



SUPPORTERS SURVEY FEEDBACK

2020



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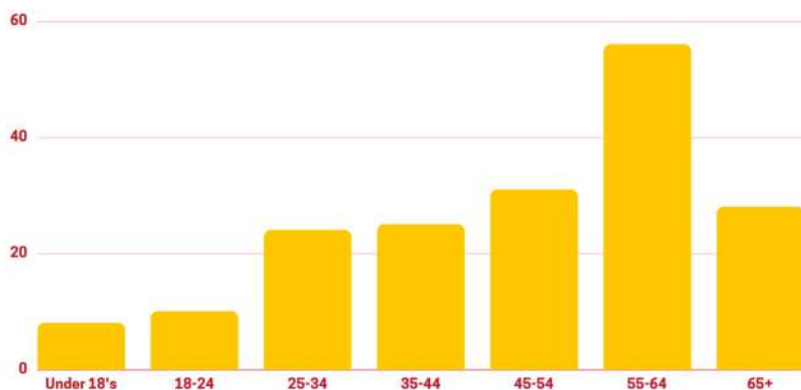


OUR SUPPORTERS

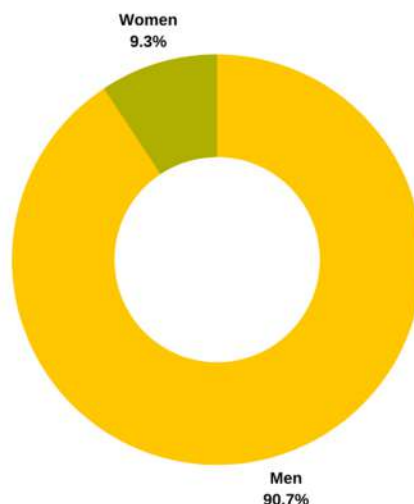
THERE WAS A TOTAL OF 182 RESPONSES FOR THE SUPPORTERS SURVEY.

THIS PROVIDES A HEALTHY SAMPLE GROUP OF FEEDBACK WHICH WILL BE USED TO HELP TO IMPROVE ALL ASPECTS OF CLUB OPERATION AND INTERACTION WITH OUR FANS.

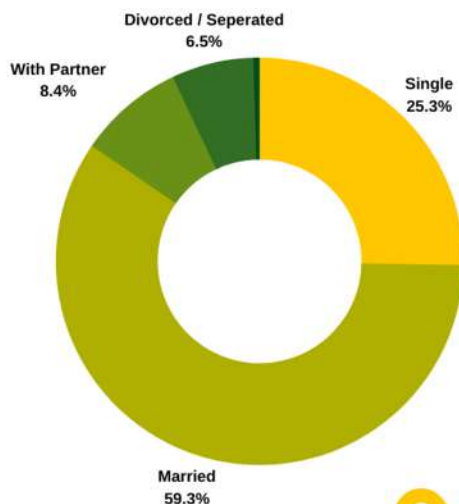
01 AGE OF SUPPORTERS



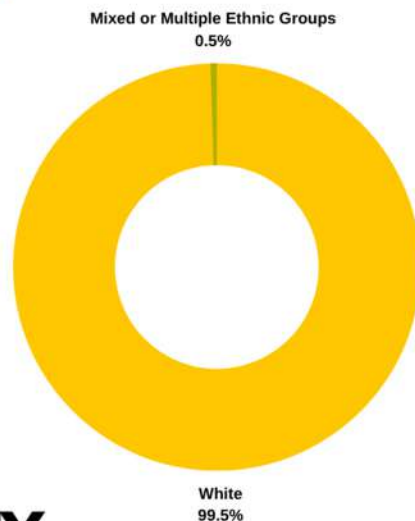
02 GENDER SPLIT



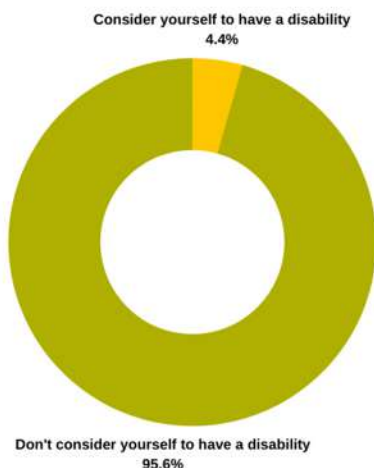
03 MARITAL STATUS



04 ETHNIC ORIGIN



05 DISABILITY

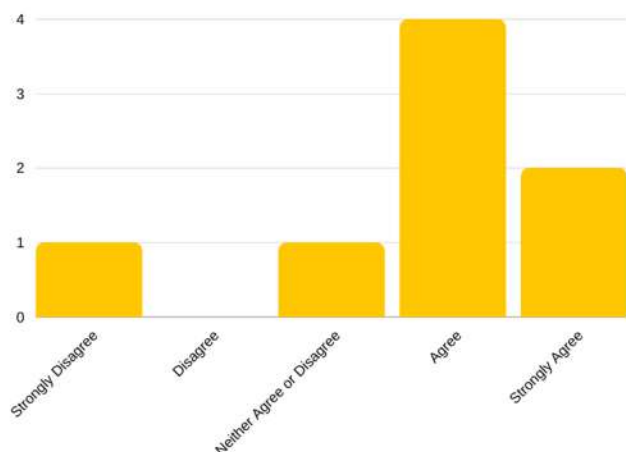




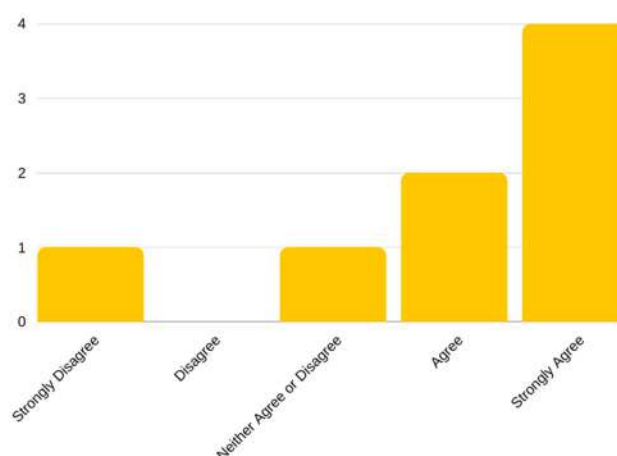
OUR DISABLED SUPPORTERS

AROUND 4-5% OF OUR SUPPORTERS CONSIDER THEMSELVES TO HAVE A DISABILITY, IN THE SURVEY WE ASKED ABOUT OUR ABILITY TO CATER FOR THEIR NEEDS.

06 "THE DISABLED FACILITIES AT EAST FIFE FC ARE GOOD"



07 "THE LOCALITY HUB BAYVIEW STADIUM IS EASILY ACCESSIBLE TO ME AS A DISABLED SUPPORTER"



08 WHAT IMPROVEMENTS, IF ANY, WOULD YOU SUGGEST TO ENHANCE YOUR EXPERIENCE AT EAST FIFE FC AS A DISABLED SUPPORTER?

“ Can’t think of many to be honest. ”

“ None at the moment ”

“ none ”

“ I suffer with my mental health so not much EFFC can do to help with that ”

“ Enforce the disabled parking areas, not just on match days but on training nights for both boys and girls teams ”

“ it’s ok as it is. ”

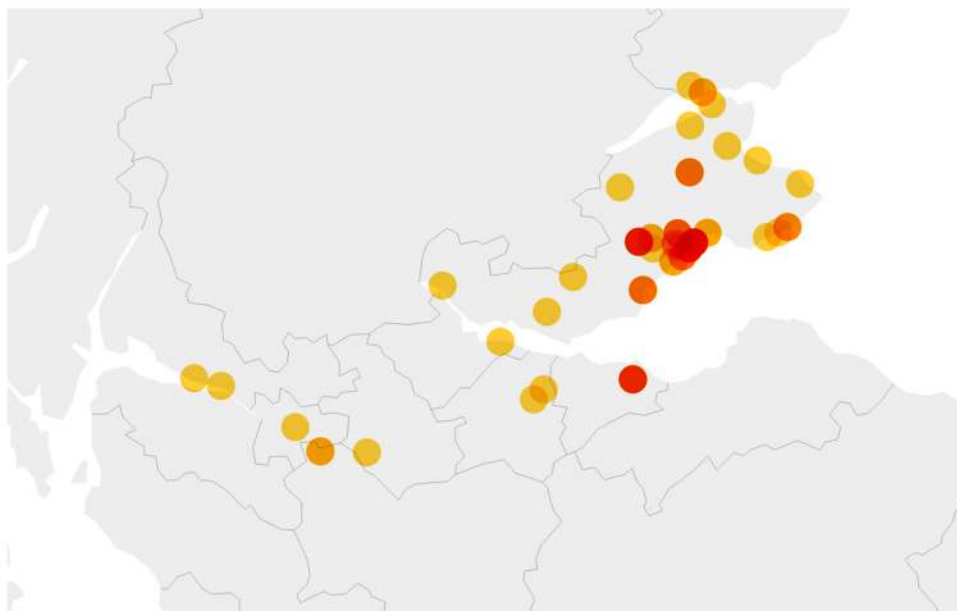
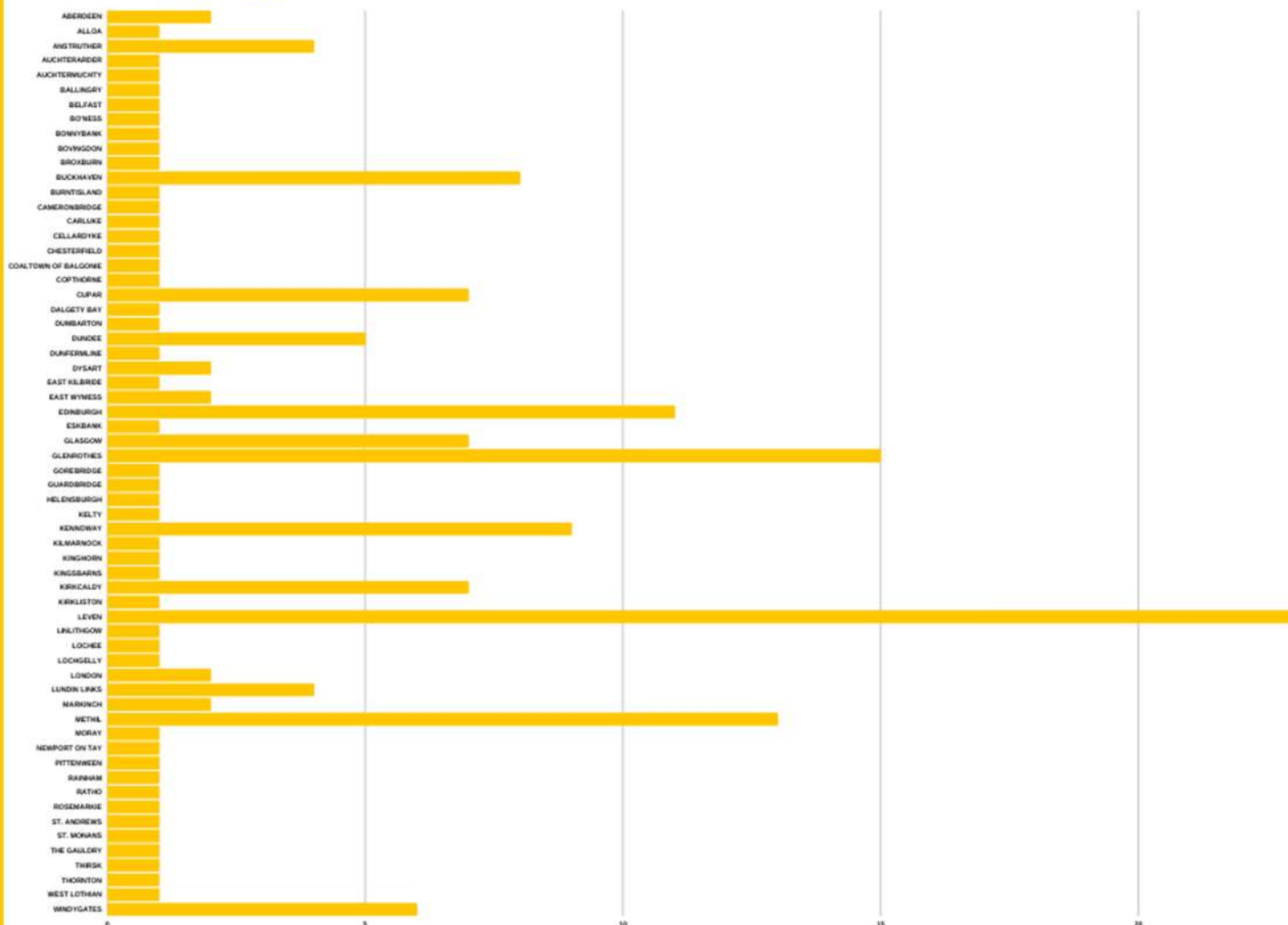


S U P P O R T E R S L O C A T I O N S

WE WANTED TO SEE HOW DIVERSE OUR FANBASE WAS GEOGRAPHICALLY AND WHERE TO BEST FOCUS OUR FUTURE MARKETING

09

WHERE DO YOU CURRENTLY LIVE?



