



2010-11 Close Season Survey

First of all I would like to thank all of those who took part in this survey. A total of 801 Argyle fans participated in the survey, a great response which is very much appreciated! I would also like to thank John Lloyd for teaming up with us on this, and for the hard work that he has put in to this, and other seasons', surveys.

And now please enjoy the following report on the results of the survey. We will start with 'Views on the Trust', followed by 'Following Argyle', 'How good are Argyle', 'The Trust Going Forward', and finally 'The Trust Movement'. The full results from each section are available at the bottom of the page.

Views on the Trust

We will start by having a look at your views on the Trust in the media, and how well you think that the ISC has managed to put across your views.

During the current crisis at our club it would appear that Argyle supporters have been able to be kept aware of the Trust and its activities, with 96% of members and 86% of non-members being aware of the actions of the Trust. The media has been one of the best ways for Argyle fans to keep up to date with the Trust, with only 9% of members and 19% of non-members feeling that the Trust's presence in the media has been weak.

One clear challenge in this area however is the need to keep people informed who do not have access to the internet or the local press. With regards the messages that have been put out by the Trust, concerning the administration process and the bidders, the feedback is more positive than negative.

Concerning the position taken by the Trust towards the bidders, only 7% of members and 20% of non-members identified weakly with the positions of the Trust, as opposed to 61% and 39% who identified strongly, with the rest being neutral or having no opinion.

An area where the Trust has needed to improve is in dealing with how the bidding process has been conducted. 51% of members and 55% of non-members would like to see the Trust be more critical of the process, with only 4% and 8% respectively feeling that the Trust needed to be less critical. Hopefully the actions of recent weeks, and weeks to come, have improved fans opinions about the way in which the Trust has dealt with the bidding process, as this is an area which had been identified for improvement. There was also overwhelming support for the Trust's decision to invite Mr. Guilfoyle and Mr. Ridsdale to address, and be addressed by, an open meeting with 96% of members and 79% of non-members approving and 98% of members and 85% of non-members wanting to see the Trust do the same with whoever our new owners may be, maybe a good thing that the Green Army enjoyed grilling Peter Ridsdale so much!



Last but not least are your views on how well the ISC has performed. Well, 68% of members and 34% of non-members thought that the ISC has done a good job, with only 4% and 19% respectively thinking that the ISC has done a poor job, the rest were neutral. Wozzer will be dealing with dissenters in time!

Following Argyle

Here we will be dealing with how you intend to follow Argyle this coming season.

52% of you indicated that you are intending to renew your level of membership at the same level as last season, with 6.5% deciding to downgrade and 28% as yet undecided. The main reasons for people being undecided or for downgrading are worries over ownership structure of the club, 26%, uncertainty over future plans for the club, 17.5%, and personal financial situation, 17.55%. Interestingly 8% of the season ticket holders surveyed intend to downgrade and 22% are undecided, numbers that should worry those running the club considering the reasons for these decisions. 20% of those surveyed expressed an interest in purchasing a 12-15 match membership that specifically did not include midweek games, whilst 21% expressed an interest in purchasing a season ticket if more incentives were included in the price.

On cost, 25% of those surveyed would find a 10% reduction in the cost of match tickets an incentive to attend more regularly and 67% were in favour of cut-price offers to boost attendances. This appears to show that there is a market for reduced price tickets, and large scale support for their introduction. 38% answered that they would be more likely to purchase a membership with the cost being spread over the course of the season, which again indicates that financial considerations are key when deciding whether to purchase tickets or not. Picking back up on the subject of incentives, of the distant exiles that were surveyed 47% were interested in a package where they would receive DVDs of Argyle games which included a membership giving priority tickets for significant games, showing that there are ways of the club engaging with, and making money from, fans who are unable to attend the majority of home games.

How good was Argyle?

Here we will examine how you thought those working at Argyle performed last season, including the team, the staff, and the management.

Peter Reid has come out of this season with a glowing reference from the supporters, with 78% of supporters feeling that his performance was good, and only 5.5% feeling that it was bad. For the manager of a relegated side this speaks volumes about the high regard that he is held in by Argyle fans.



The staff as well, from the shop team to the stewards, also received glowing references from Argyle fans with such low levels of dissatisfaction that the figures are not worth mentioning. It is a testament to their hard work that even in such difficult times their customers have such high levels of satisfaction. A big thank you again to all of the staff!

Unfortunately the first team squad does not have quite the same glowing report as Peter Reid and the staff with only 31% thinking that their performances have been good and 38% thinking that they have been poor. This is perhaps understandable after two successive relegations, although I am sure that all Argyle fans are grateful for the sacrifices that they have made to keep our club alive.

Now, on to the music. 31% of those surveyed are satisfied with the music policy at Home Park with 26% finding it to be unsatisfactory. 47% think that the volume is okay, whilst 27% think it is too loud, and 6% are hard of hearing, thinking that it is too quiet! Only 10% of fans think that Semper Fidelis is not important, so keep playing it! There is a split over whether to play music when celebrating a goal, 38% in favour and 43% against, I'm glad I don't have to make that decision (although I'd get rid of it). Finally on the subject of noise, 50% would like to see areas of unallocated seating introduced for 'singers' to congregate, whilst only 15% would not.

Something that Argyle fans are making noise about is the quality and price of food and beverages on sale at Argyle, 46% are not satisfied and only 13% are.

Another area that could be improved is marketing in the local area, with only 20% thinking that Argyle does a good job of marketing itself, and 49% thinking that a poor job is done.

Free busses appear to a popular initiative with 66% being in favour and only 2% against, a number of fans have also informed me that they rely on them.

Finally, for this section, congratulations must go to Peter Ridsdale for pre-empting the results of this survey and reverting to the old club crest, with minor changes, as 56% of fans wanted it back with only 15% that didn't. So, well done Mr. Ridsdale!

The Trust Going Forward

This section will deal with how our members would like to see the Trust proceed in the future. It will hopefully provide a guide for the ISC, and then the soon to be elected Society Board, on how to move the Trust forward.

When considering future objectives of the Trust it has been made clear that the majority of members see the following objectives as important to the Trust: Acquiring a seat on the board; acquiring shares in the club; establishing a formal relationship with the owners; establishing relationships with other supporters groups; and establishing relationships with other community groups. These objectives are at the heart of the Trust movement, so it is



good to see members endorse them. 85% of the members surveyed would also be happy for the Trust to commit to fundraising in order to achieve these objectives. There is also a clear consensus for the Trust to push for the club to run in an ethical, sustainable, transparent, and football focused manner.

These concerns have been pushed by the ISC, and I am sure that the future board will also look to continue this work. Trust members are also in support of development of Home Park, 82%, and the Home Park footprint, 66%, but only 23% would be in favour of development outside of this on land owned by the Council. Trust members would also like to see the Trust engaging with the community, and other Argyle stake-holders, by co-opting representatives of these onto the board.

In order to stay fully informed of the activities of the Trust, members also support the introduction of a regular newsletter, 72%, which would help overcome the challenge of keeping non-internet users without access to local media up to speed with the Trust.

The Trust Movement

This section will deal with the Trust movement on the national stage, and how members would like the Trust to engage with it.

73% of members would like to see the Trust engage at the national level, with only 3% against. 66% would like to see the Trust team up with the national movement to campaign for safe standing to be introduced at English football stadia, 10% were against. 93% would like to see the Trust join the national campaign for better regulation of football finance, something which is of course rather relevant to our current situation.

Thanks again to all who took part.

Keep it Green!

John Petrie.