club outside of the stadium (e.g., mascot photos, a chance to have a picture to celebrate your first game, handing out first time fan certificates, etc.)	Opportunities to meet a few of the players - either in the store or family area, or the club mascot. Other than that, I don't get the sense anything else was available. We had made the club aware we were first time visitors but didn't receive anything from the club that made the trip extra special or memorable to denote as our first time specifically.					
Does the club provide a match day programme?	Print	Digital	No Programme			
	x					
How easy was it to find and to buy one?	Impossible				Easy	
	1	2	3	4	5	
			x			
Please rate the programme (whether paper or digital) and use the comment box to describe any content designed to engage families and children (such as mascot pages, puzzles, content created by young fans, etc.)	Poor				Excellent	
	1	2	3	4	5	
			x			

KEY STRENGTHS

Fan zone was very busy and provides an experience, accurate to the visitor guides.

Both sets of fans able to use this which was great to see.

Mix of fan types in here shows how well the club have done to make this accessible for all.

Access to players pre-match

KEY WEAKNESSES / OPPORTUNITIES

More child-friendly activities in the fan zone.

Some live entertainment would be a great addition, but given the early KO was on this wasn't majorly missed.

Some first-time fan experiences would've made the day special. Little memento (E.G certificate on the seat, goodie bag, mention on big screen etc.) would be a small but impactful touch.

Addition of some here to help staff could really lift engagement levels further and help provide a personal type of welcome for families and youngsters

Touch Point Score – enter a cross in the appropriate accompanying box:

POOR		BELOW AVERAGE		SATISFACTORY		GOOD		EXCELLENT	
							x		

PART 7: PHYSICAL RETAIL & MERCHANDISE

What are we looking for?

The club's retail & merchandise services provide a clear opportunity to capture the attention of families, thereby extending the experience.

Physical retail outlets can make a significant contribution to match day revenues. Success is built on several factors, including access, ease of browsing, queue time, product range & diversity, price (important during the present cost-of-living crisis) and levels of engagement from those representing the club.

How well does the club **promote** the availability of its retail services? Does it use social posts to do so?

Poorly Extremely Well

1

2

3

4

5

What retail facilities could you easily find on the day (i.e. outside the stadium and inside your section of the ground)?

Main Store

Satellite

Mobile Kiosk

Vending Machines

Other

x

How would you rate the general main retail store experience in terms of range? For example, was there a product that your kids really wanted?

Poor

Excellent

1

2

3

4

5

x

Please comment further here.

Range was standard, kits, scarves, jackets etc, alongside a lot of discounted items from what I gather was previous seasons. It's a small space which limits what the club can stock.

How would you rate the range of pocket money items / products for kids?

Poor

Excellent

1

2

3

4

5

x

Please comment further here.

Range of small cost items (autograph books, sweets, key ring, car scarf, Rubix Cube etc). Lots of kids in the shop who were glued to some 'match attack' style cards that were located at the till, must be the big-ticket item!

How would you rate the general main retail store experience in terms of service? For example, did a staff member make a product suggestion or pro-actively assist you in any positive way?

Poor

Excellent

1

2

3

4

5

x

Please comment further here.

I enjoyed the club store and there was a good staff presence, however we weren't greeted on arrival, spoken to on the floor or offered any advice (despite purposely looking a 'bit lost'). If we were, this rating would be much higher as the two ladies on the till were enthusiastic, welcoming and engaged well with the other families in front of us- well done to them both!

If space allows, did the club deploy one or more 'floor walkers' to assist supporters in the main outlet? Please comment on their impact.

Yes

No

Comments

x

Small space but a minimum of two floor staff + a 'security guard/entrance watcher'. Details listed above in terms of lack of impact and the potential impact they could have had.

Were you able to move around the store and browse easily? Please comment on how comfortable the experience was in relation to entry, access to products & queue management

Yes

No

Comments

x

Small space so naturally felt slightly cramped, although the shop flowed well and the ladies on the till got the balance right in terms of engagement/speed.