A QUICK SNAPSHOT OF THE CENTRAL BELT OF SCOTLAND.

IT SHOWS THE MAJORITY OF OUR SUPPORTERS COME FROM THE LEVEN/METHIL AREA WITH THE GLENROTHES AREA BEING OUR SECOND STRONGEST MARKET.

AS CAN BE SEEN, WE HAVE A GOOD FANBASE ALL OVER THE EAST NEUK OF FIFE, EDINBURGH AND THROUGH TO GLASGOW SHOWING WE HAVE A GOOD SUPPORT SPREAD ALL OVER THE CENTRAL BELT OF SCOTLAND.



S U P P O R T E R S E M O T I O N S

10

WHAT DOES EAST FIFE FC MEAN TO YOU?

- “ East Fife FC has been part of my life for as long as I remember. My grandad was a massive fan. My mum and dad attended games before I was born. Every Saturday afternoon the football results would be on and I remember mum & dad cheering when east fife won I recall joining in. They took me to my first match at old Bayview and I've never looked back. East Fife is an integral part of my life and always will be.
The fans are like an extended family home and away. ”
- “ The first club I ever saw play, taken by my dad ”
many years ago, so it means a lot. The only club I could ever fully support. ”
- “ Everything, they're my local club. ”
- “ lifeline especially to get me through the winter months ”
going to away games. ”
- “ East Fife is a community club. My family is involved from top to bottom. I played for the EFJSC and have supported the club for over 20 years. East Fife helps me have a voice in scottish football which I believe I would not have in supporting a 'bigger club. ”
- “ The only Club/Team I have ever supported and shows as a great example of how your ”
local team can be part of the Community by all the help of volunteers etc to help it carry on. It's one part of my life which I enjoy very much! ”
- “ A good Saturday afternoon with Friends and my son ”
- “ A club I have supported since I was 8year old and I can't think of a season ”
where I have missed a game. I will always support the Fife, carried on from father to son through good times and bad. ”
- “ My first game was when I was three, my dad took me. It's our family club. ”
Been there all my life. I take my son when I can, he's in EF 2014's. They are our community and our family team. ”
- “ Been a fan since 5 years old. Grandfather, father, son and ”
grandsons all fans. ”

THE MAIN KEYWORDS IN THE FEEDBACK

FAMILY

COMMUNITY

HISTORY

FRIENDSHIP

LOCAL TEAM

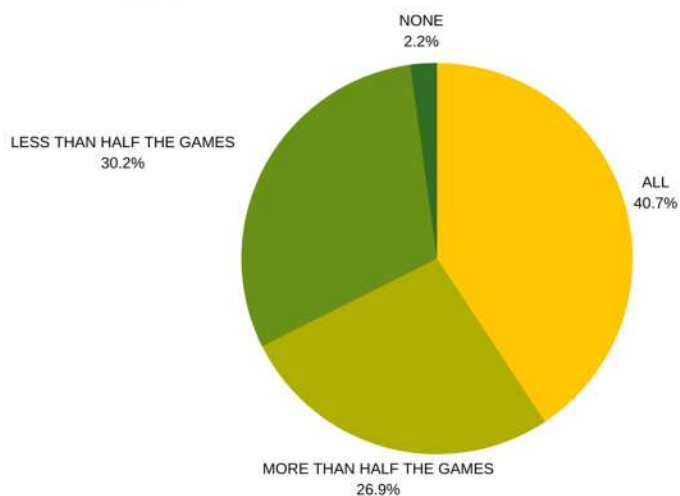
PRIDE



HOME MATCHES

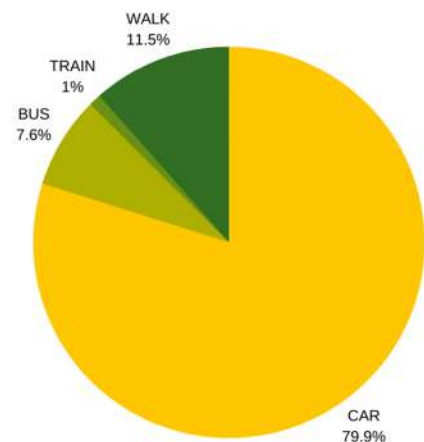
11

HOW MANY HOME MATCHES DO YOU ATTEND EACH SEASON?



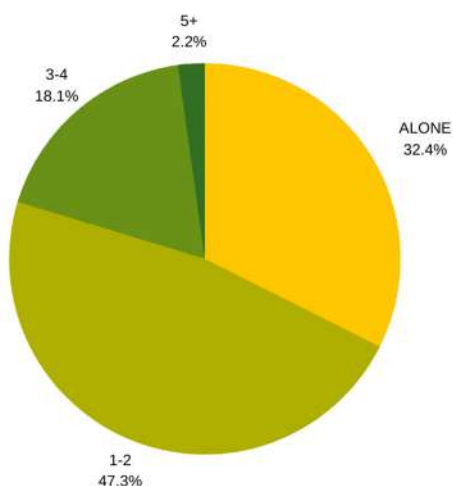
12

HOW DO YOU TRAVEL TO HOME GAMES?



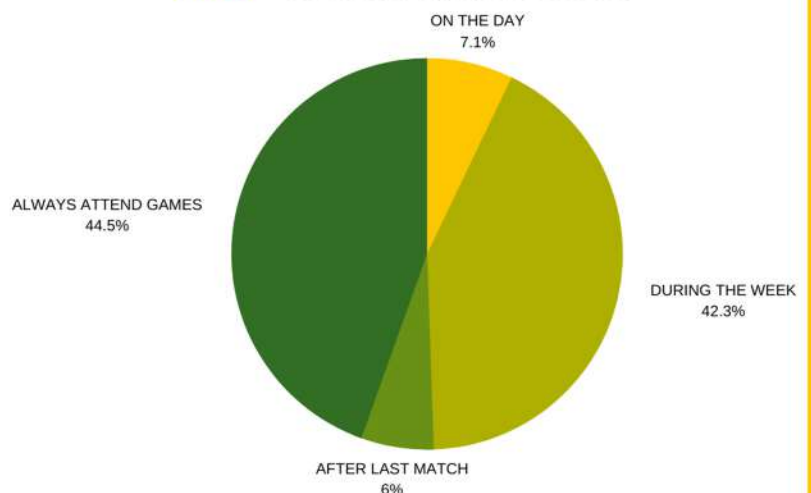
13

HOW MANY PEOPLE DO YOU TRAVEL TO HOME GAMES WITH?



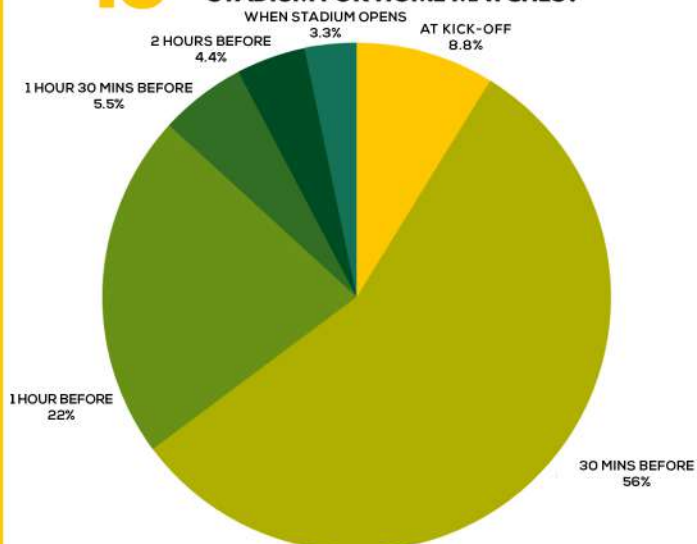
14

WHEN DO YOU DECIDE YOU ARE ATTENDING A HOME MATCH?



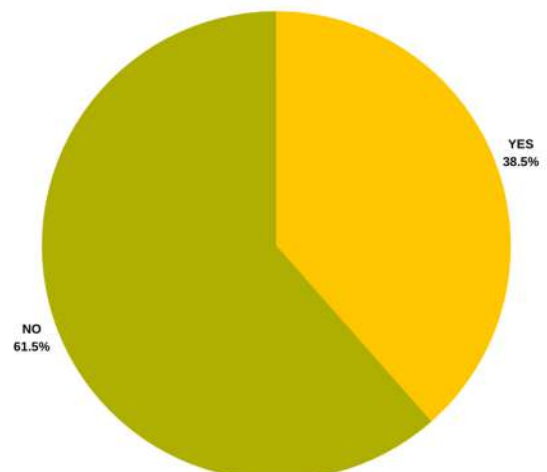
15

WHEN DO YOU ARRIVE AT THE STADIUM FOR HOME MATCHES?



16

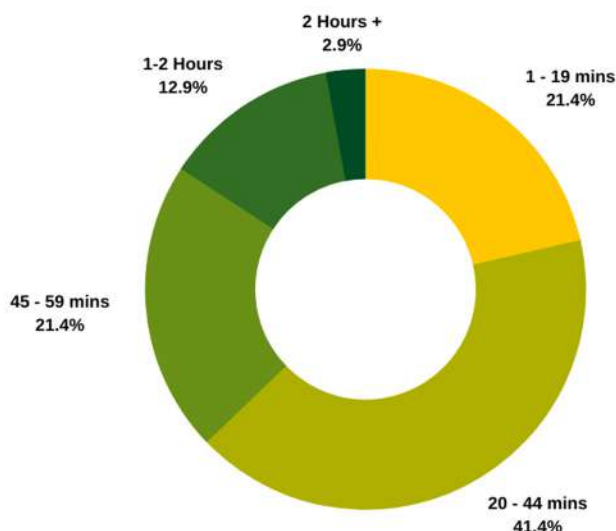
DO YOU VISIT THE JEEK FLEMING SUITE OR JIM'S BAR ON A MATCHDAY?





