

# FOOTBALL LEAGUE FAMILY CLUB OF THE YEAR & EXCELLENCE AWARD

## INDIVIDUAL CLUB RESULTS REPORT

### YEOVIL TOWN

| <b>1) Mystery Family Exercise</b>   |       |    |  |       |    |
|---|-------|----|--|-------|----|
| <b>Home Visit:</b> v. HARTLEPOOL Utd (8 DEC 2007)   |       |    | <b>Away Visit:</b> v. HARTLEPOOL Utd (8 DEC 2007)  |       |    |
| Highs: <ul style="list-style-type: none"> <li>- Pro-active, friendly ticket office staff</li> <li>- Ticket reduction pro-actively pushed</li> <li>- Signage excellent</li> <li>- Well stewarded parking</li> <li>- Safe &amp; comfortable, great atmosphere</li> <li>- Good quality food</li> <li>- Liked the 'other' club shop (programmes, etc) – made the experience 'different' and memorable</li> <li>- Catering staff friendly and helpful</li> <li>- Pricing seen as 'excellent' for families</li> </ul> |       |    | Highs: <ul style="list-style-type: none"> <li>- Could pay for tickets by card</li> <li>- Safe, friendly experience with very helpful stewards (for a mother and daughter in away end)</li> </ul> |       |    |
| Lows: <ul style="list-style-type: none"> <li>- Lack of pre-match / half time entertainment. Family had hoped for more</li> </ul>  |       |    | Lows: <ul style="list-style-type: none"> <li>- See 'home'</li> </ul>   |       |    |
| <b>What is the one enduring impression created by your experience at this Club today?</b>   |       |    |  |       |    |
| Home: Safe, pleasant experience   |       |    | Away: Could do with more/ better entertainment outside of game itself  |       |    |
| <b>Would you go back?</b>   |       |    | <b>Would you go back?</b>  |       |    |
| <b>YES</b>  | MAYBE | NO | <b>YES</b>   | MAYBE | NO |
| <b>Would you recommend to others?</b>   |       |    | <b>Would you recommend to others?</b>  |       |    |
| <b>YES</b>  | MAYBE | NO | <b>YES</b>   | MAYBE | NO |

| <b>2) Child Protection Policies</b>   |                |    | <b>3) Commitment to Fans of the Future</b>   |            |    |
|---|----------------|----|--|------------|----|
| Has 1 CPOs - additional role to F/T post - paid posts<br>P & P in place and sent<br>HR in place - all required staff CRB'd and FA trained |                |    | Kids go free – U5s with membership<br>Kids for a Quid x 2 matches<br>Family ticket – discounted prices |            |    |
| <b>Child Protection Policies evidenced?</b>   |                |    | <b>Fans of the Future commitment evidenced</b>   |            |    |
| COMPREHENSIVE   | <b>IN PART</b> | NO | <b>YES</b>   | BORDERLINE | NO |