Please record any examples of innovation you saw in the club's main store (e.g., player autograph opportunities, mascot presence, etc.)

Player photo opportunity at 2pm and mascot arrival beforehand.

Was the store a place you felt you wanted to spend time in? Would it become a natural part of your match day routine on future visits to this club?	Yes	No	Comments
	x		We might not visit every match due to size but always like to come away with a pocket money item.

KEY STRENGTHS	<p>Club main store located in a prominent position off the main street and therefore attracts a lot of visitors, which included a large amount of excited children prior to KO, spending a nominal amount on 'pocket money' gifts.</p> <p>Innovative opportunities for families to meet club players prior to the game. Really nice touch which will make the experience great for youngsters.</p>
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KEY WEAKNESSES / OPPORTUNITIES	A pop-up store in and around the family zone to reduce cramped feeling in the main store? Possibly on entry to the ground or in one of the retail outlets in the concourse.
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Touch Point Score – enter a cross in the appropriate accompanying box:									
POOR		BELOW AVERAGE		SATISFACTORY		GOOD		EXCELLENT	
						x			

PART 8: REFRESHMENTS

What are we looking for?

The refreshments experience is not only an opportunity to provide hot food on a cold day or to delight a youngster at his or her first game, but also a chance to promote your club (or regional) identity, your awareness of refreshments trends and / or food that is popular within key target supporter groups.

By offering a good selection of refreshments in any official fan zone, clubs will help to attract families to the stadium earlier and to extend their match day experience.

Does the club promote its refreshments services ahead of the match (e.g., by publishing an indicative menu and / or specific family products)?	Yes	No	Comments
Please comment on what you found.	x		Clear list of food options prior to game on the website, as well as the pre-match info article that was also emailed to me 24hrs beforehand-good touch!

How would you rate the quality and range of refreshments available outside of the stadium (e.g., fan zone, etc.). Consider the needs of families & children when rating the experience	Poor					Excellent					
	1	2	3	4	5	1	2	3	4	5	
											x

Please comment further here.	A lot of different options that weren't just the standard 'burger or hot dog'. Burger Van, Yorkshire Wraps, Fish and Chips, Dessert van all available in the main fan zone, with Nachos and pulled pork sandwiches available in the LG fan zone.
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How would you rate the quality and range of refreshments inside the stadium (i.e., accessible from the section of the stadium in which you are sitting / standing)?	Poor					Excellent					
	1	2	3	4	5	1	2	3	4	5	
Please use the comment box to expand on this.											

Please comment further here.	Didn't choose to eat inside the ground but did seem less appealing than the options pre-game, so I'm happy I used the guide to eat prior to entering.
------------------------------	---

Did the refreshments offer have anything on it that your children were pleased to see (either outside or inside the stadium)?	Yes	No	Comments
	x		Cumbrian Roast Company was a firm favourite!

Did the menu offer healthy, vegetarian, vegan or gluten-free options?	Yes	No	Comments
	x		Vegetarian options around all outside vendors. I'd not say there were any healthy options outside which I would like to see.

Were any items (i.e., on the menu at your nearest kiosk) unavailable?	Yes	No	Comments
		/x	Everything we wanted to offer was available.

How would you rate overall levels of hygiene (e.g., the way the food is served, presented or wrapped, etc)?	Poor					Excellent				
	1	2	3	4	5	1	2	3	4	5
									x	

Please rate queue management pre-match	Poor					Excellent				
	1	2	3	4	5	1	2	3	4	5
									x	

Please explain what – if anything – the club did to mitigate any delays.	Pre-order drinks service was available in our concourse at two different points, with two machines and a member of club staff also there to assist. Really good way to attempt to control the HT rush in my opinion!
--	--

Please rate queue management at half time	Poor				Excellent
	1	2	3	4	5
				x	

Please explain what – if anything – the club did to mitigate any delays.	As previous. There were also several kiosks open at HT to limit queues where possible. Clear signposting to where to queue/order/exit.
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Please rate the service you received from the kiosk staff (e.g., speed, demeanour, personal engagement, etc.)	Poor				Excellent
	1	2	3	4	5
				x	