STADIUM BAR FACILITIES

17 HOW LONG DO YOU SPEND IN THE JEEK FLEMING SUITE OR JIM'S BAR ON A MATCHDAY ON AVERAGE?



18 WHAT DO YOU ENJOY ABOUT THE JEEK FLEMING SUITE OR JIM'S BAR?

- THE ATMOSPHERE
- CATCH UP WITH FRIENDS
- A PINT BEFORE THE GAME
- MEETING AWAY FANS
- NICE LOOKING AT MEMROBILIA
- WATCHING THE SPORT ON THE TV
 - THE VIEW
 - THE WARMTH
 - FRIENDLY STAFF

19 WHAT IMPROVEMENTS COULD BE MADE TO MAKE YOUR TIME IN THE JEEK FLEMING SUITE OR JIM'S BAR BETTER?



(POPULAR SUGGESTION)

Different / wider selection of drinks on offer at the bar;

Guinness, Tennents, Stella, Peroni,
Craft Beer bottles, Alcohol-Free Beer

Maybe a couple of extra tables

More seating

Modernise

More advertised live SPL & EPL games on TVs

More & bigger TV's

Buffet food / snacks. Local bands when no hospitality.

Jims bar needs to be open more often when hospitality busy

Food being offered, I'd go in earlier

Improving speed of service

More seats in Jim's bar

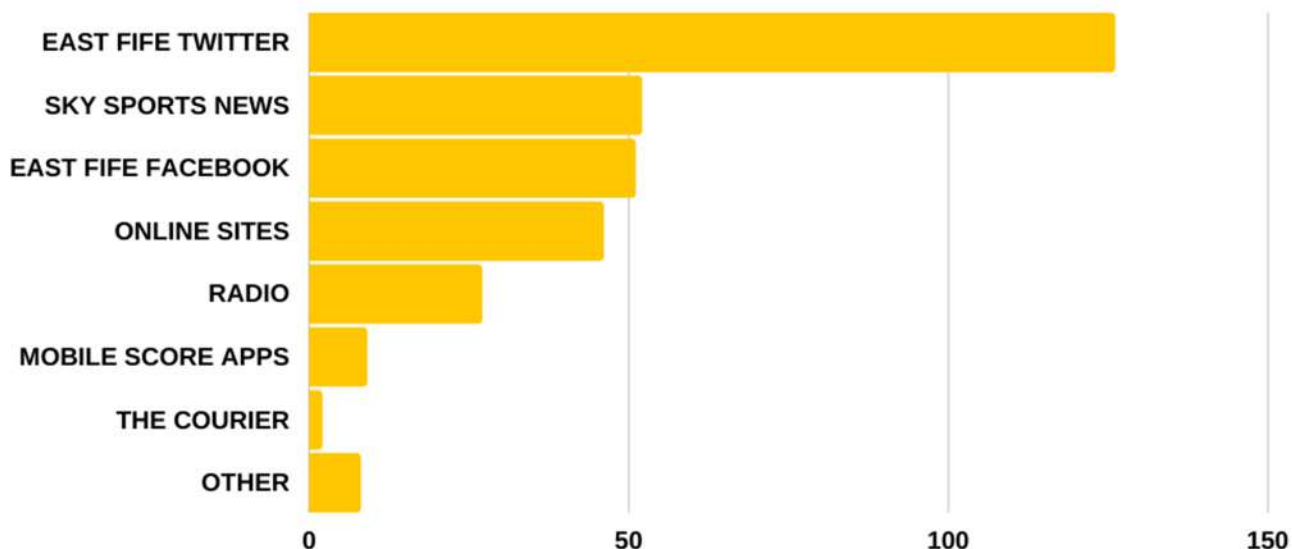
More space which would therefore allow for more seats. I find the bar really claustrophobic when big matches are on and obviously you can't go upstairs as hospitality is generally full. Also not being able to get a seat downstairs puts you off going earlier



STADIUM FEEDBACK

20

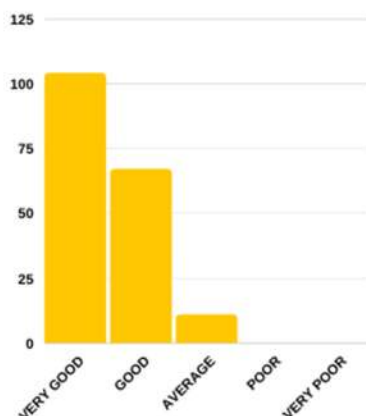
HOW DO YOU TYPICALLY FOLLOW HOME MATCHES WHEN YOU ARE NOT ATTENDING?



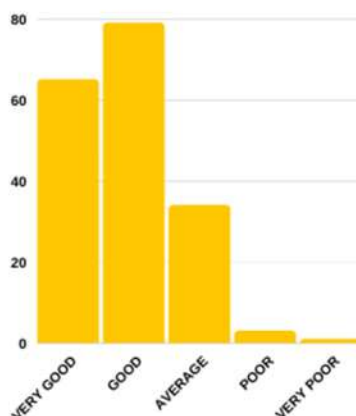
21

HOW WOULD YOU RATE THE FOLLOWING:

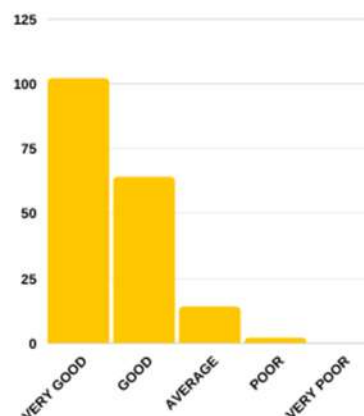
Cleanliness of stadium



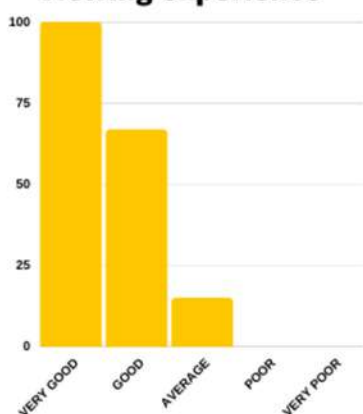
Quality of seating



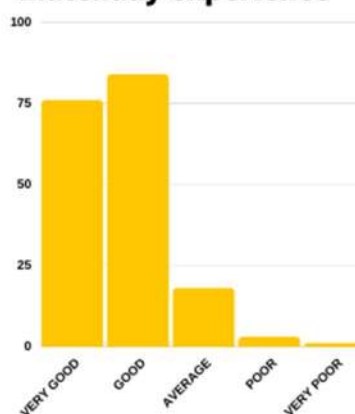
Access to stadium



Viewing experience



Matchday experience



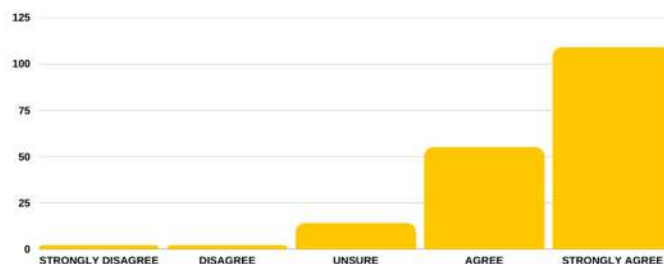


STADIUM FEEDBACK

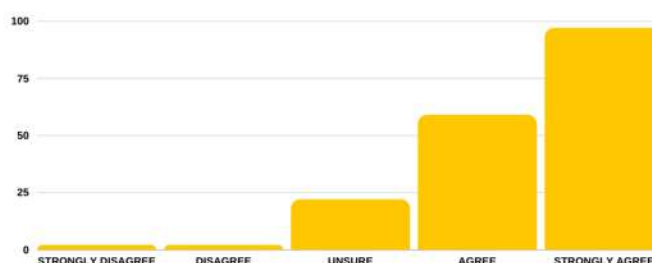
22 "I FEEL SAFE & SECURE AT THE LOCALITY HUB BAYVIEW STADIUM."



23 "I AM MADE TO FEEL WELCOME ON MATCHDAY."



24 "THE LOCALITY HUB BAYVIEW STADIUM IS A SUITABLE ENVIRONMENT FOR CHILDREN/FAMILIES"



25 WHAT WOULD YOU LIKE TO SEE INTRODUCED, IF ANYTHING, TO IMPROVE YOUR MATCHDAY EXPERIENCE AT THE LOCALITY HUB BAYVIEW STADIUM?



Introduction of a safe standing area, terracing or rail around the pitch to improve atmosphere and allow standing and new vantage point of the games

Improved / louder / Clearer PA Tannoy system

Better exit from the sea end/ home end car park after game

Scoreboard, substitution boards and time clock

Bigger pie stall with more selection

Half-time entertainment / challenges on the pitch, development player in mini-games, half-time draw on the pitch

Bigger / better club shop, possibly also a smaller stall style shop that could be accessed within the stadium.

more variety of pre-game music and music when we score a goal

Stop the drips affecting the seating in the back row of the stand.

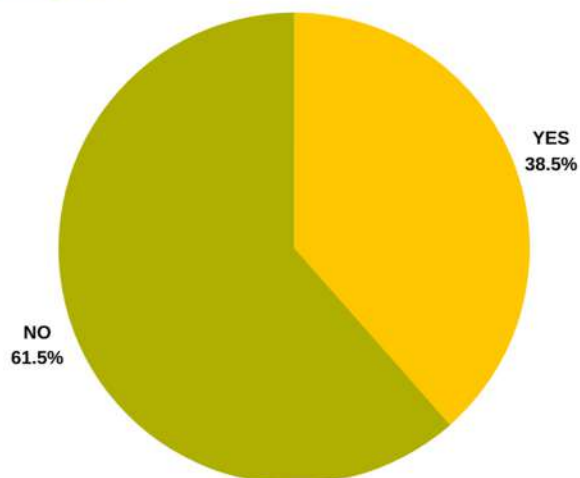
Better looking mascot and a mascot that always about so it can be more like fun to younger viewers and their day experience of attending the football.

Proper stadium announcements in a professional manner, better pre match entertainment, events outside the ground to draw the local community, post match entertainment for fans / families in and around the stadiums

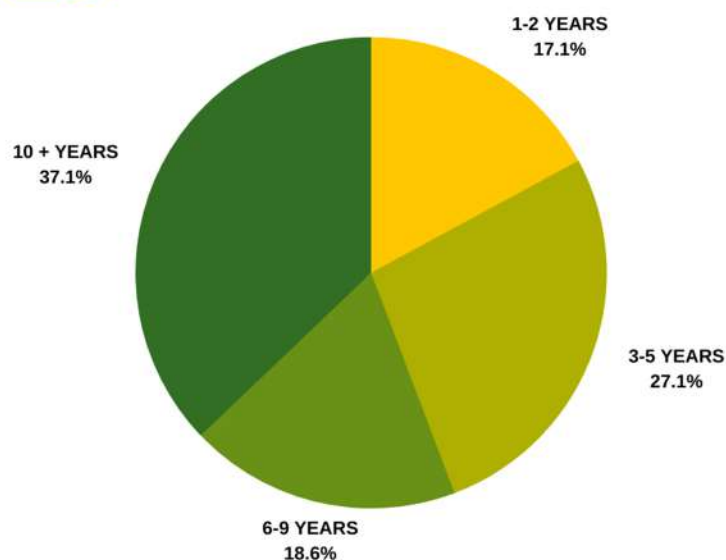


SEASON TICKETS

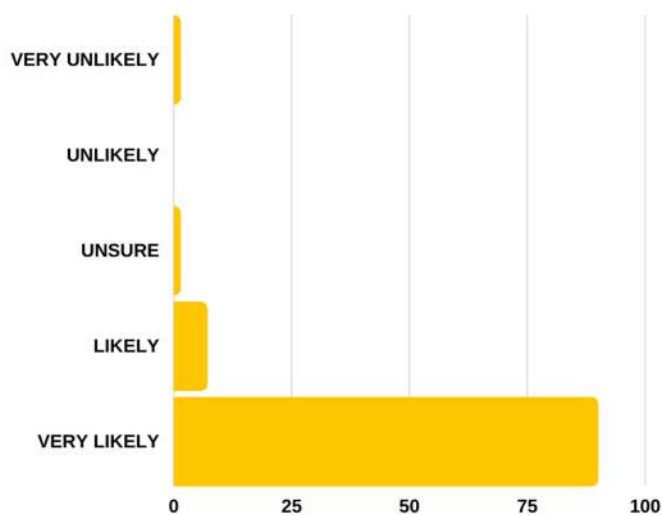
26 ARE YOU A CURRENT SEASON TICKET HOLDER?



