

FOOTBALL LEAGUE 'FAMILY CLUB OF THE YEAR & EXCELLENCE AWARD' FEEDBACK FORM

Date: 10th December 2007

Match: Yeovil Town v Hartlepool United (AWAY)

Part 1: Purchasing Tickets

Access to Information	Response Speed	Response Warmth	Family Options	Purchase
Contact details easy to find? Ticket office number easy to locate? Option to buy via web?	Phone answered quickly? Dialling options clearly explained?	Picked up on family enquiry? Warm and friendly? Engaged and offered extra info? Attempted to capture details?	Family options on website? Family options explained by phone? Pricing clearly explained? Directions / parking explained?	Bought over phone? Cross sale attempted? Family membership promoted? Tickets arrived within 2 days?
Staff were friendly when requesting to find the ticket office, which was easy to locate at the front of the ground. She explained to me where the away supporters end was. Payment by plastic or cash was available.				

Part 2: Journey to Match

Clarity of Directions	Ease of access (public transport)	Ease of Parking	Cost of Parking	Security of Parking
Didn't get lost? Could print off directions? Good road signage / directions?	Public transport promoted by Club? Direct public transport access? Private / public – better option?	Club gave clear parking info? Access to car park easy? Exit from car park easy?	Enter cost here: £2.00	Felt safe? Car Park stewarded?
Ground was well signposted when entering Yeovil and I used Yeovil's own parking facilities right next to the ground at only £2.00. There was an additional parking sign posted near the ground highlighting where the away fans parking were. This seemed a sensible idea to separate supporters and helped towards the general feeling of my family being safe.				

Part 3: Ground Vicinity

Programme purchase	Technical knowledge	Helpfulness of stewards	Attitude to kids	In formation points
Enter cost here: £2.50 Family features in programme?	Stewards able to answer questions?	Approached by steward? Help offered pro-actively? Asked if it was your first time?	Stewards engaged with kids?	Help points? Family membership promoted?
Programme was £2.50. The away end was standing only & uncovered. I have to say I really enjoyed the standing experience, which seems to encourage fans to be more vociferous than when sat down. The Hartlepool fans were friendly and their songs were not offensive & virtually zero bad language was heard throughout. Although my daughter does not really understand football she liked the atmosphere and enjoyed watching & listening to the fans singing. She did get interested and excited when Hartlepool scored & she enjoyed the experience. However not sure whether my wife and our 4-year-old boy would have liked the standing experience especially as the end was uncovered on a very windy day. In the away end my daughter and I also enjoyed our pasty & hotdog and again I thought the prices were very good and that the food was hot & decent.				

Part 4: Club Shop

Availability of Stock	Lay out of store	Diversity of range	Quality of range	Price of range
Kids home / away kit available?	Clear and easy to browse? Queue management system?	Of interest to all the family?	Well made? Looks like it will last?	Perceived as good value?
Availability of staff	Presentation of staff	Attractive environment	Cleanliness	
Sufficient staff to service customers? Floor walker present?	Smart / club uniform?	Distinct / memorable?	No stock on shop floor?	

The main club shop was clean and well kitted out and the goods looked relatively well-made etc. It was easy to access all isle's and was well stocked with Kit's etc - with a half price offer for the away kit. The shop was fairly small but adequate for a club with the gates of Yeovil's.

Part 5: Food / drink purchased in Stadium

Range of Products	Quality of food	Price of food	Supply of food	Warmth of staff
Fresh fruit / kids' options? Water available? Place to sit and eat? Good queue management system?	Fresh? Warm? Tasty?	Perceived as good value?	Had everything we requested? Staff knew where everything was?	Smile? Friendly? Pro-active?

The food was well priced, hot-dog £2.00, pasty £2.50, soup £0.50, Tea £1.00. There were no fruit options etc .

Part 6: Stadium

Access / turnstile	Welcome	View of Match	Atmosphere	Movement
If bar code access, kids shown thru? Pro-active assistance from steward?	Smile from turnstile operative? Welcome from steward?	Unhindered?	No swearing / obscene language? Signs advising against swearing? Seated with other families?	Easy to move around? Easy to access kiosks?
Entertainment	Cleanliness	Family toilet facilities	Treatment of family	Departure
Appealed to families? Would stay in seat to watch? Family-oriented entertainment? Club mascots?	Clean facilities? Litterbins? Clean carried out at half time?	Clean? Appropriate? Functional? Unisex?	Free gifts for kids? Family stand is more than just a concession area? Kids really engaged?	Felt safe leaving stadium? Clear route back to car or public transport? Helped by steward?

Steward who welcomed us was friendly when I chatted to them. View of the match excellent. There was no entertainment before the match apart from Christmas carols over the tannoy interrupted by regular team selection announcements.

Part 7: Family Friendly?

Family stand experience	Fun days, etc, promoted	Family data collected	Pro-action	Fans of the Future initiatives
Was the family engaged?	Promoted via programme? Mentioned by staff? Announced at match? Posters at stadium?	Was an attempt made to capture data for feedback, communication, etc at any stage of the experience (inc. booking over the phone)?	Leaflets handed out to promote family membership and related activities?	Initiatives promoted through the Club's website?
More imagination should go into entertaining adults & kids pre-match & at half-time.				

Part 8: Overall Family Perceptions

What is the one enduring impression created by your experience at this Club today? (No more than 50 words)
Loved the standing up experience reminded of the 1980's standing in the Kippax. The ground has lots of charisma and was defiantly a safe & pleasant atmosphere in and outside the ground. I would recommend it. I felt the pricing of parking, food and tickets was spot on and felt Yeovil offer good value discounting the children when accompanied by an adult. They also offer discounts to "Young Glovers" - £6.00 down to £3.00. Well done Yeovil.

Part 9: Intention to return / recommend

Would you come back?	x		
Would you recommend this experience to friends / other families?	x		