Please support your rating with comments here	All service in the fan zone was good. As mentioned, we didn't eat/drink in the ground as the experience outside was enough to keep us content! From what I viewed the service seemed fine and flowed well. Naturally, the concourse was busy at half time, but everyone seemed in good spirits.
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Were there particular products that stood out for their uniqueness, links to the local area, local regional favorites, products named after famous players, etc.?	Yes	No	Comments
	/x		All local food vendors outside. Kiosks inside were named after what I gather was club legends?

KEY STRENGTHS	Good variety of food and drink options with choice inside and outside the ground.
	Innovative way to manage queues using pre-order machines. A staff member here to support was a good move as well.
	Local, non-generic food vendors and a good way to recognise some club legends by naming kiosks after them.

KEY WEAKNESSES / OPPORTUNITIES	A 'healthy' food option would have completed the set, in my opinion. Not everyone now goes to eat/drink unhealthy products.
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Touch Point Score – enter a cross in the appropriate accompanying box:									
POOR		BELOW AVERAGE		SATISFACTORY		GOOD		EXCELLENT	
								x	

PART 9: INSIDE THE STADIUM

What are we looking for?

Clubs might not be able to control the quality and outcome of what happens on the pitch, but through engaging activations, big screen content (where relevant), the activities of the mascot and the positive actions of stewards, they can create an engaging in-stadia experience for families that extends way beyond the game and creates magic for supporters of all types.

Please rate the welcome you received either at the turnstile or, if automated, once you'd passed through it.

Poor					Excellent
1	2	3	4	5	
			x		

Please comment further here.

Manual ticket process, so a young man scanned us both in. Pleasant enough but nothing 'extra special'. Steward after entrance wished us a good day and hoped we enjoyed the game.

Were you offered assistance to find your seats?

Yes	No	Comments
x		Technically no, but he was helping other people, so I've put yes, as I believe this would've been offered if we needed it.

What specific activities did you see in the concourse nearest to your seats (e.g., family room, children's activities and entertainment, mascot visit, gaming, etc.)?

The family zone within the concourse was busy to say the least! A shame the room was so small, as there were so many people enjoying the space. Xbox's, pool table, connect 4, air hockey, live football to name a few bits. There was a designated staff member in there chatting to parents, as well as free fruit which had been donated by a local company. Really impressed despite the lack of space to work with.

Does the club provide a mascot(s) to entertain children inside the stadium?

Yes	No	Comments
x		Olga was ever-present pregame and at HT! Pictures seen on social media as well.

How would you rate the mascot?

Poor					Excellent
1	2	3	4	5	
				x	

Please describe any specific child-friendly concourse decoration in your part of the stadium

Limited outside of the small family zone area described above (small mural on the right when entering the ground, which I only spotted on the way out due to the position of the matchday programme seller). I'd have hoped for more, specially towards the entrance to Blocks 7/8 which are allocated to family friendly seating.

Please comment further here.

See above.

Please give an overall rating for the quality of **pre-match** entertainment offered

Poor					Excellent
1	2	3	4	5	
			x		

Please comment further here.

Fan zone good to take in the atmosphere, grab a bite to eat and watch the football. Family zone great for young children and offered loads of different activities.

Please give an overall rating for the quality of **half time** entertainment offered

Poor					Excellent
1	2	3	4	5	
			x		

Please comment further here.