27 HOW LONG HAVE YOU BEEN A SEASON TICKET HOLDER FOR?



28 HOW LIKELY ARE YOU TO RENEW YOUR SEASON TICKET FOR NEXT SEASON?

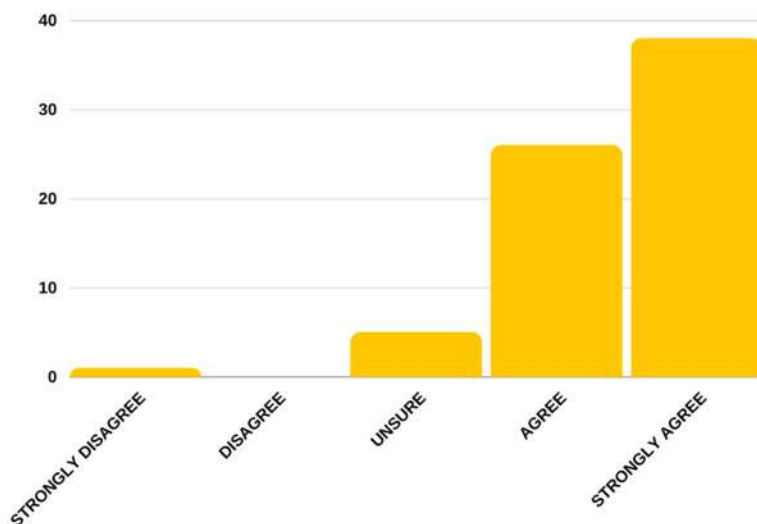




SEASON TICKETS

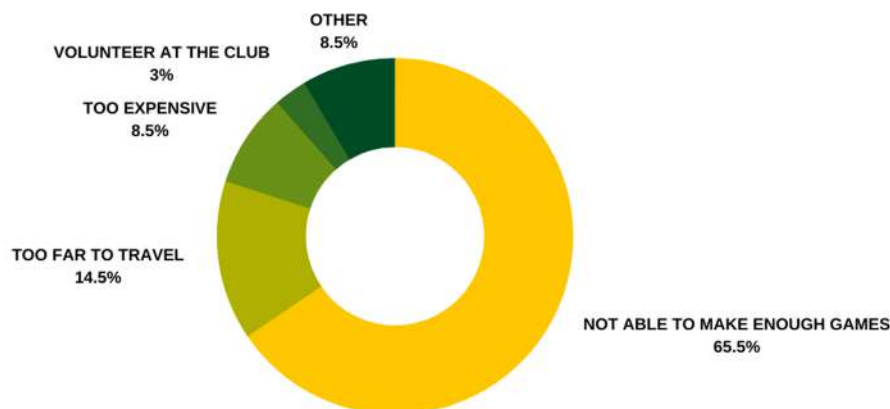
29

"AN EAST FIFE SEASON TICKET GIVES GOOD VALUE FOR MONEY"



30

WHAT IS YOUR MAIN REASON FOR NOT BECOMING A SEASON TICKET HOLDER?



31

WHAT, IF ANYTHING, COULD THE CLUB DO THAT WOULD MAKE YOU CONSIDER BECOMING A SEASON TICKET HOLDER?



Perhaps other benefits could be included eg discounts for hospitality / suites / shop / loyalty card for snacks / fast food / etc (might persuade some like myself who may not get the full benefit of season ticket and also might generate other sales relating to the discount).

Show how the club season ticket is value for money compared to premiership teams/other activities

Away trips supporters bus discount. Club shop discounts.

Family season ticket

Maybe offer staggered payments?

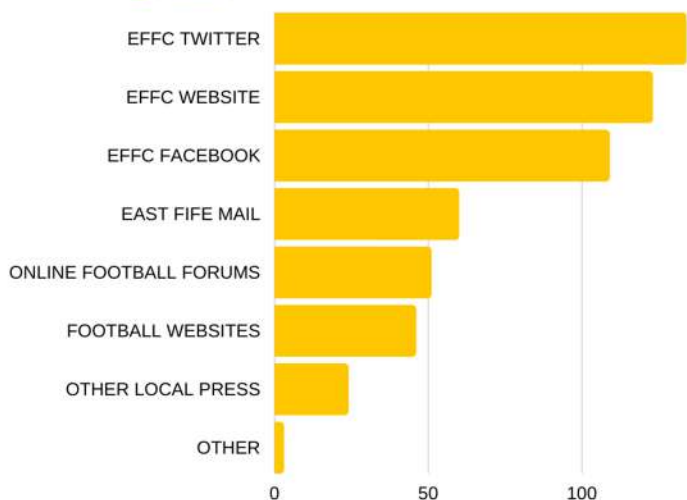
Be able to pay over the season by standing order or direct debit.
Can make it more affordable.

Travel incentives for away matches

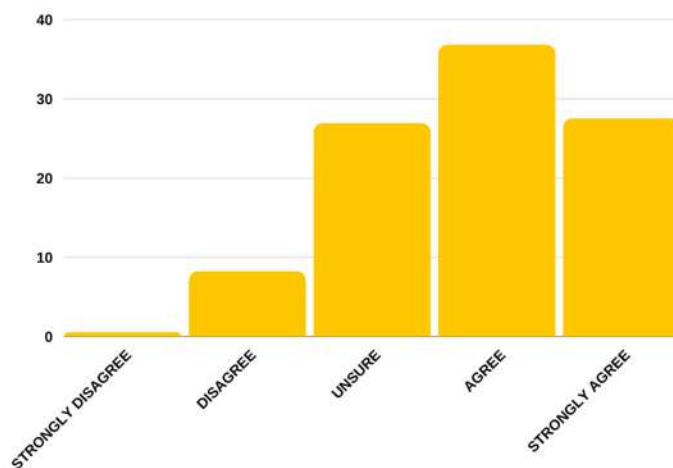


MEDIA & COMMUNICATION

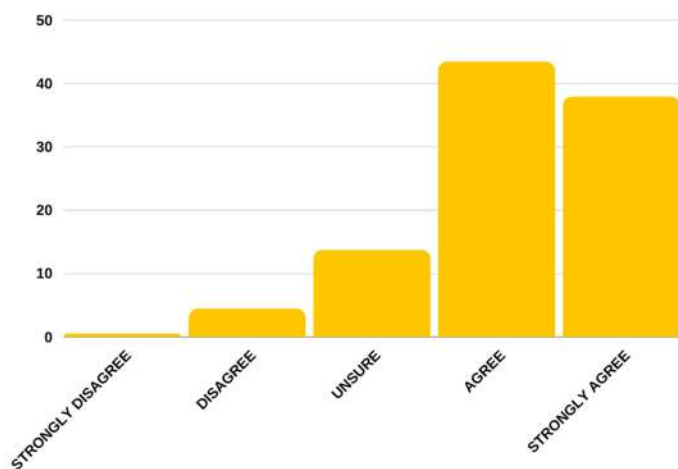
32 WHICH OF THE FOLLOWING CHANNELS DO YOU USE TO GET YOUR EAST FIFE NEWS?



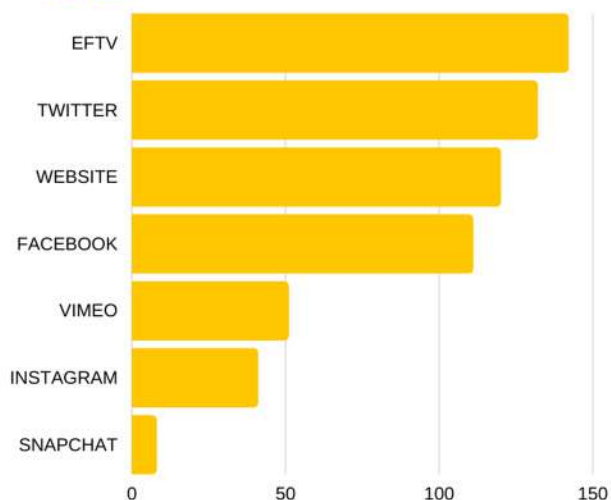
33 "I ALWAYS HEAR THE NEWS FROM THE CLUB FIRST."



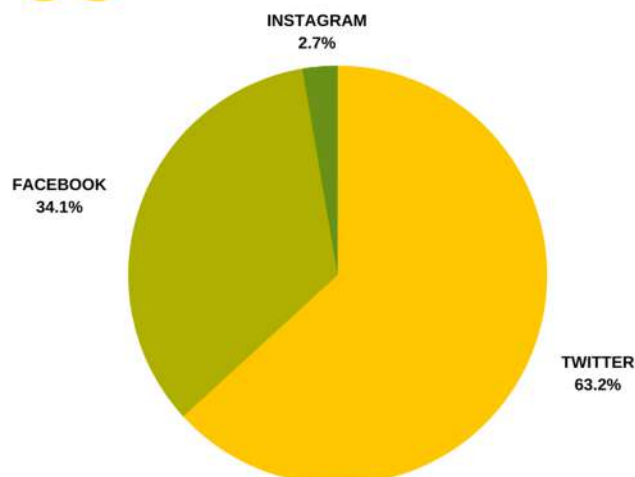
34 "THE CLUB IS OPEN AND TRANSPARENT IN COMMUNICATION."



35 WHICH OF THE FOLLOWING EFFC MEDIA CHANNELS DO YOU FOLLOW?



36 FROM OUR MAIN SOCIAL MEDIA CHANNELS, WHICH ONE DO YOU USE THE MOST?





37

WHAT TYPE OF CONTENT DO YOU LIKE TO SEE ON EAST FIFE FC CHANNELS?



Match highlights & Interviews

News & Updates

Player Information

On this day

Results, league position & general info

U20 content

Signing News

EFFC History

Old / Rewind Matches

Mid-week interviews

Club news, news about players past and present.

38

WHAT TYPE OF CONTENT DO YOU THINK EAST FIFE FC COULD IMPROVE ON WITH OUR CHANNELS?



Quicker communication with the fans

More videos of the atmosphere on matchdays

Fan Interviews

I think East Fife do a great job with their communications.

Pre match update to fans

I am very satisfied at present

More ways to sponsor a player/staff for more ways to boost cash.

There is good / regular communication from 'track/pitch side' (management / players) via EFTV, the matchday programme and the odd tweet on website but not much from 'standside' (staff / directors). Would be good to get some regular snippets of information on any developments behind the scenes regarding stewardship of the club.

