



SUPPORTER SURVEY REPORT 2022/23

MORECAMBE FC

MORECAMBE FC

WE'RE IN IT
TOGETHER



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INTRODUCTION

Firstly, we would like to say thank you to everyone who completed the 2022/23 Supporter Survey in December 2022.

Morecambe FC is committed to sustained growth both on and off the pitch. To enable us to achieve our objectives, we must consult our supporters and learn about what you think we can do to improve as one.

Throughout the report, we will re-visit the objectives set in the 2021/22 Supporter Survey in January 2022, review what was asked of us and what we actioned.

We will then analyse the results from the 2022/23 Supporter Survey in December 2022, to create a plan to make positive changes again and continue to progress.



2021/22

SUPPORTER SURVEY REVIEW

Throughout the 2021/22 survey, supporters listed suggestions for us to implement to improve the match day experience for all and during the closed season and the first half of the 2022/23 season we have done just that.

Supporters asked for live music outside the stadium during the build up to kick off, helping create the atmosphere that everyone knows and loves at football.

We have had Morecambe FC Community Sports at nearly every home game with the inflatable penalty activity, playing music and getting supporters in the spirit of match day. We have also regularly had live music from Stuart Michaels and Mark McKenna on the forecourt, along with the return of the Shrimettes!

A common request from Shrimps' fans was to see an increased offering on all catering and refreshments facilities, so we introduced children's meal deals, and match-by-match specials – so keep your eyes peeled for these.

Fans wanted more opportunities to meet their favourite players and Morecambe FC stars; we have had two open training sessions so far this season, we have had late night shopping and chance to have merchandise signed by selected players in the club shop and we have welcomed all young Shrimps and their families to the Christmas Party with the First Team.

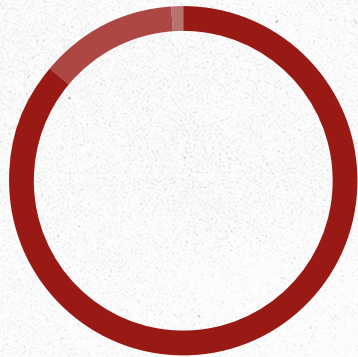


ABOUT YOU

Out of over 100 supporters who participated in the 2022/23 Supporter Survey...

SUPPORTER SURVEY

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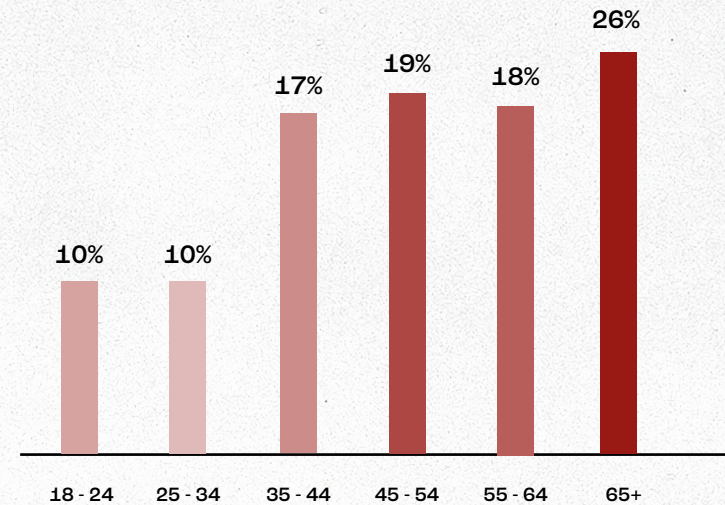


