



SUTTON UNITED

ASSESSMENT SUMMARY REPORT | FIRST VISIT | 2021/22



INTRODUCTION

The purpose of this first visit report is to help you improve levels of family engagement at your Club by providing detailed feedback on every element of the new family experience (from finding information to leaving your stadium after the match). The report makes clear recommendations on what could be done to address any 'gaps' and strengthen the experience.

The report contains the following sections:

- An executive summary page, containing details of the game that was assessed, the overall score for the visit and a dashboard view of the ten touchpoints (including friendliness and feeling valued).
- A two-page summary of the touchpoints, with assessor feedback and, where applicable, recommendations for improvements. Scores from 2019/20 (when the programme was last run) are also shown to provide more context.
- A written summary of the detailed assessment report, as well as benchmarking (for 2021/22) & historical performance information.
- A support page, including contact details for the EFL Supporter Services team and information on what further help is available for clubs

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EXECUTIVE SUMMARY

sky bet LEAGUE TWO | EFL

VBS COMMUNITY STADIUM



Sutton United 4-0 Carlisle United



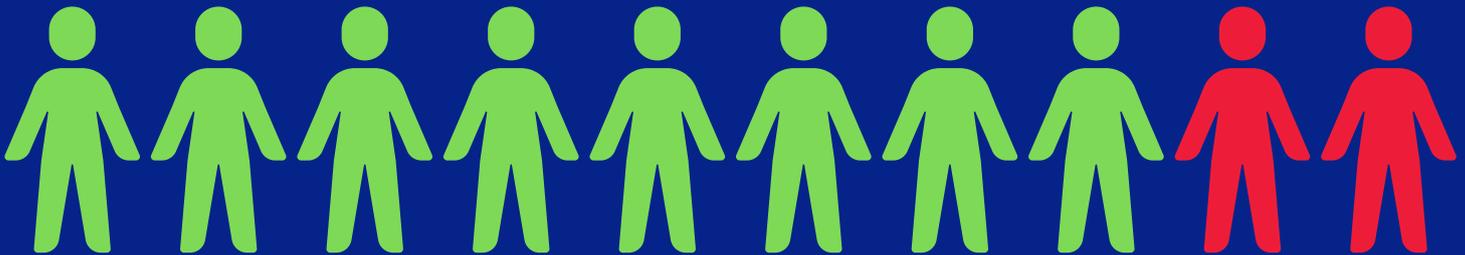
25 SEPTEMBER 2021 | 3PM



DRY



your 2021/22 first visit score



While representing a positive performance, this score indicates that some further small refinements are needed to maximise the retention of first time fans and their families.



2019/20 Overall Score (club not in EFL in 2019/20)

at a glance touchpoint ratings



Average Touchpoint Score 7.5



FIRST IMPRESSIONS

7

"[The ticket purchase was] a functional experience. It was difficult to tell from the stadium map that we were buying tickets for anywhere in the ground apart from the seating area. It was easy to purchase the tickets online and print at home."

RECOMMENDATION

A GUIDE ON THE WEBSITE THAT IS SPECIFICALLY DESIGNED FOR FIRST TIME VISITORS CAN ANSWER MOST OF THE QUESTIONS A FAN MIGHT HAVE AND ALSO HELP TO ATTRACT NEW FANS



SOCIAL MEDIA

7

"We were pleased to see the club retweeting 'Sutton Sal' who invited supporters to try some of her homemade bread and butter pudding. She didn't charge but appreciated a donation to her charity of the week. It was great to see the club promoting fan ideas and charity and was a memorable moment for us."



TRAVEL

8

"According to the club, Gibson Road car park was the best place to park. Sutton's website estimated a 15-minute walk to the stadium and provided links to the car park website and a map which helped us with cost and timings."



STADIUM VICINITY

7

"The stewards were very welcoming and answered all of our questions. Some family-friendly signage around the stadium would enhance the experience."

RECOMMENDATION

CONSIDER ADDING ACTIVITIES THAT WOULD APPEAL TO YOUNGER FANS (E.G. FACE PAINTING OR SKILLS CHALLENGES) IN AVAILABLE SPACE OUTSIDE THE STADIUM



RETAIL

8

"Our child loved the 'Win, Choose to Draw' drawing book which was coloured on the day of the match and the week after. It contained lots of Sutton United references and a school friend was asking about the club the following week as a result."

RECOMMENDATION

CONSIDER ADDING ITEMS TO THE MENU AT THE REFRESHMENTS KIOSKS THAT WOULD APPEAL TO KIDS AND THEIR PARENTS. MEAL DEALS, HEALTHIER ITEMS AND KID SIZED PORTIONS ARE ALL POSSIBLE EXAMPLES

REFRESHMENTS



"Considering the ground only has two small kiosks for home supporters, the queues were dealt with as efficiently as possible and stewards were on hand to manage them."

7

INSIDE THE STADIUM



"I was told by a club representative ahead of the game that the club are still under Covid restrictions so there wouldn't be as many pre-match activities for kids as they are used to - but 'we do have mascots on Saturday for the first time in eons!'"

8

RECOMMENDATION

PEOPLE MAKE A HUGE DIFFERENCE AND CAN REALLY LIFT AN EXPERIENCE, EVEN IF THE TOUCHPOINT HAS GAPS. USE TRAINING TO ENCOURAGE MORE ENGAGEMENT AND PROACTIVITY

PEOPLE*



"The stewards weren't proactive but did a very good job at answering all our questions when we approached them."

7

FRIENDLINESS*



"Despite a lack of a family stand, there is friendly family feel around all of the ground. Plenty of children of all ages were enjoying the game and were able to get close to the action. There were lots of parents with young children too, taking their kids to an early football experience."

8

FEELING VALUED*



"The club has a great connection with its supporters whether it is via the player's interaction with fans after the game, the mascot mingling with young fans beforehand or promoting a bake sale mid-way through the first half!"

8

*this touchpoint is scored based on the overall experience at all of the other touchpoints

REPORT SUMMARY

Plenty of evidence of family engagement

This is Sutton United's very first EFL Family Excellence assessment and, based on this visit, there is plenty of evidence of family engagement and clear evidence of a strong basis throughout the match day touch points for growing junior attendance in the future.

Although there are opportunities to improve the experience (and these are detailed in the report) the assessor was impressed at the friendly, informal and welcoming feeling at the stadium, characterised by some lovely touches (the bake sale, 'Sutton Sal' and her bread and butter pudding and the innovative and engaging 'Win, Choose to Draw' booklet for kids).

On top of this, all of the stewards encountered were friendly too highlighting the extent to which engagement is part of the club's DNA.

BENCHMARKING (CURRENT SEASON)



AWARD HISTORY (PREVIOUS 5 SEASONS)



SCHEME POSTPONED IN 2020/21 SEASON

CONTACT & SUPPORT



We're here to help you.

For any further guidance or advice please contact the EFL Supporter Services Team:

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The Fan Experience Company have not only partnered with the EFL on this scheme since 2006, but deliver similar programmes across Europe in both men's and women's football, as well as other sports. They are also UEFA Mentors. They have extensive knowledge and expertise in all areas of fan experience and engagement, as well as examples of best practice from leading clubs all over the world.

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