Individual player goal gifs (with terrible celebration), supporters man of the match vote, player to watch for each game (both teams), half time on EFTV could have a player interview or on this day highlights or something

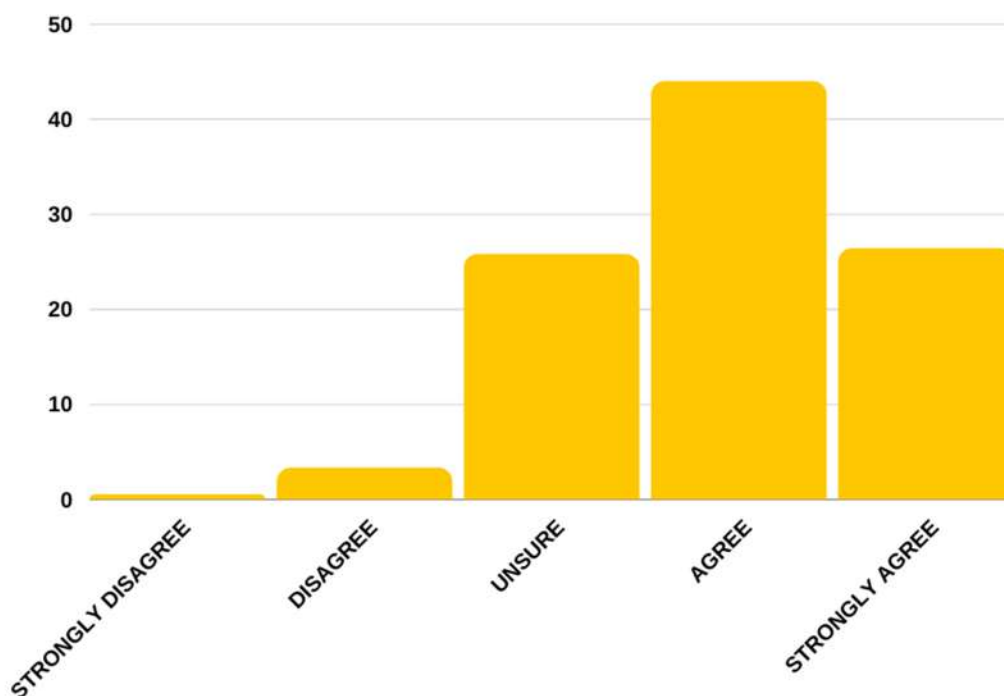
greater emphasis on the club and the community, after all hailed as a community club



WEBSITE

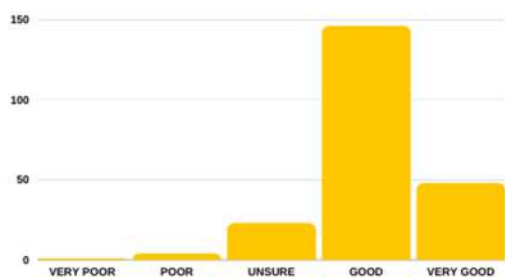
39

"THE EAST FIFE FC CLUB WEBSITE (EASTFIFEFC.INFO) IS A GOOD CLUB WEBSITE"

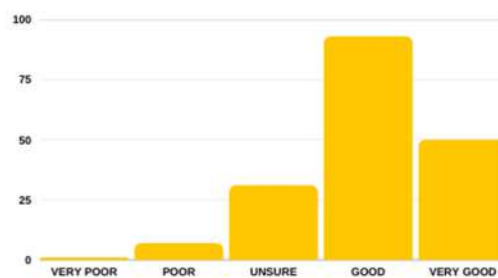


40

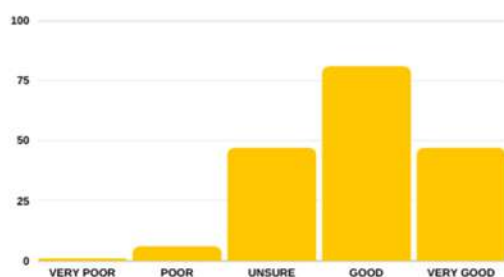
HOW WOULD YOU RATE THE FOLLOWING ABOUT THE CLUB WEBSITE (EASTFIFEFC.INFO)



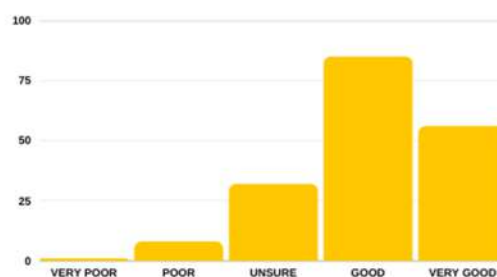
CONTENT



NAVIGATION



MOBILE COMPATIBLE



VISUAL DESIGN



W E B S I T E

41

WHAT, IF ANYTHING, WOULD YOU LIKE TO SEE ADDED OR CHANGED ABOUT THE CLUB WEBSITE?



Online shop could be better, always got to a very small font

More regular news updates

More modernised

Easier navigation, when you first enter the site on mobile there's nothing that makes you want to explore/stay on the site unless you're looking for specific information

Supporters club news

more Under 20s news and updates

Think the graphics need bit more updated. Part from the information everything fine though be nice to see a squad or report list of the youths more.

Weekly players interviews.

More regular chairman updates

Q and A's with players and management.

Player histories e.g. clubs played for, goals scored, appearances etc.

It would be good if you could sponsor a player using the website

Better homepage layout

More team news like who is fit, who is injured etc. Like the feed about what is happening about the club or about people who are at the club.

It's a bit clunky looking, homepage quite busy. It's practical enough, but doesn't look too great

I think it could do with a bit of a general overhaul. I don't think the shop website has been changed since it came online in about 2007.

Pictures to accompany news and articles.

Supporters forum so that fans can come together online to discuss ways of further supporting club

Easier navigation

Create links to the youth teams and have site for all

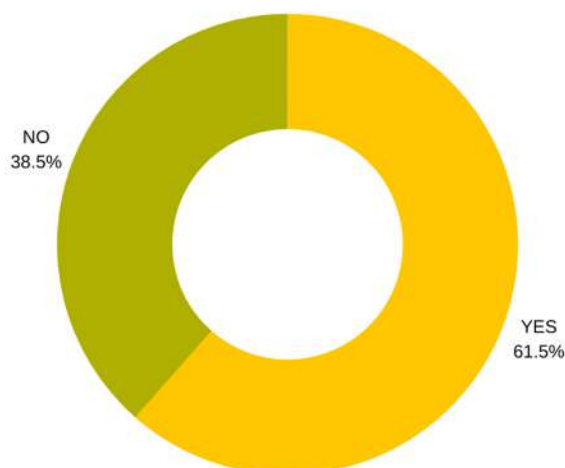
Like many other clubs you should show support for the women on your site

I kinda miss Jim Corstorphines match day photos. It was always good to try and spot myself and family in the crowd following match day. I know you did one match where the cameras were on the other side of the ground facing the stands could you do some more. It would also be great if you could show more content on how the club is integrating with the community and how the benefits are being reaped by the club and the community

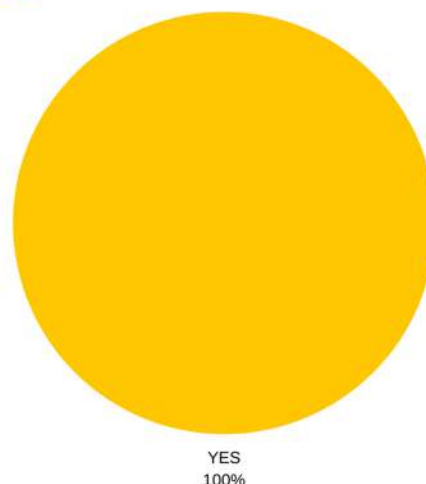


MATCH PROGRAMME

42 WHEN YOU ATTEND A HOME MATCH, DO YOU PURCHASE THE 'BAYVIEW' MATCHDAY PROGRAMME?



43 "'THE BAYVIEW' IS GOOD VALUE FOR MONEY"



44 ARE THERE ANY FEATURES YOU WOULD LIKE TO SEE REGULARLY INCLUDED WITHIN THE 'BAYVIEW' MATCHDAY PROGRAMME THAT IS NOT COVERED AT THE MOMENT?



No. It great offers great value for money.

Perhaps a where are they now on previous players?

could we have a ""daft player questionnaire" where they're asked non football questions, for a laugh.

All have to answer the same questions.

A different individual supporters contribution each programme? Updates from the Board or interviews with individual club officials?

Journalism in reports of previous matches rather than bullet-points.

"Feature monthly input/ from supporters"

Meet the sponsors at their place of work with player participation

45 IS THERE ANYTHING THAT WOULD MAKE YOU CONSIDER BUYING A PROGRAMME MORE OFTEN?



No.

Maybe content for kids

More interesting articles.

Word of mouth regarding the quality of the content

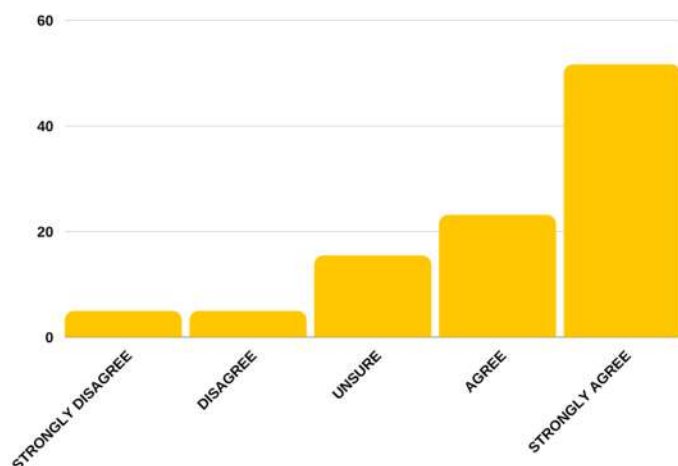
Maybe if it had more of a fanzine type of feel

Better advertisement of the home delivery service

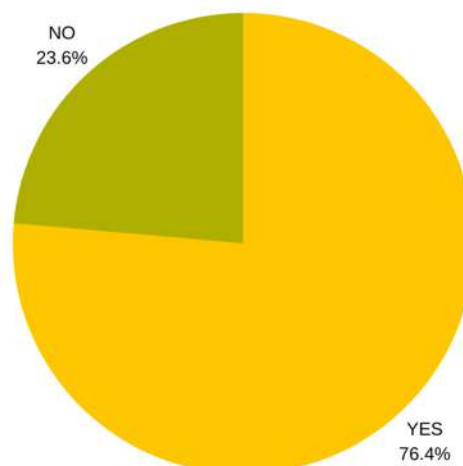
Cheaper price

If it were digital and you could purchase before the match on the day

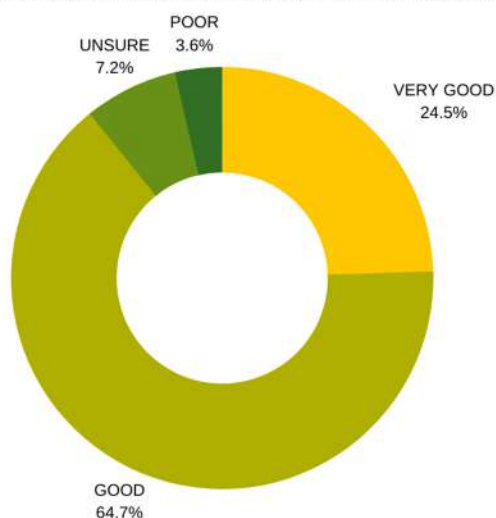
46 "BEING ABLE TO PURCHASE FOOD AND DRINK ON A MATCHDAY IS AN IMPORTANT PART OF THE EXPERIENCE."



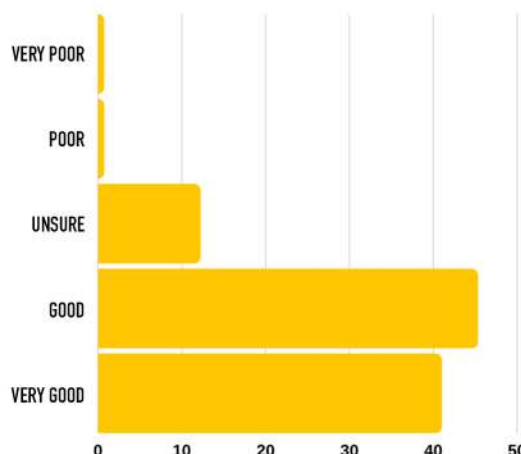
47 DO YOU REGULARLY PURCHASE FOOD OR DRINK FROM THE KIOSK INSIDE THE STADIUM?



