

Greetings all

We are delighted to make available to you the results of our members survey that you may recall completing some time ago. Trust board member Eric Deighton has worked tirelessly to produce these final results and hopefully you'll agree it makes fascinating reading and will be an invaluable tool for us on your board to use to coordinate our future projects and enable us to target effectively where to put our resources. You can feel some satisfaction in having taken part in something which is unique to our football club and we intend to make it available to our partners across the club as I'm sure they will find it equally informative and useful in the work they are doing.

If you have any questions relative to the survey drop me a line and we can discuss it

Colin Pike Chairman

# Berwick Rangers Trust Questionnaire

## Introduction

It seems that Trust members are massively in support of everything we have done so far and are very confident that we will go on doing good things for the Football Club in the future. The level of support for the Rangers from all over the globe and some of the distances our members travel to see their beloved team is staggering. They have made a fitting contribution to the survey and are pleased to have been asked their opinions. The Board is confident that there is enough material to help us shape future strategies.

We sent out a questionnaire to every Trust member (210 at that time) and got 72 back. This was disappointing but at 34%, it was greater than most local election turn-outs! It was a pity to waste £56 in postage which could have gone to the Club but we are certain to save money in the future by adopting some of the ideas you have come up with.

You may recall that the survey was divided into various areas as follows:

## About you

75% of returns were named so most of you had the courage of your convictions! We didn't really know the make-up of our members and the results amazed us. Only 1% are under 20 years old, 6% are 21-30, 8% are 31 – 40. 31% are 41 – 50 and 49% are aged 50 plus. If you add the last two results together it says that 80% of us are 41 years old or more! Now add that together with the results of the gender question and it surprises us more. 90% of members are male and we our ethnicity is 100% white British. With only 8% of us declaring a disability we can see that across the membership we are very unrepresentative of the population at large and this could be an unhealthy combination. A team of board members will look at our membership make-up and devise a strategy to increase our reach and scope to try to achieve a better balance.

### **We asked what your reason was for joining the Trust.**

#### **You said:**

Roughly half of responses were from fans believing that they were helping the club and wanted to be part of it. The other half had more sophisticated and deeply-held convictions that they heard the “call to arms” and responded when the viability of their club was under threat from a passionately hated former regime. They want to ensure it never happens again and want us to represent them at FC Board level.

### **We asked what your reason was for continuing membership.**

#### **You said:**

We believe that the Trust is sticking to its original aims and are happy with the work we are doing. You want us continue.

## Your interest in Berwick Rangers FC

**We asked how many miles you travel to see home games?**

**Your responses amazed us:**

The statistics on this question were skewed because of members living in places like Australia, New Zealand, Spain and America! The figures are therefore distorted but it is worth noting the effort of a few members, some of whom travel big distances and attend many games per season.

50% travel 50 miles or more to a home game and distances of 65, 100, 213 and 270 miles were mentioned. One person travels from Bristol 5 times per year, one 600 miles for the same number of games and one person travels 270 miles; attends 15 plus home games and 15 away games per season!

## Your interest in Berwick Rangers FC

We wanted to know how you became interested in the football club and how often you come to games. Once again you surprised us! 85% of us are just plain devoted fans and the rest have a connection from ex-ball-boys to shareholders. Amazingly the average time our members have been fans is 30 years and the total number of years of support just from our responders is 2191 years!

20% of our members never attend a single home game in a season and 46% never attend an away game! 36% attend 1-14 home games and 44% attend the same number of away games. 44% of us attend 15 plus home games and 10% of us attend 15 plus away games.

Our interest in the Club and the Trust has not changed over the last couple of years for 45% of us, has increased for 33% and decreased for 20%.

## Your expectation of the Trust Board

**We asked what do you believe is the main role of the Trust Now?**

**You said:**

Most people thought we should continue good work as above in more stable times, increasing share ownership. Specifically mentioned items were:

- To support by fundraising
- Providing a voice for fans on the football board
- Work to help provide a new stadium
- Help to extend the club into the local community
- Provide stability

**We asked if the Trust achieving its main role now?**

**You said:**

Massively Yes! 96% offered claims like the following “We are doing a wonderful job”. That is good for a Board who continually ask themselves if we are fit for purpose and agonising whether the responsibility vested in them is rightly placed! It is important that we don’t get complacent, after all we live in troubled and changing times, but it is good to know that so far we have your support.

**We asked what you believe is the main job of the Trust Board Now?**

**You said:**

You confirmed to us that the direction we are going is the correct one and added a few specific items:

- Consolidate on the current good position
- Feed back opinions to the club and be a voice for the fans
- Increase membership

- Ground improvement
- Website improvements
- Wise use of members funds

**We asked if the Trust Board achieving its main role now?**

**You said:**

Once again, a massive 96% said yes but we must again remember the caveats above.

