



SUTTON UNITED

2021/22 OVERALL SUMMARY REPORT



INTRODUCTION

This overall summary report combines a detailed view of the second assessment visit to your club this season, as well as a summary of the overall experience based on both that and your first visit earlier in the season.

The report contains the following sections:

- An executive summary page, containing the overall score for the season as well as an overall summary and benchmarking.
- The key scores from the second visit, as well as a recap of the first one.
- A two-page summary of the second visit touchpoints, with assessor feedback and, where applicable, recommendations for improvements.
- 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

2021/22 OVERALL SCORE

7.3



OVERALL 2021/22 SUMMARY

Accesible and engaging nature to the experience

Sutton United's first family experience assessment report shows a real opportunity take the friendly, engaging and individual 'non-league' feel of the club, add more layers of family focus to it and exert real influence over future levels of support.

The matchday experience has many strengths, including Jenny the Giraffe (who has her own website page), some unique learning books for kids on sale (first visit) and the celebration of the club's female fans on the second visit, which underlined the welcoming and inclusive experience. Stewards, while in short supply in some areas, are friendly and helpful too.

While the experience stands out for its accesible and engaging nature, there are ways in which the club could overlay a real family focus on this and the attached report provides detailed advice on how this could be achieved.

2021/22 VISIT SCORES

FIRST VISIT

25 SEP 2021



8

SECOND VISIT

5 MAR 2022



7

SECOND VISIT

sky bet LEAGUE TWO

VBS COMMUNITY STADIUM | 5 MARCH 2022

Sutton United 3-0 Rochdale



7



OVERALL SCORE



FIRST IMPRESSIONS



SOCIAL MEDIA



TRAVEL



STADIUM VICINITY



RETAIL



REFRESHMENTS



INSIDE THE STADIUM



PEOPLE*



FRIENDLINESS*



FEELING VALUED*



FIRST VISIT SCORE 7

SECOND VISIT SCORE 7

FIRST VISIT SCORE 7

SECOND VISIT SCORE 7

FIRST VISIT SCORE 8

SECOND VISIT SCORE 8

FIRST VISIT SCORE 7

SECOND VISIT SCORE 6

FIRST VISIT SCORE 8

SECOND VISIT SCORE 6

FIRST VISIT SCORE 7

SECOND VISIT SCORE 7

FIRST VISIT SCORE 8

SECOND VISIT SCORE 6

FIRST VISIT SCORE 7

SECOND VISIT SCORE 7

FIRST VISIT SCORE 8

SECOND VISIT SCORE 7

FIRST VISIT SCORE 8

SECOND VISIT SCORE 6

AVERAGE TOUCHPOINTS SCORE 6.7

BENCHMARKING

To benchmark your scores for each visit, and your overall 2021/22 rating, the numbers below indicate your Club's position in your division and the EFL overall:

FIRST VISIT



SECOND VISIT

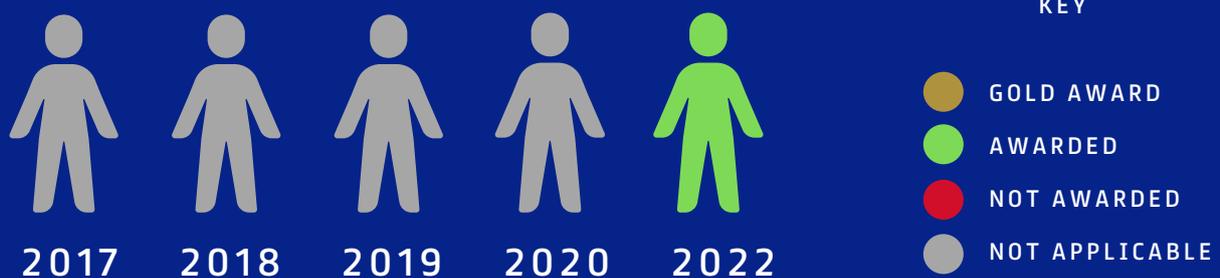


OVERALL 2021/22 POSITION



AWARD HISTORY

The figures below outline how your Club has performed in the previous five seasons (the programme did not take place in 2020/21 due to Covid):





FIRST IMPRESSIONS

7

"There's info on ticket prices and getting to the stadium under General Information > Stadium information and admission prices. Jenny the Giraffe gets her own page, providing a short biography and photos with fans/team members, and fans also have their own forum (this is independent of the club)."



SOCIAL MEDIA

7

"There was a link to the match preview with a recap of previous matches. They also said it was the club's 124th birthday and that they'd also be celebrating their female fans - on match day, both were 'celebrated' via PA announcements. Jenny the Giraffe has an account - but it's not been updated since mid 2021."



TRAVEL

8

"They have information on how to get to the ground by car and public transport (bus and rail, with information on where the bus routes go relative to the stadium). Gibson Road car park is the recommended parking area, A good portion of the parking lot was taken up by building works."



STADIUM VICINITY

6

"I think there could be more/better signage for young fans and/or those attending for the first time - it was hard to tell whether we could enter the bar area, as its next to hospitality (so it looked like there was a function taking place)."

RECOMMENDATION

CONSIDER ADDING SOME SMALL AND LOW-COST ACTIVITIES OUTSIDE THE STADIUM TO BEGIN TO ENGAGE FANS AS THEY ARRIVE. FACE PAINTING IS REALLY POPULAR, SO THIS IS A GOOD PLACE TO BEGIN



RETAIL

6

"It was a bit of a squeeze, as other people were already in the store (we tried to stay out of their way), then more people joined. Copies of 'Win, Choose to Draw' were available - this is a colouring book, allowing young fans to design their own kits."

REFRESHMENTS



"Queues were long, and fans clearly knew to start queuing before half time. However, they went down fairly quickly given most were after hot drinks - those wanting hot food had a longer wait but were directed to wait by the side."

7

RECOMMENDATION

FULLY UTILISE THE MASCOT, AND CONSIDER INTRODUCING PRE-MATCH AND HALF-TIME ENTERTAINMENT TO TAKE THE EVENT BEYOND THE 90 MINUTES AND GIVES FANS MORE REASONS TO WANT TO COME BACK

INSIDE THE STADIUM



"Jenny the Giraffe was walking around the concourse, taking selfies and signing autographs with young fans alongside a club player. There was no formal half time entertainment. Kids from teams that won the EFL Kids Cup did walk around the pitch."

6

PEOPLE*



"An extra steward or two when you've come through the turnstiles might be useful, just to point you in the right direction, as it's hard to tell which stand is where on a first-time visit."

7

FRIENDLINESS*



"Any stewards who answered our questions did so in a friendly manner. [There was] enough to interest an adult fan, especially one visiting for the first time, but not a family experience I would rush back for."

7

RECOMMENDATION

IDENTIFY WAYS IN WHICH NEW FANS, YOUNGER ONES AND THEIR PARENTS CAN BE IMMERSSED IN THE OVERALL EXPERIENCE. THIS WILL ENSURE THEY CONTINUE TO ATTEND, EVEN IF THINGS DON'T ALWAYS GO WELL ON THE PITCH

FEELING VALUED*



"There is some area for improvement towards making the young fan experience more holistic - acknowledging them in ways such as including items targeted to U18s in programmes, or having half-time mini-matches."

6

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

CONTACT & SUPPORT

Please contact us if you'd like any advice or support. We're here to help.

Our team, and long-term Family Excellence partners, The Fan Experience Company, can provide you with expertise, best-practice examples and strategic advice on fan engagement and the matchday experience at your club. We can also provide support on specific touchpoints. Talk to us to find out how we can help your club.



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