48 HOW WOULD YOU DESCRIBE THE SELECTION OF FOOD AND DRINK ON OFFER AT THE LOCALITY HUB BAYVIEW STADIUM?



49 "THE FOOD AND DRINK ON OFFER AT THE LOCALITY HUB BAYVIEW STADIUM IS GOOD VALUE."



50 WHAT IMPROVEMENTS OR CHANGES WOULD YOU MAKE TO THE FOOD/DRINK ON OFFER AT THE LOCALITY HUB BAYVIEW STADIUM?



Very little, current pies are very good
Improve soft drink / fizzy drink selection

Hot Soup

Wider selection of hot food like chips, hot dogs, stovies and burgers

Better planning so things like pies don't run out too quickly

Healthy or gluten free options

A second area at half-time to reduce waiting times

51 WHAT HAS BEEN YOUR MAIN REASON FOR NOT PURCHASING FOOD OR DRINK INSIDE THE STADIUM?



Usually eat before or after the game

Don't like waiting in long queues

Limited selection

Not enough to cater for Vegetarian or Gluten Free fans

Bring my own snacks

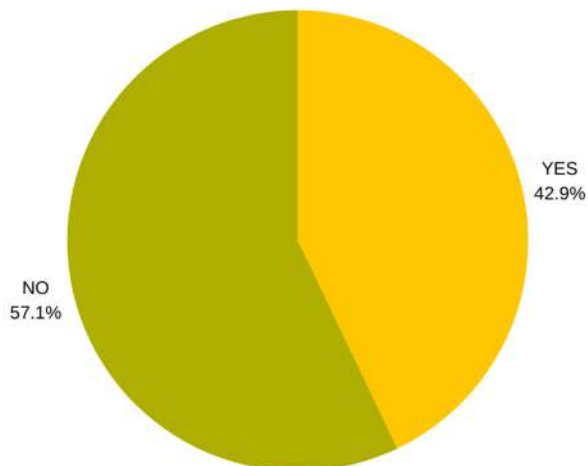
Not hungry

Dieting

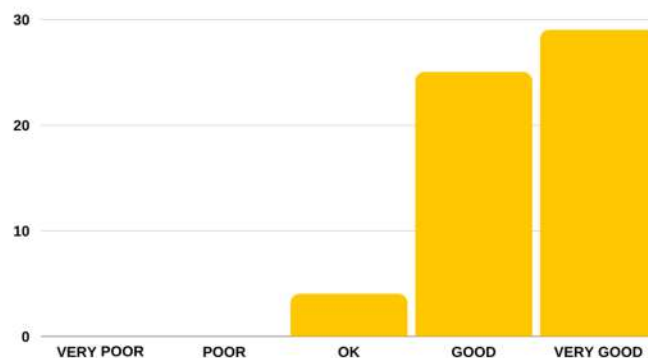


HOSPITALITY

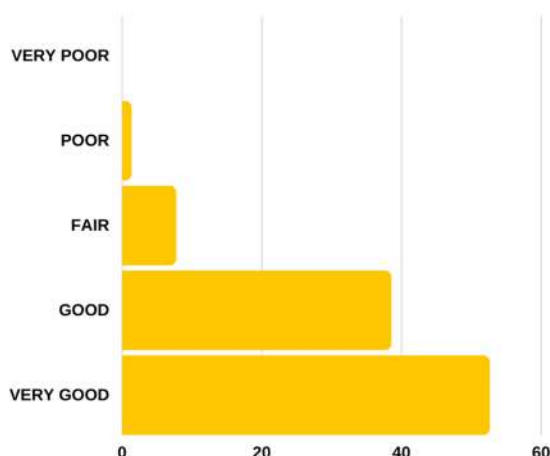
52 HAVE YOU EXPERIENCED MATCHDAY HOSPITALITY AT THE LOCALITY HUB BAYVIEW STADIUM DURING THE LAST YEAR?



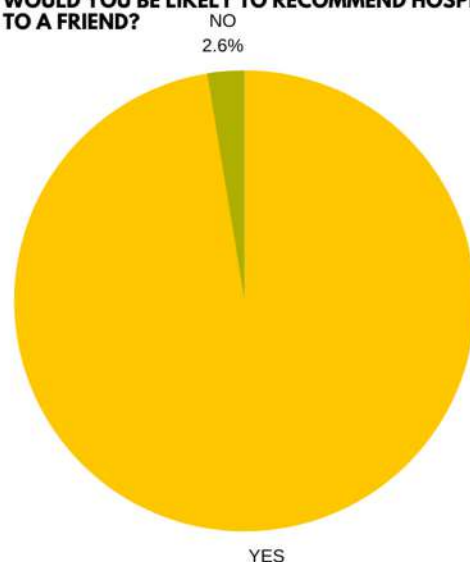
53 HOW WOULD YOU RATE YOUR HOSPITALITY EXPERIENCE?



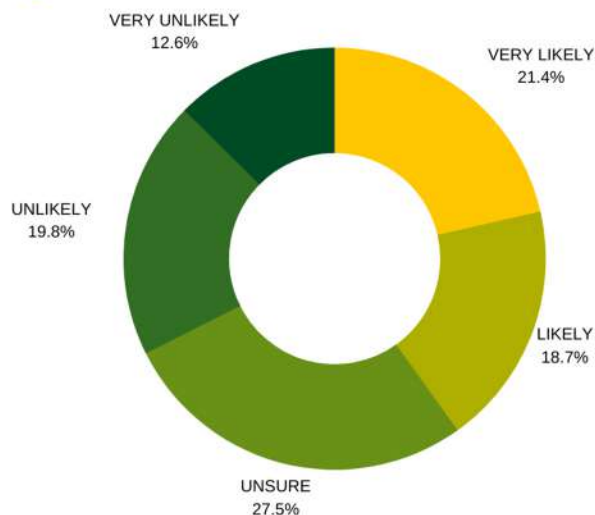
54 "THE EXPERIENCE REPRESENTS _____ VALUE FOR MONEY."



55 WOULD YOU BE LIKELY TO RECOMMEND HOSPITALITY TO A FRIEND?



56 HOW LIKELY ARE YOU TO ATTEND MATCHDAY HOSPITALITY DURING THE NEXT SEASON?





HOME TICKETS

57

IS THERE ANYTHING THAT WOULD IMPROVE YOUR EXPERIENCE WHEN BUYING HOME MATCH TICKETS?



Card machines/contactless at the gate. Usually have a ticket sorted and if I don't then usually have to stop for cash somewhere

Knowing what offers/options are available

Online purchase

Parent and child at the gate rather than the current system. Card payment at the gate. Contactless payment / pay online for express/VIP entry with additional benefits - improved seating and experience from standard fan entry (this would sit between standard entry and hospitality - there is currently no 'middle ground') - think Odeon 'premier seating'. Discount to book in advance and/or for group bulk bookings to target work mates or friends who wish to attend as a one off, e.g. 10 friends attend for £100 if booked by 5pm Thursday. Offers on a game by game basis to gain publicity and attract/retain supporters. Bundles e.g. buy ticket and pie/drink at a set price - everyone from Disney to Netflix offers bundles, don't be blinkered by gate price only.

A separate ticket selling area away from the very busy main reception might be useful

Opposition fans not being able to buy them for the home end

My 5 year old son has a season ticket. On some occasions I have had to send him through that turnstile to wait on me at the inside of the paid turnstile. It's not that great when it's a busy match.

Maybe better quality, plastic Supporters Club and season tickets to use when purchasing match tickets. Paper season tickets/ membership cards are easily misplaced in the washing machine or damaged.

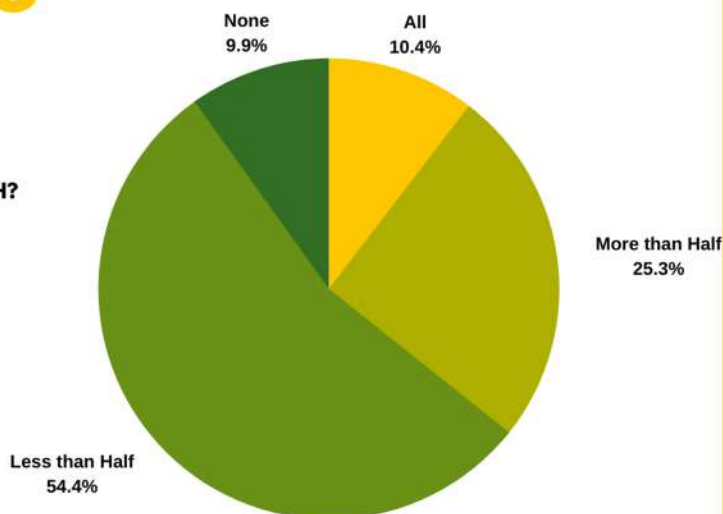
A points building system for purchasing tickets for the all ticketed games



AWAY MATCHES

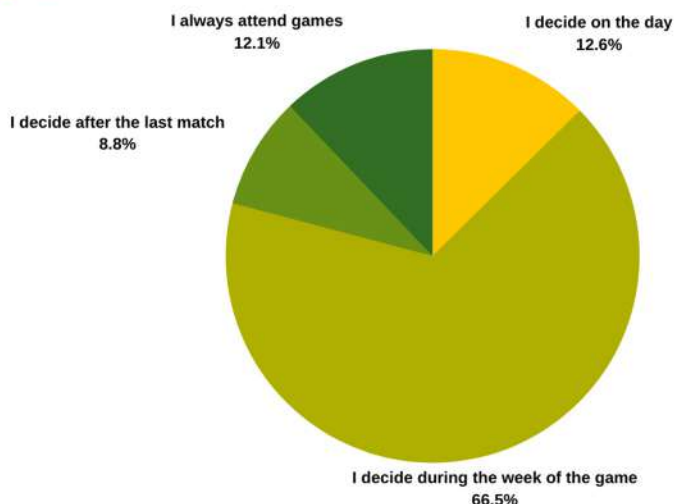
58

HOW MANY AWAY MATCHES DO YOU ATTEND EACH SEASON?



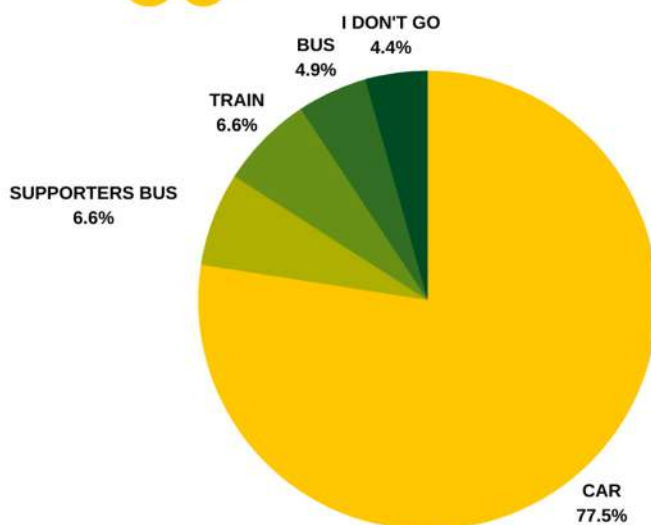
59

WHEN DO YOU DECIDE YOU ARE ATTENDING AN AWAY MATCH?