**We asked what you believe is the main job of the Trust in the future?**

**You said:**

We should generally continue as we have to date plus the following:

- Fundraising
- Take the club forward into a sustainable and financially sound position in a higher division
- Represent the fans view on the Football board
- Increase local interest through publicity and events, raising the profile locally and increasing the pride of the community
- Increase Trust membership
- Many wanted a greater involvement with youth football
- Shielfield ground and facility improvements

**We asked how we should change in order to fulfil our role in the future.**

**You said:**

We should not change! Keep on doing what we are doing, we are doing a wonderful job, with the following additional items:

- Increase our influence
- Increase the Board diversity (Female/young) and rotate the board
- Be willing to change and adapt and work harder to meet the unknown
- There was a large number who wanted us to merge or at least cooperate more with the Supporters Club

## Communications

It is clear from the findings in this section that we can get smarter about how we communicate and in getting smarter we should save money that can benefit the Football Club. A team from the Board will look specifically at the whole issue and make recommendations for change. It is also clear that there is a real hunger for greater involvement from the considerable number of faithful ex-pat members. The team will look into web-based tools like e-forums to satisfy that need.

**We asked you a range of questions on communications. Here are the results:**

63% of us want printed newsletters issued quarterly and 19% want them six-monthly. 44% wanted newsletters via the internet and 34% want a printed copy. Interestingly in and age of the web, only 62% of members have access to the internet.

The quality of information was rated as “good” by 66% of members.

Members log on to the Trust Website in varied degrees. Most (42%) log in weekly, 38% log in monthly and 10% never log in at all! The quality of information on the site was rated as “good” by the majority (58%) and average by 29%.

**We asked you what you use the Trust Website for.**

**You said:**

News, including club and trust news and team news	55%
Information	15%

Match reports 6%

A small number use the site for links and internet shopping but 20% never log in!

**We asked what information you would like to see added to the Trust Website.**

**You said:**

- More Squad/Player news
- More club, ground and financial information
- More news, results and reports
- More pictures and pre-match reports
- More on the league in which Berwick operates
- 39 people want nothing else!
- Website information should include AGM notes and financial statements.
- Distant (and very passionate) members want us to try to make them feel more a part of what is going on. Some form of forum would be useful as would be a place to leave ideas for fundraising

**We asked you how often you would like to see the website updated.**

**You said:**

Daily	18%
Weekly	61%
Another frequency (e.g. monthly, quarterly and as required)	21%

**We asked which website was your first choice for football club news.**

**You said:**

Berwick Rangers official site	31%
BBC	29%
Pie and Bovril	17%
None	12%
Trust Website	6%
Supporters Club site	2%
Others	3%

This comes as no surprise after a look around other Trust Websites. They are all similar to ours offering primarily Trust information. We think this is recognition that other specialist sites are purpose made for hot news items and to compete would be futile. We will be looking into the whole subject in detail.

## **Ideas for expansion**

**We asked what you thought the monthly subscription is.**

**You said:**

Most of you (47%) thought the current rate of £2 was about right. Interestingly, nobody thought that £2 was too expensive! The rest of you thought there was scope for more; one thought it should be £25! The rest came up with a range of contributions between the two. To raise the standard contribution would be a strain for many of us in these tight financial times but it could be that some would offer more on a voluntary basis. A team will look at this in detail.

**We asked if we should the board rotate on a 2 year basis?**

**You said:**

Although a massive 72% of people said they think the board should rotate the vast majority understand the practical difficulty in doing so. Many state that it should take place only if we

have the luxury of a number of volunteers of the right calibre and with the time and passion to devote to the cause. One suggests that appointments should be staggered, some members being elected for 3 to 4 years. They realise the good work being carried out by board members and don't think they should have to put up for re-election if they have contributed significantly.

**We asked if you would like to help out with future fundraising events.**

**You said:**

78% of you said no. Possibly understandably given our geographic spread but for the 22% of you, who would like to lend a hand, watch this space!

**We asked if you would like to become a Board member.**

**You said:**

88% of you said no but once again, the rest who said yes, watch this space.

**We asked you for ideas on fundraising events?**

You answered in floods! 31 ideas will soon be looked at by our events team.

**We asked how we can recruit new members.**

32 new ideas will soon be looked into by the Board.

## **Footnote**

The survey results have surprised, concerned and delighted the board in equal measures. It proves that in the opinion of members we are doing a good job and you have faith in us to continue that in the future. It shows that when we look at our recruitment strategy, we have to look at our current composition and make it more representational of the world outside of football. We have some great ideas on fundraising and some of them are even legal and possible! It is astonishing to know the commitment our members to Berwick Rangers FC. Rapidly put together to fight a cause, you answered the call to arms from the four corners of the globe when the club was under threat. We currently enjoy much better times but we can not allow ourselves to become complacent, the future is unknown. Membership fees are a staple source of much-needed contributions to the club but our numbers are slowly going down and we must address this problem as a priority. You can be assured that the Trust Board, with your help, will continue to try its hardest to support our great club.