Local junior teams were invited onto the pitch for an exhibition game (right next to family zone). 'Big Shot' competition which allowed fans the opportunity to win £1000 if they could hit the target zone from 30 yards. Good idea and entry fee raised some money for the local foundation. Olga

	the mascot was also going around throwing out some free snacks (since seen they were crisps), which the kids were all over!
--	---

If the club has a big screen, please rate how well it is used to entertain supporters inside the stadium. For example, was it used to feature individual groups of fans or to facilitate quizzes or competitions?	Poor				Excellent
	1	2	3	4	5
		x			

Please comment further here.	Screen towards the Sports Centre stand but nothing was displayed on here about from the score, time and actual time. Feel this could've been utilised more, for fan engagement and for game-related updates (subs, sponsorship purposes, other club scores etc.)
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Please rate how pro-actively the club created atmosphere (in the stadium as a whole and / or in your section) in the minutes before kick off (through music/videos etc	Poor				Excellent
	1	2	3	4	5
			x		

Please comment further here.	The welcoming of new manager Mark Hughes helped create some atmosphere prior to KO! Olga the mascot was playing a part, alongside some young flag bearers and some walk out music/PA announcer. Not a lot in the way of videos/countdown etc as seen at other venues.
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Please rate the contribution of the PA Announcer.	Poor				Excellent
	1	2	3	4	5
			x		

Please comment further here.	Done what I would consider the basics. The speaker system, in their defence, was quiet, so he may well have been trying to engage and motivate the crowd but it was too quiet for us to realise. Do feel this is an area clubs can add value without major changes.
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Were there any planned examples of magic moments for young fans (e.g., autograph opportunities, pictures with the mascot, etc.)?	Yes	No	Comments
	x		As previously stated, two player opps and regular mascot opps.

Please describe the atmosphere in the family stand once the match started (i.e. from kick off until the final whistle). What, if anything, did the club do proactively to create, protect or improve it?	Nothing additional done to improve the experience once the game was underway. Crowd done everything they could to create an atmosphere though, great support from the United faithful!
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Please record any examples of innovation in the in-stadia experience that you observed.	Half time entertainment was good and varied, lots going on which made the break feel quick.
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KEY STRENGTHS	<p>Great mascot interaction prior to KO and also at HT, handing out free snacks to fans all around the ground.</p> <p>Half time entertainment varied and showed a clear emphasis on the importance of 'the next generation', whilst raising vital funds for the local foundation.</p> <p>Good autograph opportunities and felt players were accessible, something you don't see at a higher level.</p>
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KEY WEAKNESSES / OPPORTUNITIES	<p>Limited use of the big screen. Could've been used for more interactive features (match day shoutouts for first time visitors, maybe?).</p> <p>Speaker system was quiet, feel this limited the effectiveness of the announcer.</p>
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Touch Point Score – enter a cross in the appropriate accompanying box:									
POOR		BELOW AVERAGE		SATISFACTORY		GOOD		EXCELLENT	
							x		

PART 10: PEOPLE

What are we looking for?	<p><i>We know from nearly 20 years' EFL assessment experience that clubs achieving the highest scores in this part of the assessment have people who are a big part of the experience themselves.</i></p> <p><i>They are always on the look-out for opportunities to assist, engage and often to surprise and delight supporters and their families. They understand the value of a 'high five' to a family group & display positive body language and good eye contact</i></p> <p><i>Service is as important a steward's objective as safety and security are, while a dedicated 'here to help' team will lift the experience with energy, pro-action and magic moments.</i></p>					
How do you rate any club rep(s) that you spoke to by phone?	Poor					Excellent
	1	2	3	4	5	N/A
				x		
Please comment further here.	I received a polite but quite generic response to my email from the ticket office, looking for some advice on where to sit as a first-time visitor with a child. The phone call was very similar, albeit provided some more relevant information.					
If you parked at an official club car park, how would you rate any official club parking assistants you encountered or interacted with?	Poor				Excellent	N/A
	1	2	3	4	5	
				x		
Please comment further here.	Helpful interaction with the parking attendant at the rugby club car, who was cheery and made us feel welcome, especially as our first interaction with the club/club associates.					
How would you rate the levels of engagement of any dedicated here to help club reps or those dedicated to welcoming fans / answering questions (both outside and inside the stadium)?	Poor				Excellent	N/A
	1	2	3	4	5	
						x
Please comment further here.	N/A					
How would you rate the levels of engagement of stewards / other club representatives outside the stadium?	Poor				Excellent	
	1	2	3	4	5	
			x			
Please comment further here.	Done what they needed to in a quick and efficient way.					
How would you rate the levels of engagement of stewards inside the stadium?	Poor				Excellent	
	1	2	3	4	5	
			x			
Please comment further here.	As above, good staff presence in all inside areas of the ground.					
Did you observe any examples of abusive language or anti-social behaviour in your section of the stadium? If so, how close were stewards to the situation and how did they respond?	Yes	No		Comments		
		x		Passionate bunch. All done in a respectful manner though and wish the club all the best for the remainder of the season.		