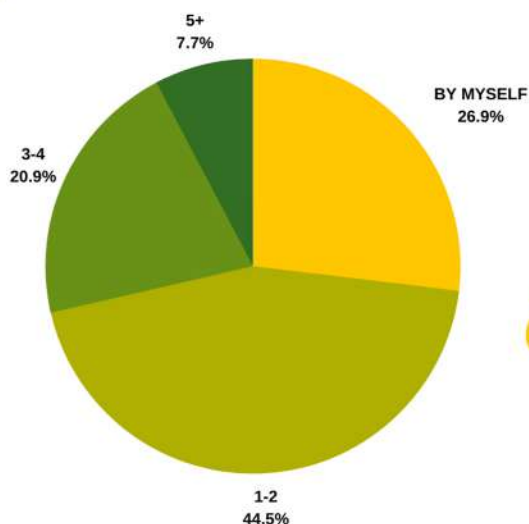
60

HOW DO YOU TRAVEL TO AWAY GAMES?



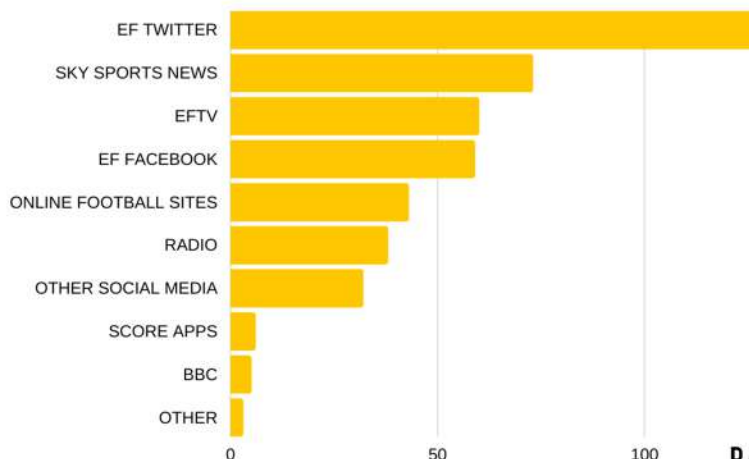
61

HOW MANY PEOPLE DO YOU TYPICALLY TRAVEL WITH TO AWAY MATCHES?



62

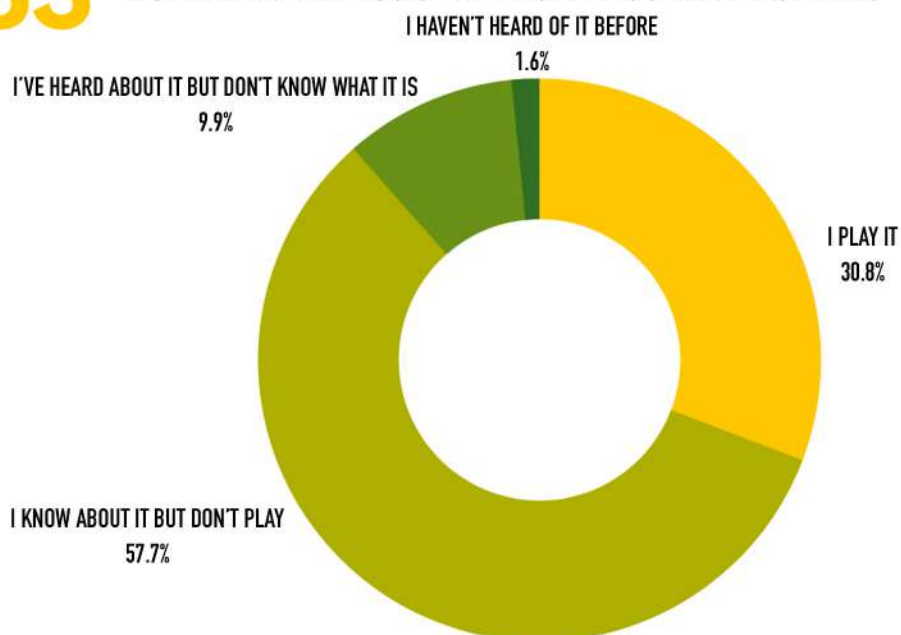
HOW DO YOU TYPICALLY FOLLOW AWAY MATCHES WHEN YOU ARE NOT ATTENDING?



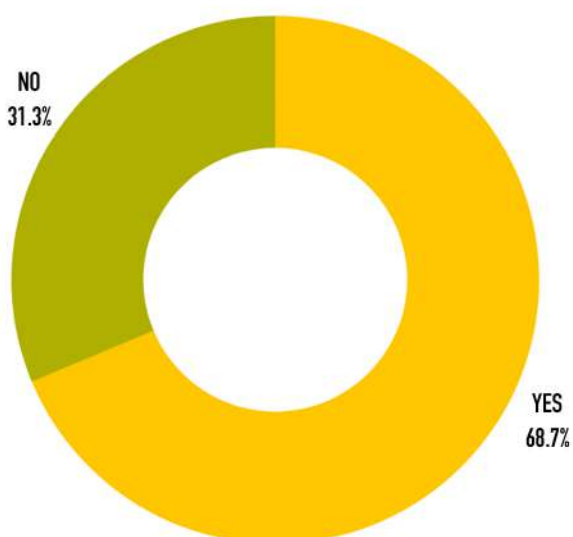


LOTTERY & MERCHANDISE

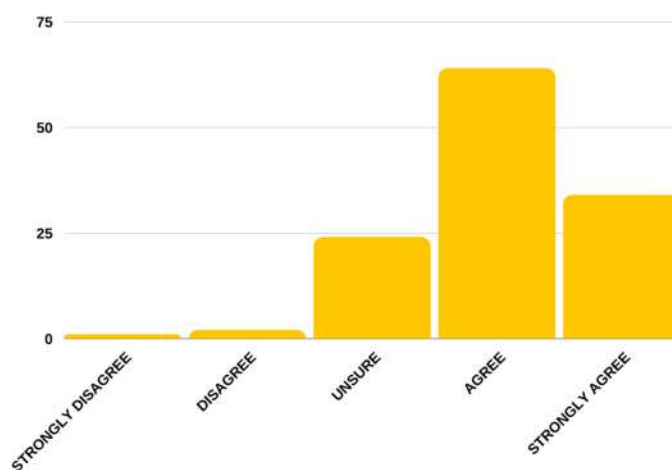
63 HOW AWARE ARE YOU OF THE EAST FIFE GOLDMINE LOTTERY?



64 HAVE YOU MADE A PURCHASE FROM THE EAST FIFE CLUB SHOP OR EASTFIFESHOP.COM IN THE LAST YEAR?



65 "THE PRODUCTS ON OFFER REPRESENT GOOD VALUE FOR MONEY."

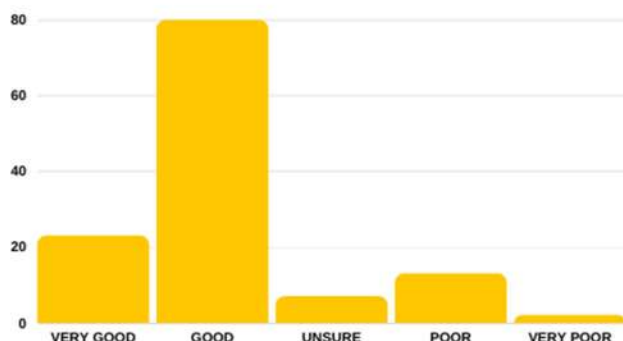




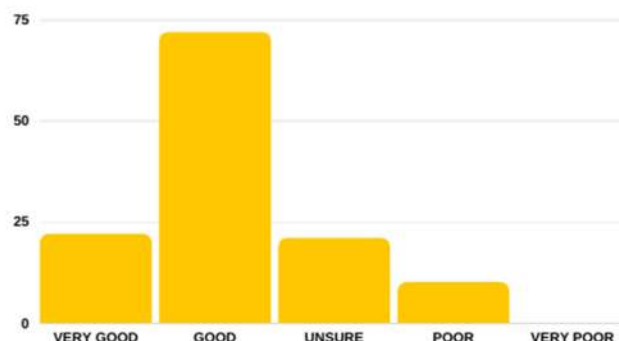
MERCHANDISE

66

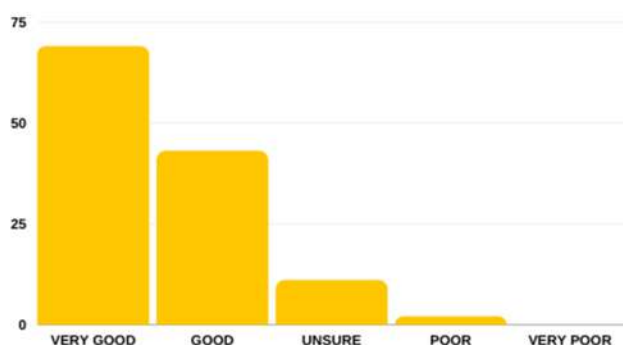
HOW WOULD YOU RATE THE FOLLOWING:



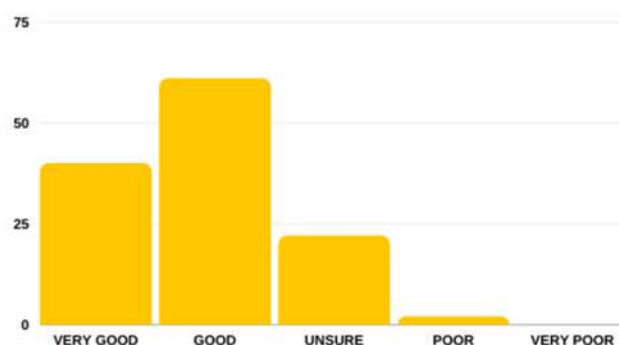
PRODUCT RANGE



THE MATCHDAY CLUB SHOP



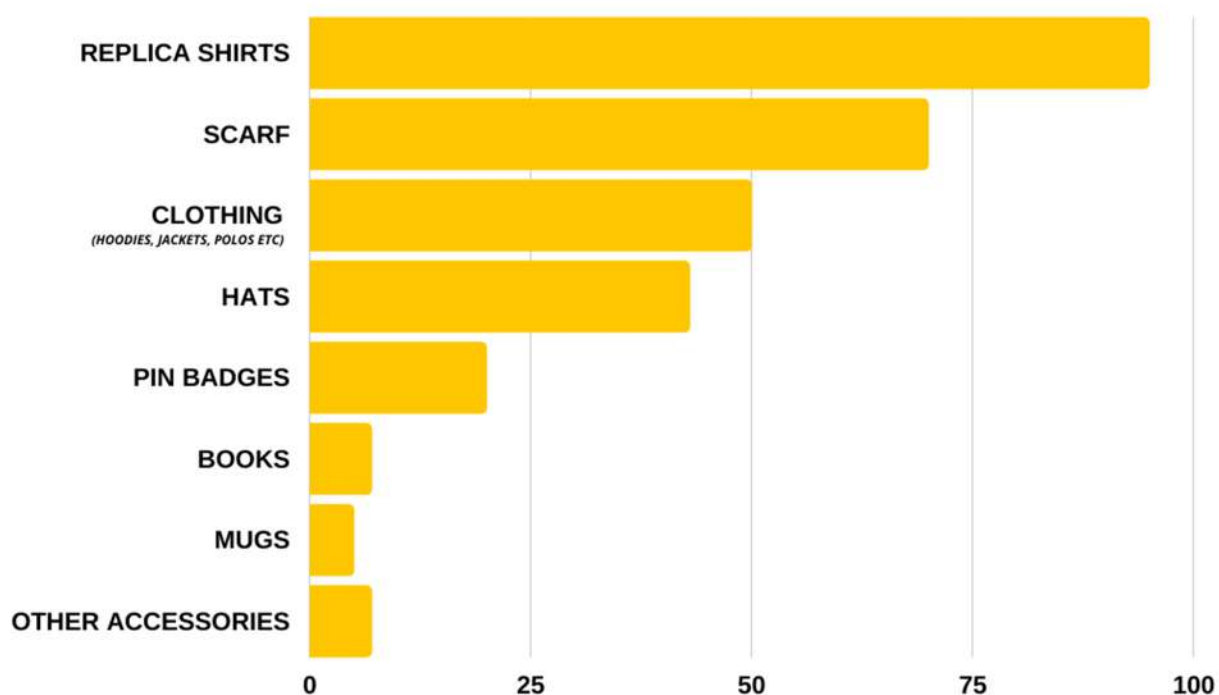
LEVEL OF SERVICE FROM THE SHOP STAFF



EXPERIENCE USING THE ONLINE CLUB SHOP

67

WHAT ARE THE TYPICAL PRODUCTS YOU BUY FROM THE CLUB SHOP?