82% WERE MALE

17% WERE FEMALE

AND 1% SAID THEY WOULD PREFER NOT TO SAY

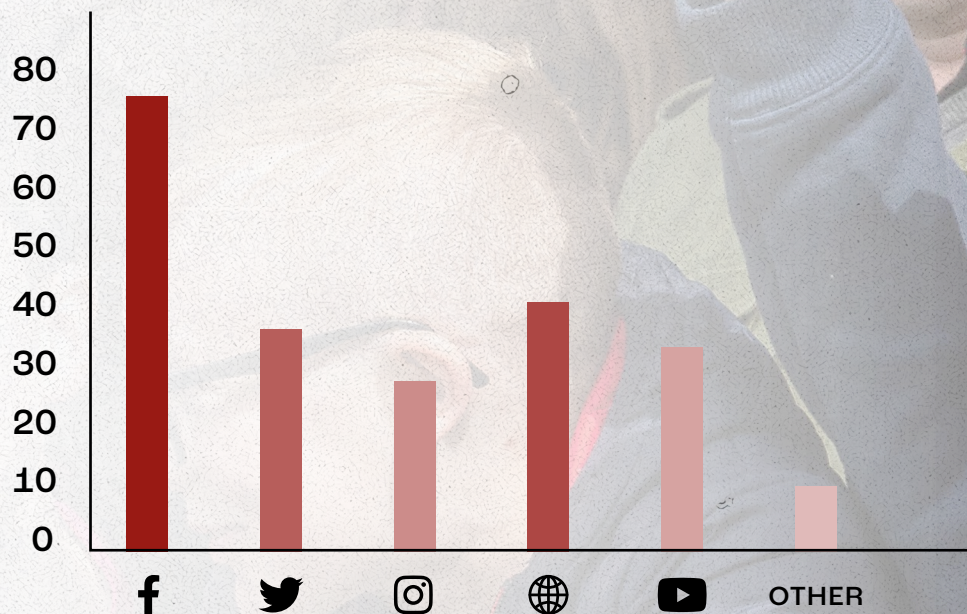
AGE BREAKDOWN





COMMUNICATION

SOCIAL INTERACTION AGE DEMOGRAPHICS



SUPPORTER SURVEY

64%

of supporters said that they use Facebook as a way of getting updates on Morecambe FC.

34%

of supporters who completed the survey said they used the Official Club website to keep up to date on Morecambe FC news.

WHAT WE DO WELL

“The communication with supporters has gotten much better over the seasons.”

WHAT WE COULD DO BETTER

“The Club could offer more information on what to expect on a match day”

WHAT WE HAVE DONE

We have created Supporter Guides that are now available on our website.

The supporter guides are directed at a range of different supporter groups. Alongside this, we have begun using the SLO twitter page to not only tweet about away fixture updates, but about activities taking place on a match day.



MATCHDAY CATERING AND REFRESHMENTS

Did you know? Our pies are all homemade by our specialist chef's on site.

Supporters rated our matchday catering and refreshments offering a

6.7/10

WHAT WE DO WELL

"Excellent pies."

"I think the Club have improved a lot over the last few seasons."

WHAT WE ARE GOING TO DO

- Trial some new products on the concourses, starting with a cheese and onion pasty.
- Look at possible options to speed up service on the concourses.
- Offer selected hot food in JB's Bar post-match.

WHAT'S NEW

- Sweets (Foam Shrimps)
- Ice Cream
- Cheese and Onion Pasties



TICKETING

Supporters who completed the survey, scored buying a match day ticket

7.4/10

WHAT WE DO WELL

“Straight forward process online for purchasing tickets”

WHAT WE ARE GOING TO DO

Work with our ticketing provider to allow season ticket holders over 18 to buy general admission under 14 match day tickets.

IMPROVEMENTS WE HAVE MADE

Building seating plans for away fixtures, to help supporters visualise where they will be.





COMMUNITY SPORTS

79% of supporters, said they know who Morecambe FC Community Sports are.

36% of which have been engaged with directly or through friends and family.

WHAT WE DO WELL

“Community Sports have engaged with my daughter through offering girls football activities.”

Morecambe FC Community Sports recently visited my child's school, offering free tickets for the upcoming home game”

“I do walking football with Morecambe Community Sports, and it's really fun!”

“I became a match day volunteer with Morecambe FC Community Sports. During this, I have heard loads about what the offer outside of a match day.”

PREMIER LEAGUE
PRIMARY STARS



WALKING
FOOTBALL



EXTRA
TIME





THE OVERALL MATCHDAY EXPERIENCE

You scored buying a match day ticket **7.4** out of a possible **10**.

“Straight forward process online for purchasing tickets”

Our Club stewards were given a score of **7.2** out of **10** for their effort every home game at keeping shrimps supporters safe!

“They do a great job, always friendly and helpful”.

89% of respondents rated the overall matchday experience as good to outstanding.

“Entertainment and fan experience outside the ground has improved significantly.”





WHAT ELSE ARE WE GOING TO DO

- 01** **WORK CLOSELY** WITH SHRIMPS TRUST TO **KICK START** MONTHLY EVENTS AT THE STADIUM. THIS STARTED WITH A QUIZ NIGHT ON SATURDAY 18TH FEBRUARY.
- 02** **EXPLORE** THE OPPORTUNITY FOR **ACTIVITIES** ON THE PITCH AT HALF TIME.
- 03** ENSURE THAT **CHRISTIE THE CAT** VISITS ALL HOME AREAS OF THE STADIUM ON A MATCH DAY.



Thank you, because we couldn't do this without you!

We have again been overwhelmed with the positive responses received in our supporter survey. Thanks to your feedback, we can continue to take Morecambe Football Club forward and build on the changes we have made so far. We have listened and know that there are still many areas where we can do better.

But, with the information this survey has provided we will continue to put the work in to drive more positive changes. Your help is vital to us achieving our goals and giving you, the fans, the Morecambe Football Club you deserve.

WE'RE IN IT TOGETHER