Please reflect on the entirety of your match day experience and describe / identify any individuals who you believe should be recognised by the club for the quality of service they provided.	Overall, the interactions with club staff/associated individuals were positive, albeit not outstanding. Everyone was pleasant and went about their duties in a professional manner but the levels of proactive engagement could have been higher. A shoutout to the two ladies working at the club shop prior to KO (approx. 1:30pm) who as previously mentioned were great at interacting with supporters. A second well done to the lady working in the Family Zone, who although I didn't speak to directly, was seen having a number of conversations with parents whilst the youngsters were having fun (also known as causing carnage!).
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KEY STRENGTHS	Staff I have identified in the response above.
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KEY WEAKNESSES / OPPORTUNITIES	Clearer visibility around 'Here To Help' staff if those I seen were in fact H2H. Stewards were helpful when approached but mainly didn't proactively approach supporters and assist.
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Touch Point Score – enter a cross in the appropriate accompanying box:									
POOR		BELOW AVERAGE		SATISFACTORY		GOOD		EXCELLENT	
						X			

PART 11: POST-MATCH

What are we looking for?

This is an important touch point for clubs, as it offers an opportunity to extend the experience post-match, promote future attendance, offer appropriate services and products and, most importantly of all, to ask the fan for feedback on his or her experience.

A club with insights into what matters most to new fans will be in the best position to retain them and to create new advocates.

Does the club use social media to encourage feedback (e.g., using a hashtag to encourage improvement ideas, tweeting a link to use to provide feedback or offering voting buttons, etc.)?	Yes	No	Comments	
		x	Nothing in the aftermath from the club that would indicate an openness to improving fan experience. I do appreciate that asking those questions in the current climate may result in a barrage of abusive/unserious responses.	
Did any club rep ask you to comment on your experience or offer any feedback at any point during your experience (even informally)?	Yes	No	Comments	
		x		
Did the club ask for / encourage feedback via the club's official website, social media, match day programme and / or signs / posters / QR codes?	Yes	No	Comments	
		x		
If you purchased tickets online, did the club contact you in the 48 hours following the game to ask for your feedback ?	Yes	No	N/A	
	x			
Please comment further here.	Following the Saturday 3pm game, I received a feedback email on Monday morning (did initially go to junk) titled 'We'd Love Your Feedback'. The survey was clear in what it was trying to achieve and could be completed within 5 minutes. Small point- the opposition hadn't been changed so it says 'Swindon' instead of 'Colchester'...			
Did the club contact you in the hours / days following the game to promote ticket sales for future games, offer membership and / or other club products & services?	Yes	No	N/A	
		x		
Please record any examples of innovation in the post-match experience that impressed you (e.g., was there anything provided by way of entertainment / social facilities to extend your stay at the stadium)?	Not to my knowledge. It was very much a 'get up and go' feeling at the end of the game, with the club shop closing at 5:30pm and the rest of the club facilities being closed.			
KEY STRENGTHS	Follow-up email from the club asking for supporters to provide feedback on their visit.			
KEY WEAKNESSES / OPPORTUNITIES	<p>Opportunity for email tailored more to the fact it was our first time, as opposed to what was a generic looking feedback email.</p> <p>Possible opportunities for fan interaction/informal feedback on social media.</p> <p>Opportunity to promote more club revenue streams in the aftermath. Discount on club shop for children's items? Early bird ticket deals to the next home game?</p>			
Touch Point Score – enter a cross in the appropriate accompanying box:				
POOR	BELOW AVERAGE	SATISFACTORY	GOOD	EXCELLENT
			x	