M E R C H A N D I S E

68

ARE THERE ANY SPECIFIC PRODUCT(S) THAT YOU WOULD LIKE TO SEE IN THE CLUB SHOP THAT ISN'T THERE CURRENTLY?



Retro kits

More club tracksuits

official flags

East Fife face masks!

An away kit scarf

Bigger selection of everything.

More selection for kids

More polo shirts, jumpers, joma tracksuit bottoms, scarfs with east fife on it, lighters, homeware stuff other than keyrings, cuddle teddy bears, stuff that represents the East Fife mascot (like broxi bear and hoppy the hound) needed? More towels, pillows and East Fife photo frames and East Fife mugs/hot flasks/travel cups etc

Water bottles - personalisation equipment for shirts, tracksuits etc - our youth teams should be able to pick up any item required and feed the club as opposed to supporting the kit supplier

Gym shorts, general gym-wear.

Leisure-wear - t-shirts, sweatshirts, etc.

Black & gold striped socks

Bigger range of babywear

Think stickers would sell well

Drinks memorabilia; rocks glasses, beer coasters and beer holders

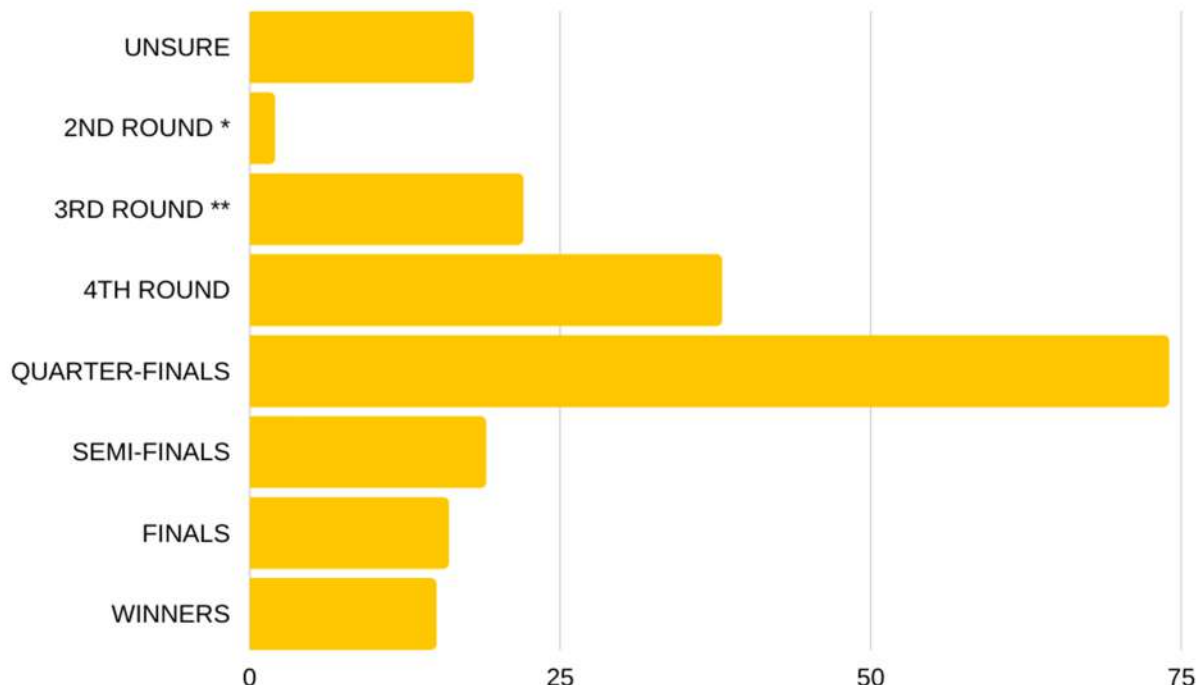
I feel that the club shop could be better stocked at times eg lead up to Christmas especially with popular products eg hats, scarves and stocking fillers. I appreciate it's difficult to get small volume branded items and it's a hit or a miss whether items will sell but I think having a good stock of things for fans to browse on match day might bring fans in for a look more often and obviously gain more sales. I base this comment on a visit during the week before Christmas (not a match day) last year to get a specific hat and mug for a fans partner to give him for Christmas and there were no hats in stock and the choice of only one mug.



S U P P O R T E R E X P E C T A T I O N S

69

IF THE CHALLENGE CUP FORMAT REMAINS UNCHANGED FOR THE FORTHCOMING SEASON, WHAT WOULD BE YOUR REALISTIC EXPECTATIONS FOR EAST FIFE?

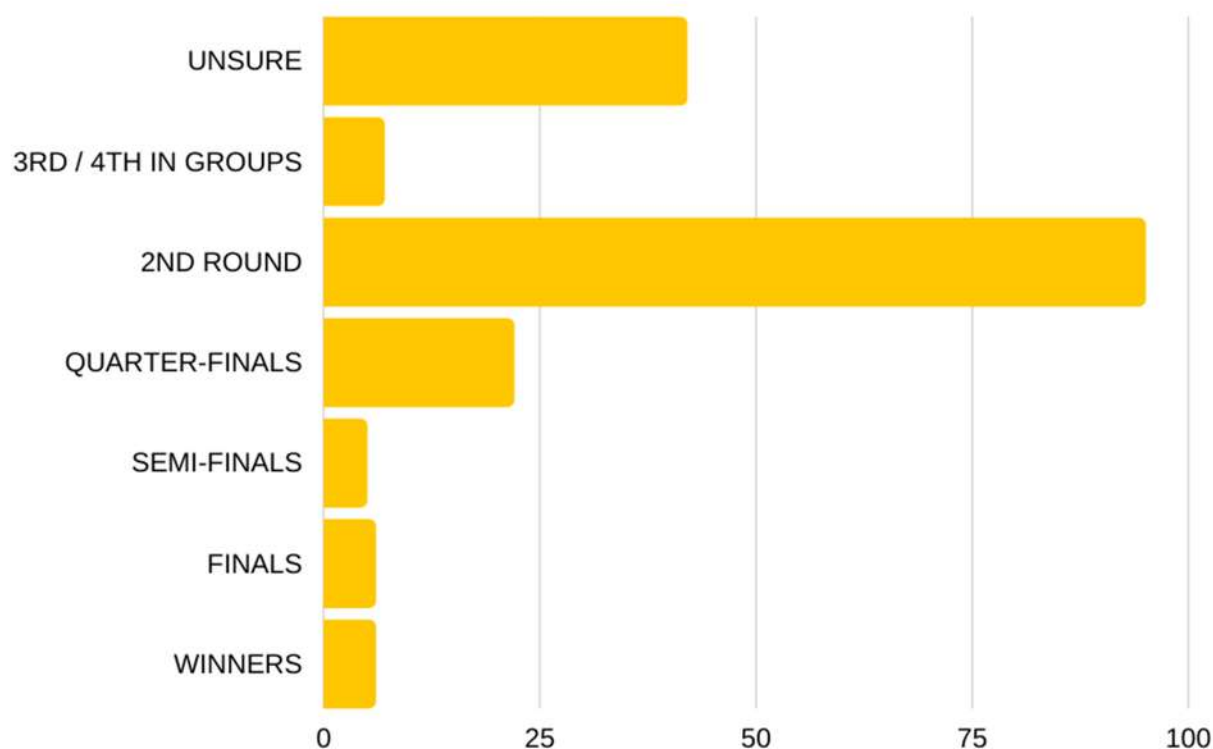


* Round East Fife enter the competition

** Round teams from other Nations enter the competition

70

IF THE BETFRED CUP FORMAT REMAINS UNCHANGED FOR THE FORTHCOMING SEASON, WHAT WOULD BE YOUR REALISTIC EXPECTATIONS FOR EAST FIFE?

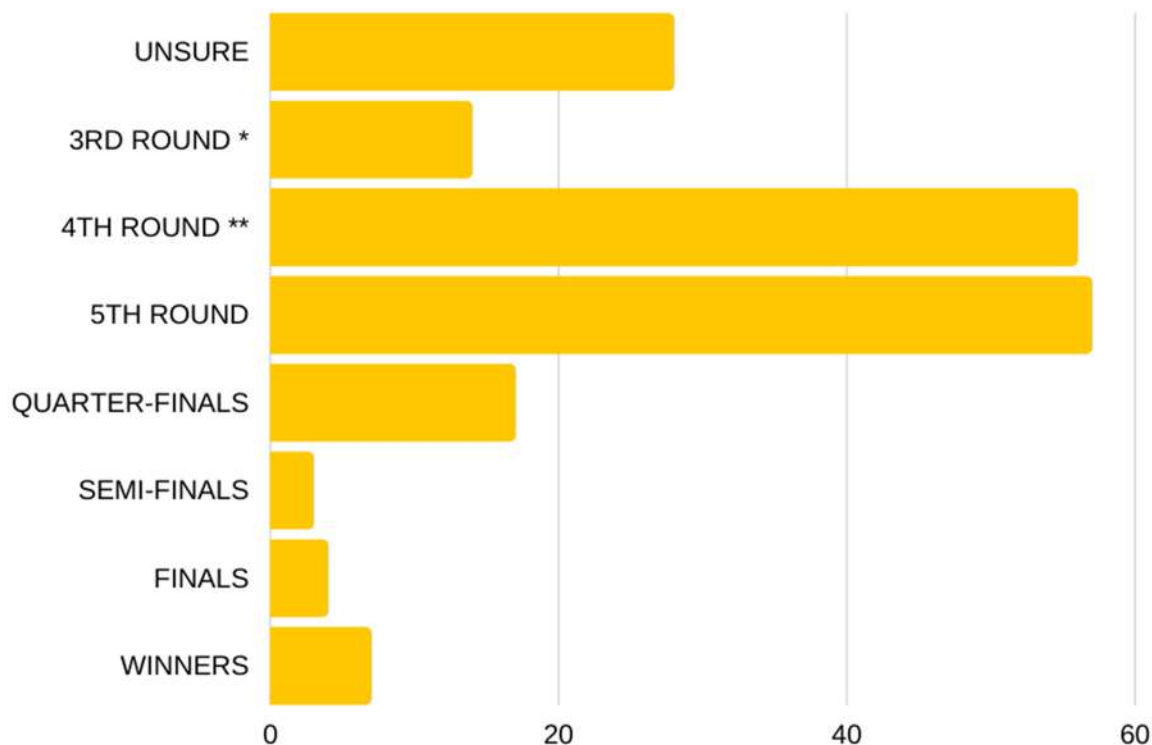




S U P P O R T E R E X P E C T A T I O N S

71

IF THE SCOTTISH CUP FORMAT REMAINS UNCHANGED FOR THE FORTHCOMING SEASON, WHAT WOULD BE YOUR REALISTIC EXPECTATIONS FOR EAST FIFE?



* Round East Fife enter the competition

** Round teams from Premiership enter the competition

72

IF EAST FIFE REMAIN IN LEAGUE 1 NEXT SEASON UNDER IT'S CURRENT 10 TEAM FORMAT WHAT WOULD BE YOUR REALISTIC EXPECTATIONS FOR THE CLUB?