SUMMARY

<p>Based on your experience at this match, what would you describe as the club's main strength (in relation to its engagement of families and children)?</p>	<p>I was extremely impressed by the fan zone experience and the different types of supporters it attracted. Groups of friends, young families, old couples- whatever type of supporter you could name, they were likely in that fan zone! It brought together home and away fans and provided a real community club feeling.</p>								
<p>Based on your experience at this match, what would you describe as the club's main weakness (or main improvement opportunity) (in relation to its engagement of families and children)?</p>	<p>Small details can make a big difference. The experience didn't feel personalised and I think if that was to happen, we would have both left the game planning our next journey to Brunton Park. Whether that be a bespoke email pre-match, a shoutout on the screen/PA system, a certificate on the seat, a video encouraging us to come back or a discount code for the next fixture, I feel there are the foundations of a brilliant football experience.</p>								
<p>In order to improve levels of new family engagement at this club, what four key recommendations would you make?</p>	<table border="1"> <tr> <td data-bbox="750 562 805 646">1</td> <td data-bbox="805 562 1497 646">Add some form of personalised, bespoke approach to supercharge the experience for a young first-time fan right from the start of their journey with the club.</td> </tr> <tr> <td data-bbox="750 646 805 730">2</td> <td data-bbox="805 646 1497 730">Additional retail space, in the form of a pop up/modular unit, ideally in the East Stand area to create another opportunity to purchase pocket money mementos.</td> </tr> <tr> <td data-bbox="750 730 805 814">3</td> <td data-bbox="805 730 1497 814">Consider adding more activities for young fans in the main fan zone and you're onto a winner in there, as it's brilliant setup so far.</td> </tr> <tr> <td data-bbox="750 814 805 865">4</td> <td data-bbox="805 814 1497 865">Encourage stewards to be more proactive in assisting fans. Make Here to Help staff more visible.</td> </tr> </table>	1	Add some form of personalised, bespoke approach to supercharge the experience for a young first-time fan right from the start of their journey with the club.	2	Additional retail space, in the form of a pop up/modular unit, ideally in the East Stand area to create another opportunity to purchase pocket money mementos.	3	Consider adding more activities for young fans in the main fan zone and you're onto a winner in there, as it's brilliant setup so far.	4	Encourage stewards to be more proactive in assisting fans. Make Here to Help staff more visible.
1	Add some form of personalised, bespoke approach to supercharge the experience for a young first-time fan right from the start of their journey with the club.								
2	Additional retail space, in the form of a pop up/modular unit, ideally in the East Stand area to create another opportunity to purchase pocket money mementos.								
3	Consider adding more activities for young fans in the main fan zone and you're onto a winner in there, as it's brilliant setup so far.								
4	Encourage stewards to be more proactive in assisting fans. Make Here to Help staff more visible.								

OVERALL RATINGS

How likely are you to RECOMMEND attending a match at this club?										
Not at all			Unlikely		Possibly		Likely		Definitely	
0	1	2	3	4	5	6	7	8	9	10
								X		

On this visit, how PERSONALLY VALUED did this club make you feel?										
<i>This is a measure of whether or not you felt the club, in its personal interactions with you, made you feel welcome, demonstrated in some ways that they were pleased you had attended, or encouraged you to come back.</i>										
Not valued at all									Extremely Valued	
0	1	2	3	4	5	6	7	8	9	10
								X		

How would you rate the overall FRIENDLINESS of this club?										
<i>This measures the general approach from staff you observed throughout the experience, from first impressions and purchasing tickets, through to stewards and in-stadia staff and service.</i>										
Unfriendly			Indifferent		Average		Friendly		Outstanding	
0	1	2	3	4	5	6	7	8	9	10
							X			